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Research on Rural Information Demand Model Based on Probit In the Background of Big Data

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Abstract: Recent advance in application of big data make it possible to provide accurate information services for farmers. And it brings new opportunities for rural informatization which is related to the implementation process and degree of Rural Revitalization strategy. A growing body of evidence suggest that farmers' information demand has become a decisive factor in the information precision service model of rural areas. This paper examines a new measure of factors affecting rural information demand based on big data analysis which overcomes the difficulties of not identifying redundant factors found in other measures. Firstly, the meaning of rural information demand is analyzed, and a conceptual model of rural information demand based on "source-flow-use" is proposed; the related factors affecting rural information demand are analyzed, and the redundant and less influential factors are eliminated by partial correlation analysis; and the rural information demand and its influencing factors are constructed. By calculating the regression coefficients and standard error, the main influencing factors of rural information demand are found out, and the influencing factors of rural information demand are judged by ROC curve and AUC value. The validity and accuracy of this method are proved by statistical yearbook data and survey data of 15 townships in Lingshou County, Hebei Province.

Keywords: Big data; Probit model; Rural informatization; Partial correlation analysis; ROC curve

1. INTRODUCTION

1.1 Information demand

Demand refers to the desire of people to buy and be willing to buy a specific product. It is a conditional, feasible and optimal choice driven by human desire. This choice makes the desire reach a finite maximum satisfaction, that is, people always choose the best thing they can afford. In consumer theory, the highest indifference curve is achieved under budgetary constraints. Information demand is a kind of demand and a special kind of demand. The essence of information demand is to solve practical problems, that is, information purpose leads to information

demand. According to Maslow's hierarchy of needs theory (1943), demand can be divided into five levels from low to high: physiological needs, security needs, love and belonging, esteem and self-actualization. In the process of human practice, meeting the needs of each level will encounter corresponding problems, and the solution of the problem will generate corresponding information needs (Ronald Henry Lange, 2018; Joon-Kyoo Park et al, 2018; Ana M. Valente et al, 2018; Grace Msoffe, Patrick Ngulube, 2016; Yanfeng Jin, Gang Li, 2017) [1-5].

1.2 Rural information demand model

Rural information demand refers to the sum of the demand for production and living information by rural entities in order to improve their quality of life or to pursue greater development. The most important subject of rural information demand is farmers, and the purpose of farmers' information demand is to improve the quality of life or pursue higher development.

The emergence of rural information needs is inseparable from the practical problems encountered by farmers in the process of practice, and the problem itself determines the content of rural information needs. From the perspective of the attributes of information needs, rural information demand mainly includes information content, information quality and information quantity. First of all, the content of rural information needs is more extensive, including production, life and market demand (Geng Zhang et al, 2018). Specifically, meteorological information in agricultural production, pest prevention information, planting and breeding technology information, material demand information in farmers' lives, spiritual and cultural life demand information, as well as price changes of agricultural and animal husbandry products are all contents of rural information needs. Secondly, the quality of rural information needs is mainly reflected in the accuracy, reliability, integrity and comprehensiveness of information. In order to ensure the quality of rural information, the information source and information dissemination process must be effectively identified and supervised. (Benjamin U. Ugwoke CLN, 2014). Rural subjects should constantly improve their cognitive ability of information, and can effectively remove the erroneous or fragmented information model. Finally, the demand for information quantity in rural areas refers to quantitatively appropriate and effective information. In the current era of large-scale data in which

the rural information environment has been significantly improved, the amount of rural information is also very large. For rural subjects, the amount of information is not as good as possible. Affected by the cognitive ability, information acceptance ability and information use ability, rural subjects need a moderate amount and level information (Kisoo Kwon et al, 2018; Hui Shan Loh et al, 2017; Konstantinos Papangelis et al, 2016; Weichao Yang et al, 2018; Petr Matous, 2017). In short, rural information needs reflect the desire of rural subjects for information loss and the desire to satisfy. Rural subjects often encounter various problems in their production and life, and the ultimate goal of information demand is to solve the above problems. Therefore, the essence of rural information needs is to use information to solve problems encountered in practice (Jeng-Fung Chen et al, 2015; Weijun Li et al, 2015; Johan J. C. Tambotoh et al, 2015). According to the "source-flow-use" model of information, the information flow process mainly includes three links: information source, information dissemination, and information application.

The rural information source refers to various carriers for producing, carrying, storing, processing and transmitting information. It is the source of rural information subject to obtain information and the source of rural information dissemination. Rural subjects have two main sources of information. The first is the source of oral information, mainly referring to sources of information such as neighbors, relatives, and friends. The other is the source of media information, such as books, newspapers, television, networks, government agencies and other sources of information. Information dissemination is the activity of people sending, receiving and feeding back information through symbols and signals. It is a process in which people exchange opinions, thoughts and emotions with each other in order to achieve mutual understanding and influence. Rural information dissemination includes the reception, digestion and understanding of information by rural subjects, and further sublimates to the regeneration of information. The application of rural information is a process of psychological utilization, and proposes solutions according to the formation of rural information regeneration problems (Xinghu Yu et al, 2016). If the formation of countermeasures cannot solve or not completely solve the actual problems faced by rural subjects, then a new round of rural information flow will be triggered. This constitutes a rural information demand model based on "source flow utilization", as shown in **Figure 1**.

Therefore, rural information demand is the objective information demand of the rural subject in the process of production and life to solve the problems encountered. Rural information demand is a dynamic process. From information sources to information dissemination to information application, it meets the information needs of rural subjects in the process of

continuous circulation (Wu Cai et al, 2018; M.F. M Firdhous, P. M Karuratane, 2018; Ting-ting Gao, San-ming Wang, 2018) [3-5].

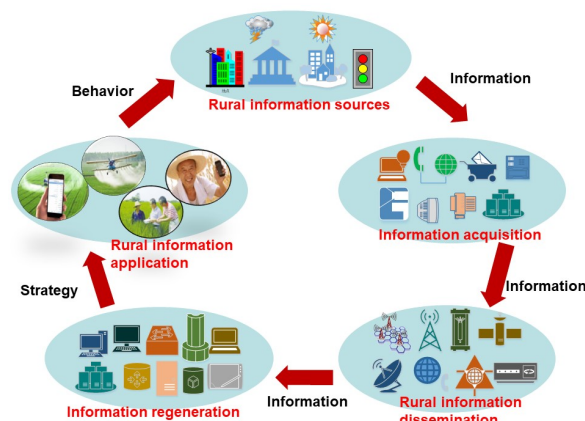


Figure 1. Rural information demand model based on "Source-Flow-Application"

2.CONSTRUCTION METHOD OF RURAL INFORMATION DEMAND MODEL

Due to the great differences in national policies, social environment and natural environment, regional macro-social environment has a great impact on rural information demand. Most of these factors have positive or negative effects on rural information demand, and some of them may not be related to rural information demand. To this end, the model was established using partial correlation analysis and discrete Probit method. The basic idea is shown in **Figure 2**.

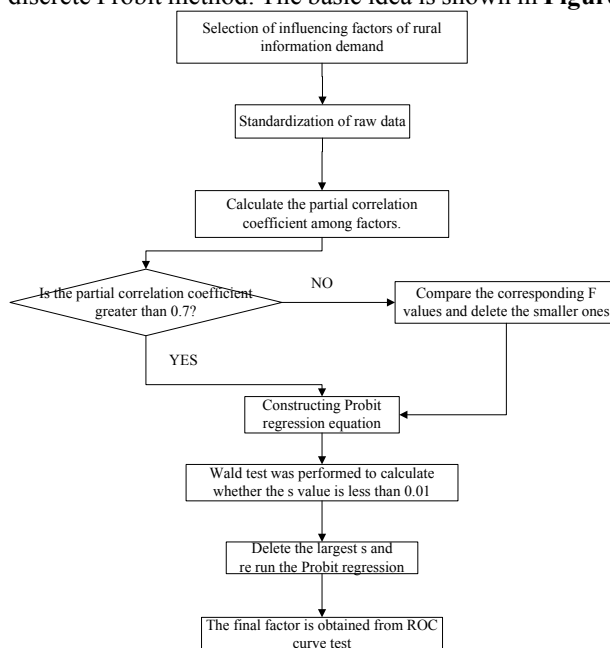


Figure 2. Technology road map based on Probit model

Because the unit dimension of the data reflecting various influencing factors is different and the quantity level is different, it is necessary to standardize the original data and convert it into standard data (Reza Fattahi, Mohammad Khalilzadeh, 2018; Massimo Filippini et al, 2018) [5-8].

(1) Standardization of data related factors of rural information demand.

Among all the influencing factors of rural information

demand, the larger the observed value of positive correlation factors, the stronger the rural information demand, on the contrary, the smaller the observed value, the smaller the rural information demand. Assuming that t_{ij} represents the value of the i -th positive correlation factor after standardization in the j -th village and x_{ij} represents the original observation of the i -th positive correlation factor in the j -th village, the standardization formula is as follows:

$$t_{ij} = \frac{x_{ij} - \min x_{ij}}{\max x_{ij} - \min x_{ij}} \quad (1)$$

(2) Standardization of data on negative correlation factors of rural information demand

For the negative related factors of rural information demand, the larger the observation value, the smaller the rural information demand, on the contrary, the smaller the observation value, the stronger the rural information demand. Assuming that t_{ij} represents the value of the i -th positive correlation factor after standardization in the j -th village and x_{ij} represents the original observation of the i -th positive correlation factor in the j -th village, the standardization formula is as follows:

$$t_{ij} = \frac{\max x_{ij} - x_{ij}}{\max x_{ij} - \min x_{ij}} \quad (2)$$

(3) Standardization of data for rural information demand interval factors

Optimum interval data refers to the data that the closer the data is to a particular interval, the stronger the rural information demand is. For example, if the optimal age interval is between 25 and 45, then the closer the age is to this interval, the stronger the rural information demand, the more deviated from this interval, the smaller the rural information demand. Assuming P is the upper limit of the best interval, q is the lower limit of the best interval, and x_{ij} is the original data value, a formula for calculating the optimal interval data is given.

$$t_{ij} = \begin{cases} 1 - \frac{p - x_{ij}}{\max(p - \min x_{ij}, \max x_{ij} - q)}, & x_{ij} < p \\ 1 - \frac{x_{ij} - q}{\max(p - \min x_{ij}, \max x_{ij} - q)}, & x_{ij} > q \\ 1, & p \leq x_{ij} \leq q \end{cases} \quad (3)$$

3.CONCLUSION

The aim of the present research is to examine the impact of various factors on rural information needs and provide decision support for the establishment of

an accurate information service model. The most obvious finding to emerge from this study is that not all factors are necessary for rural information needs. Some factors are found to contain highly repetitive information, while others are not related to rural information needs. These findings have significant implications for the understanding of how to establish an accurate rural information service model. The present study confirms previous findings and contributes additional evidence that suggests farmers' subjective consciousness also has an important impact on rural information needs. Although the current study is based on a small sample of participants, the findings show that the method is equally applicable in other regions. The universality of these results is subject to certain limitations. For instance, differences in farmers' willingness to accept information in different regions, this will be an important aspect of our future research.

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Research Progress on the Relationship between FTO Polymorphism and Obesity and Exercise

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Abstract: The FTO gene is a highly associated allele with obesity, also known as the obesity gene, which has been identified in recent years and is now a widely validated obesity susceptibility gene. This study explores the relationship between FTO gene polymorphism and obesity and exercise, and provides a theoretical reference for different obese individuals to lose weight through exercise.

Keywords: FTO Polymorphism; Obesity; Exercise

1. INTRODUCTION

Studies have reported that the global obese and overweight population has grown rapidly over the past 30 years, and obesity has become one of the major global public health problems, with an upward trend in obesity worldwide [1]. Obesity can lead to physiological damage such as metabolic disorders, cardiopulmonary decline, developmental disorders, but also psychological effects such as poor social adaptability and impaired self-awareness, and can increase the risk of obesity in adulthood, thereby increasing the risk of developing chronic diseases such as cardiovascular disease and diabetes. It is now generally accepted that obesity is a metabolic disease caused by the interaction of genes, diet, exercise and other factors. Regular exercise and diet control are safe and effective measures to prevent and treat obesity and its secondary causes, but studies of exercise and diet interventions in obese populations have found that the same exercise and diet control interventions have different effects on weight loss in different obese populations, which may be due to differences in the genetic levels of obesity-related factors in humans [2, 3]. The FTO gene is a highly associated allele with obesity, also known as the obesity gene, which has been identified in recent years and is now a widely validated obesity susceptibility gene [4]. This study explores the relationship between FTO gene polymorphism and obesity and exercise by reviewing the relevant literature over the past years, and provides a theoretical reference for different obese individuals to exercise for weight loss.

2. OVERVIEW OF FTO GENE POLYMORPHISMS

Frayling et al. 2007 found that single nucleotide polymorphism (SNP) of the FTO gene is strongly

associated with human obesity [5]. Single nucleotide mutations at multiple loci in the FTO gene sequence are strongly associated with body fat content, waist circumference, hip circumference, BMI and other obesity-related indicators [5]. The human FTO gene is located on chromosome 16 and contains nine exons and eight intron, multiple SNP sites are contained within the intron sequence, and FTO products are highly expressed in nucleus clusters associated with feeding behavior and energy metabolism in the hypothalamus of both mice and humans [6]. FTO is closely related to protein transcription, modification, and fatty acid metabolism, etc. FTO also has the biological function of demethylase [7-9], which affects the growth and development of adipocytes [10]. As FTO expression increases, the body's weight and fat mass increase more significantly [11].

3. FTO GENE POLYMORPHISM IN RELATION TO OBESITY

In recent years, GWAS studies on obesity have shown that SNPs in intron 1 of the FTO gene are highly associated with obesity and overweight development. Hinney et al. reported a total of 15 SNPs in FTO, of which 6 SNPs were highly associated with obesity, namely rs1121980, rs9930506, rs1421085, rs9939609, rs8050136, and rs17817449 [12]. Sallman et al. studied the FTO gene in 527 light-weight children and 524 obese children in 2013 and reported SNPs with strong associations with obesity including rs9939609 and rs62048402 [13], of which rs62048402 was not reported in the Hinney study. Later, scholars have studied the relationship between FTO gene polymorphisms and obesity in different ethnic populations in different regions. Scholars studied Spanish and Belgian individuals and found that FTO SNPs were associated with BMI in obese individuals [14, 15]. There are also researchers who have used white populations and found that the FTO rs9939609 locus mutation is highly correlated with BMI [16, 17]. Coto E et al. studied a Spanish population, reporting that the rs9930506 locus mutation was associated with overweight and obesity [18]. Albuquerque et al. reported an increased incidence of childhood obesity with mutations in the rs1421085 and rs9939609 loci in a study of Portuguese children [19]. Cha SW et al. reported that SNPs rs17817449 and rs1421085 of the FTO gene were highly associated with BMI in Koreans [20]. Srivastava found that the rs8050136 allele mutation was highly associated with obesity in a southern Indian population [21]. Prakash et al. reported that

the SNPrs17817449 locus mutation was highly associated with obesity in a northern Indian population [22]. Chang et al. found that the FTO rs59939609 locus mutation was highly associated with obesity in a Chinese population [23]. However, it has also been reported that, in contrast to the above findings, Fang Hong Yun et al. studied Han Chinese adult female obese people and found no correlation between FTO rs9939609 allele mutation and lipid level and BMI [24]. Li et al. sequenced and analyzed rs9930506, rs8050136, and rs9939609 using a total of 3210 loci in Beijing and Shanghai, and found no significant differences in the correlation of FTO allele mutations with overweight and obesity, and found that the allele frequencies of FTO rs9930506, rs8050136, and rs9939609 were significantly lower in the Chinese population compared with the European population [25]. The above findings also suggest that there is a correlation between FTO gene polymorphisms and race, with significant differences in FTO gene polymorphisms across races.

To summarize the research on the relationship between FTO polymorphism and obesity, it was found that most of the studies were conducted in the Western population, and there were fewer studies in the Chinese population, and most of the domestic studies were validating the popular SNPs found in the Western studies, and it was also found that the results of studies on the relationship between FTO gene and obesity and BMI were inconsistent, and there were differences between FTO gene polymorphisms and race or ethnicity. Therefore, a systematic and comprehensive validation of the obesity-associated SNPs of the FTO gene identified in Western studies in Chinese populations or among certain ethnic groups in China is very necessary.

4. THE RELATIONSHIP BETWEEN EXERCISE, FTO POLYMORPHISM AND OBESITY

Regarding the relationship between exercise, FTO gene SNPs and obesity, most of the relevant analytical studies are currently conducted after investigating the amount of activity through the distribution of daily living behavior questionnaires, and there are fewer studies on control interventions through experiments, and the results are not consistent. Ruiz studied adolescents and found that the rs9939609 allele mutation was significantly associated with body fat content and BMI, and also found that daily physical activity ≥ 1 h attenuated the effect of the rs9939609 gene mutation on weight gain in adolescents [26]. Andreasen et al. studied middle-aged adults in Denmark and obtained similar results, finding that less physical activity further increased the body fat aggregation effect of the rs9939609 risk allele [27]. Ninke et al. also reported that in subjects with the FTO rs1121980 mutation, exercise reduced their waist circumference as well as the degree of increase in BMI [28]. Experimental studies on exercise, FTO SNPs and obesity have also been reported, and Zlatohlavek et al. reported that a 4-week aerobic exercise intervention

resulted in a more pronounced reduction in BMI and body weight in people carrying the FTO risk allele, with a significant difference compared with the control group [29]. Rankinen et al. studied adults with 20 weeks of long-term exercise, and the reduction in body fat content in FTO rs8050136 mutants was more than 3 times that of subjects not carrying the risk allele [30]. Liu Yanhuan et al. studied overweight and obese older adults and found that after 18 weeks of walking intervention, body fat decreased significantly in both TT and TA/AA subjects of different genotypes, but the effect was more significant in risk allele carriers [31]. The above studies support that FTO gene polymorphisms affect the weight loss effect of exercise interventions in subjects, with risk allele carriers benefiting more from the intervention, but the exact mechanism of effect remains to be investigated.

However, there are also inconsistent or opposite results, Li Hao-Kai et al. found that aerobic exercise had a significant effect on weight loss in non-risk allele carriers but not in risk allele carriers through a 13-week aerobic exercise intervention in male college students [32]. Schum et al. studied obese children, and all children had a significant decrease in body fat percentage and BMI at 6 months of the exercise intervention, but the difference between obese children of different genotypes was not significant. It is also possible that the reason for the insignificant post-intervention changes in risk allele carriers is the need for a longer period of exercise intervention in this obese population [33]. In summary, the inconsistent or opposite results may be related to the age, sample size, intervention modality and intervention period of different subject groups, etc., which also suggests that research in this area still needs to be further developed.

It has been widely reported that FTO gene polymorphisms and aerobic exercise can interact to influence the occurrence, development and prognosis of obesity. However, the molecular biology of the interaction between aerobic exercise and FTO gene mutations on obesity remains unclear, and relevant reports are scarce, especially in human subjects. Using rats as subjects, Zhao Juan found that 12-week aerobic exercise intervention may reduce fat synthesis by down-regulating FTO mRNA levels in rats and reducing PPAR γ , FAS and mRNA levels [34].

5. CONCLUSION

To summarize the relevant studies, domestic and international studies on the effects of exercise on obese people with different genotypes of FTO have the following characteristics.

At present, most of the relevant analyses have been conducted after the distribution of the Daily Behaviour Questionnaire (DBI) to investigate activity level, and there have been few studies exploring the effects of aerobic exercise on FTO in obese people of different genotypes through experimental exercise intervention.

Research on the effects of exercise on different genotypic loci of FTO is mostly focused on one or two SNPs, but no comprehensive and systematic study of multiple loci of obesity-related SNPs of the FTO gene reported domestically and internationally has been conducted.

Research on the molecular mechanism of the interaction

between FTO gene polymorphisms and long-term aerobic exercise on the development and treatment of obesity is rare.

There are differences between FTO gene polymorphisms and race or ethnicity, but related studies mainly focus on Western populations, and less on Chinese populations, and mainly on validating popular SNPs found in foreign studies.

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The Exploration and Practice of The Multi-Collaborative Training Mode of Music Normal Students in the This-Based Field of Vision

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Abstract: With the continuous development of the educational situation, higher education needs to carry out the core concept of this, actively promote the development of undergraduate education, improve the quality of talent output, and provide more high-level professionals to the society. For the cultivation of music normal students, it is necessary to build a multi-collaborative training model based on this concept, and improve the effect of talent training. In this regard, this paper first discusses the core connotation of this-based concept, then expounds the positive value and basic principles of multi-collaborative training, and finally analyzes the path measures of music normal students training to construct a multi-collaborative training model, and puts forward measures such as school-school coordination, inter-school coordination and school-CPPCC, hoping to bring some reference inspiration to colleagues in the industry.

Keywords: Based on The Book; Music Normal Students; Multi-Coordination; Positive Value; Path Measures

1. INTRODUCTION

Music normal students are the main position of training music teachers, for all levels of educational activities, all involve music courses, down to early childhood education, up to higher education, all include music courses. Under the background of the in-depth development of quality education, music education has been paid more and more attention to, and the demand for high-quality music teachers is more vigorous. In this context, it is necessary to do a good job in music normal education, training with rich theoretical knowledge and solid music skills of high-level talents. Under the concept of this, the cultivation of music normal students cannot continue to be limited to the traditional model, it is necessary to jump out of the tradition, build a multi-collaborative training model, integrate it effectively into the training of music normal students, improve the effect of talent training, and promote the development and reform of undergraduate education [1-3]. According to the actual situation of music demonstration provincial education, it is not built into a multi-collaborative training model, which is limited to the model of single-handedness in colleges and universities. For an institution, whether it

is teachers, or teaching conditions, or financial support, there will inevitably be some problems, and cannot do the best, which will restrict the music normal students training effect. Only through multi-coordination, from the outside to build cooperative relations, the introduction of various resources, so as to create better conditions for the cultivation of music normal students, so as to improve the cultivation effect.

2. THE CORE CONNOTATION OF THIS-BASED CONCEPT

Based on this, it is a major idea put forward by the 2018 National Conference on Undergraduate Education in Higher Education. In practice, undergraduate education is still the main body of intelligence in higher education, according to statistics, 87% of the graduates of colleges and universities in China each year are undergraduates. More than 80% of the professionals provided by higher education to the community are undergraduates. Undergraduate education is still the foundation of higher education. Based on this concept, this reality is emphasized, and it is pointed out that higher education should be based on undergraduate education and improve the quality of undergraduate education. The development of undergraduate education affects the fundamental of higher education, which is the strategic core of higher education development. Higher education needs to adhere to this principle, put the focus of education on undergraduate talent training, we should uphold the basic principle of "strictly out", strictly grasp the standard of students entering the school, but also improve the quality evaluation standards of graduates. For undergraduate education in the new period, the concept of this is the main point of guiding educational reform. Xu Xiaodong, vice president of Huazhong University of Science and Technology, addressed the 2018 University Presidents Forum, in which he said: Undergraduate is the base of the university, there is a university. First-class universities, need to build first-class undergraduates. The undergraduate stage is very important, which is not only the link of students laying the theoretical foundation of their profession, but also the period of guiding college students to establish a correct world view. Not only that, President Xu Xiaodong also introduced some specific practices of Huazhong University of Science and Technology: First, let students form a correct and firm political direction, to "party flag pilot" activities as the guide to strengthen students' political literacy; At the same time, in the school to ensure

the size of 5000 foreign students, four is to optimize the curriculum, first-year students only divided into arts and sciences, regardless of the second grade, from the second grade to set up courses, five is to pay attention to the personalized training of students, to provide students with three opportunities to change majors, students can according to their own personality interests, timely change the professional, change the direction of professional training. At the same time, the National Research Center, the National Science Engineering and other laboratories, as well as various practice bases, are open to undergraduate students.

Some practices of Huazhong University of Science and Technology have achieved good results, the quality of undergraduate training has been improved, but also reached the market recognition. For other institutions of higher learning, in the course of professional education, we can learn from these experiences and carry out innovative reforms in educational activities. The concept of this-based implementation in higher education, strengthen undergraduate education, so as to consolidate the foundation of university construction.

3. POSITIVE MEANING AND BASIC PRINCIPLES OF MULTI-COLLABORATIVE TRAINING

For the education and training of music normal students, the current society's demand for professionals in this area is constantly increasing, requiring relevant graduates to have a solid theoretical basis, but also have good practical ability, can play a practical role in the relevant work. The construction of multi-collaborative training model can make the training of music normal students richer and more enriched, in various forms, so as to achieve the desired effect. As an educator of music major, we should have an in-depth understanding of the multi-collaborative cultivation, understand its role in the training of music normal students, and master the relevant principles.

3.1 Positive Meaning

Higher education in the current new period, pay more attention to the effectiveness of the acquisition, and the cultivation of talents, also need to achieve a diversified construction in the model approach, the need for all parties to make comprehensive use of resources. From the current education and training of music normal students, there are some common problems. For example, some colleges and universities have failed to determine a clear goal of education and training, for the music normal students training flow on the surface, the focus is only on the curriculum teaching, for the comprehensive talent training goal has not been effectively implemented, resulting in the graduates' professional level is not high. In addition, some colleges and universities on the cultivation of music normal students, did not build a diversified system, in the traditional mode, resulting in the training of students is not high, cannot let music normal students make real progress. Therefore, a model of multi-

collaboration needs to be built. From the point of view of talent training, it involves two aspects of theoretical education and practice. Theoretical education includes curriculum design, classroom teaching, teaching evaluation and so on, and for practice, design to the place, subject, resources and other factors. Whether it is theoretical education or practice, it is necessary to mobilize all kinds of resources for comprehensive use, and build a diversified, collaborative talent cultivation model. For the cultivation of music normal students, multi-collaborative training can reflect many positive significances. First, can enrich the music normal students training form means, can be based on the different circumstances of students, or the basic conditions of institutions, flexible and flexible to build a training system, which can greatly improve the training effect. Second, it can stimulate students' enthusiasm to participate. The traditional cultivation mode, students have gradually lost interest in it, the participation process is not positive, the effect is not ideal. Under such circumstances, the construction of a multi-collaborative model, can give students more space for development, but also to student's different experience, so as to make students more motivated. Third, it can promote the improvement of teachers' teaching level. To construct the multi-collaborative model requires teachers to enrich their theoretical knowledge reserves, master some new techniques and methods, and pay attention to the combination of the rationale of education. Through these aspects of teaching innovation, can promote teachers' teaching level to improve.

3.2 Basic Principles

In order to integrate the multi-collaborative model into the cultivation of music normal students, we also need to pay attention to some basic principles, cannot be arbitrary. First, do more power. To achieve multi-collaborative training of music normal students, this is not a teacher's thing, need more effort, schools, enterprises, government and other subject objects should be involved in playing their own educational role, for music normal students training to provide protection. In fact, different subject objects have different roles and functions in the cultivation of music normal students, the main function of colleges and universities is to carry out theoretical knowledge education, while enterprises and other places, mainly to provide practical opportunities, and government departments, the main role is to provide policy protection and related support. Only by fully exerting the role of many different subjects can we improve the effect of talent training. Second, do more to do together. The participation of different subjects and the realization of different ways require the construction of many different paths, a variety of different methods and measures to be implemented simultaneously, forming a three-dimensional, hierarchical cultivation system. For the cultivation of music normal students, different collaborative models, the educational role is not the same, in order to achieve all-round development, we need to use many different collaborative models flexibly. Finally, the combination of reason. In the multi-collaborative mode, we should not only strengthen the theoretical knowledge of students, but also do a good job in skills training, but also guide students' practice based on realistic work. For the

construction of multi-collaborative model, we also need to pay attention to this point, not only to provide students with the whole of theoretical knowledge learning, but also to create a space for practice.

4. THE PATH OF THE CONSTRUCTION OF MULTI-COLLABORATIVE MODE OF MUSIC NORMAL STUDENTS TRAINING

Under the guidance of this-oriented perspective, as a music professional teacher, it needs to understand it in depth. Based on this, actively promote the construction of multi-collaborative training model, improve the training effect of music normal students, so that it has a higher level of professional quality. In the concrete realization path, we can build the cooperative relationship from different levels of colleges and universities, from the same level of institutions to achieve synergy, can also strengthen the cooperation between government departments and institutions, but also from the institutions and practice groups to build synergy, and comprehensively promote the multi-collaborative training of music normal students.

4.1 School co-training in coordination with Ming needs

Music normal students training, mainly for young children and primary and secondary education to train music teachers, under normal circumstances, music normal students after graduation, should enter various types of schools as music teachers. In terms of early childhood and primary and secondary education, the demand for music teachers is constantly changing and standards are constantly improving. Based on this situation, for colleges and universities, in the process of training music normal students, it is possible to build a model of school-school synergy, that is, institutions of higher learning and children and primary and secondary schools to form synergy. The demand of music teachers in young children and primary and secondary schools is investigated, from knowledge needs to capacity needs, one by one to find out the actual situation. Then, you can choose some local children and primary and secondary schools to build a cooperative relationship, music normal students put in these cooperative schools to carry out practice, from the actual working environment to exercise their music professional ability. Specifically, we can design a collaborative education system for music normal students in both school learning and out-of-school practice, and mainly carry out curriculum theory knowledge learning for music normal students in the school, while in cooperative schools, it is cut into specific music teaching work, follow professional music teachers to carry out practical learning, and practice training for music normal students by cooperative schools. Clear demand, school co-training, so that can effectively improve the educational effect of music normal students.

4.2 Inter-school synergy and strong cooperation to enjoy resources

In addition to the cooperation between colleges and other low-level schools, the relationship between

universities can be built, the cooperation between colleges and universities can be strengthened, and educational resources can be shared. From the actual situation, different colleges and universities of the same major, their respective strengths are not the same, there are differences in teaching resources. For the training of music normal students, different schools have their own advantages, but also have a short board deficiency, in the university to build a cooperative relationship between the realization of resource sharing, then it can play a complementary effect, to achieve the common improvement of educational effect. For example, college A has a solid foundation in theoretical teaching, with a high level of professional lecturers, but insufficient hardware conditions, while college B may be limited in theoretical teaching level, and hardware construction investment is more. Then such two colleges and universities to cooperate and co-education, college A can enjoy the hardware resources of college B, and college B can share the theoretical education resources of college A, so that the two sides mutually beneficial, not only let the relevant educational resources have been maximized, but also for students to create a very good learning environment. In addition to this simple inter-school collaboration, we can also expand the scope of inter-school cooperation, build alliances of colleges and universities, strengthen the alliance, enhance the voice of higher education, so that we can take the initiative in the training of music normal students, and obtain more convenience.

4.3 School CPPCC's excellent policy on the platform

In addition to the above two modes of coordination and cooperation, it is also necessary to note the synergy between the school and government departments. Need to government departments as a pusher, do a good job of top-level design, build a platform, open channels. At the same time, it is also necessary to formulate some auxiliary policies to help the training of music normal students. For example, government departments can take the lead to build an inter-school education resource sharing platform to help different colleges and universities match and establish cooperative management. It can also build a platform between employers and colleges, reconstruct the traditional order-based talent training model, and build a practical talent training model based on ability-oriented. It can also organize inter-school educational exchanges based on government department orientation, so that music teachers from different colleges can interact together, share their learning experience and practical skills, and learn from each other, so as to promote the development of students. As for the policy, we can give some preferential policies or financial support to help colleges and universities to carry out the construction of test training bases, or the configuration of hardware equipment, etc., from the root causes to improve the teaching conditions of colleges and universities.

4.4 School groups work together to practice strong skills

Music normal students, need to form a master and application of related music skills. Therefore, in the training model, we can base on the cooperation of school groups, the education and teaching and music groups combined to create a practical space for students. The group referred to

here can be a choir or a choir. For example, for music singing, you can form a choir, choir can not only provide students with a space to communicate with each other, learning and interaction, but also can participate in social practice, such as to the homes for the elderly, welfare homes and other places to perform, and even to undertake some commercial performance activities. For example, Sanya College on the establishment of the small white female vocal choir, developed the "choir members assessment system, " choir teacher competition program, work operation management system and other regulatory provisions, but also set up a music performance steering committee and other organizational structure, relying on the professional choir operation mode, so that students as choir members, participate in a variety of singing activities, from which to get practice. Not only that, but some commercial performances can also be paid for services, which, in addition to supporting the operation of the choir, are surplus and can be paid to students in the form of living expenses. In this way, students can be based on the choir to get a practical exercise. For the cultivation of music normal students, we can build a variety of professional groups, realize the coordination of school groups, and combine the practice of school education and professional groups.

5. CONCLUSION

To sum up, multi-collaborative cultivation has a positive effect on the cultivation of music normal students, and can play a significant educational value from different levels. As a professional curriculum teacher, we should fully understand the connotation of

multi-collaborative training, grasp the basic principle stoically multi-point power, multi-measure and rational combination. On this basis, the construction of school-school synergy, inter-school coordination, school association and school-group coordination and other diversified collaborative education model. Introduce many different subjects into the training of music normal students, and integrate the resources of all parties, to create a good environment for students to grow up, so that students can work together under the leadership of many people, and constantly improve their theoretical level and practical skills, to grow into professional music talent.

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An Empirical Research on the English Major Learners' Learning Identity and its Path Construction in Medical Universities: A case study of learners of Hunan University of Chinese Medicine

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Abstract: From a social constructivist's perspective, this paper explored the English dominant learners' learning identity in medical universities by presenting a qualitative study on sophomores and seniors' learning at Hunan University of Chinese Medicine, in Changsha city of Hunan Province in China. The data was collected via question answering and discourse analysis. Data were analyzed by the method of "bottom-up" by reference to grounded theory. Data analysis showed that English-major learners have negative societal identity towards belonging to the medical university, negative self-identity towards having medicine knowledge and psychological mismatching between current-self and future-self. In consideration of such a situation, the path of construction of English-major learners' positive learning identity was designed based on the survey.

Keywords: Learning Identity; English-Major Learners; Medical Universities; Medicine

1. INTRODUCTION

The learner's learning identity is an integral part of the learning process. "Identity" is originally from psychology, firstly proposed by Erik H. Erikson (1963), which means the appearance of individual's self-consciousness and a sense of belonging to his or her culture, the local area and the collective, etc. Kroger (2007) divides the identity into self-identity and societal identity. Self-identity is a kind of self-awareness and self-affirmation while societal identity is featured by belonging to a certain communion. These two kinds of identity involve linkages and influence each other, which work together in an individual's consciousness and existence. Many scholars do relate research of identity from the social constructivist's perspective (Fairclough, 1992; Gee, 2000; Allen & Clinton, 2001). Social constructivists put more emphasis on the perception of identity in the outside context. From this perspective, Cooper. K & Olson (1996) expands the connotation of identity to be relatively "static", under the influence of historical and social factors. Based on that, the individual's identity is related to cultural context and profession-knowledge-context (Coldron & Smith, 1999). Namely,

identity is a sort of conscious interaction with a dynamic environment, including with other people. Also, the construction of identity can be contextualized into the atmosphere, which is affected by the mixing factors (Samuel & Snephens, 2000). The idea has been widely accepted and adopted in the study of the construction of learners' learning identity that happens in the learning surroundings, which is imperative in the face of ongoing and rapid changes in modern learning environments (Nina, Jens M & Andreas, etc., 2016) [1-7].

More specifically, English-major learners in medical universities are different from those who are from comprehensive universities, since learners in medical universities not only are engaged in English professional learning, including phonetics, semantics and pragmatics, etc. but have to employ themselves in medical knowledge acquirement by a variety of learning behaviors, such as attending medical courses and reading medicine-relating books, etc. In China, inter-disciplinary talents are prior to be cultivated, like English-major learners, who know the medical knowledge. They are strongly hoped to make devotion to intercultural communication with global peers and spreading Chinese traditional medicine to the world. Therefore, being focus on English major learners' learning identity is not only to boost their all-round development but to help them dedicate themselves to the globalization. In light of the importance of them in society, it is necessary to research on English-major learners' learning identity. On the premise of domestic literature of learner's identity, it is found that many scholars such as Panbo (2009); Yan and Jie, etc. (2012), put stress on learner's professional identity, which is the presupposition of construction of learning identity [8-10].

To be concrete, scholars make exploration of learners' professional identity from different perspectives. Some scholars focus on learners in different majors. Chen (2016) and Juan (2018) investigate the learners' professional identity majoring in preschool education, while other scholars pay close attention to learners' identity given various kinds of schools, such as police academies (Liqui & Qigang, 2016) or nominal universities (Xue, 2016). When people focus on learners in medical universities, they prefer to explore learners' professional identity, majoring in medicine (Maosheng, Jianghao, etc., 2019) or nursing

(Shuwen and Chu, etc, 2019), neglecting the group of English-major learners, who are in the “rim situation” in the medical universities. Besides, as for the research methods used in the exploration of learners’ identity, questionnaire survey and literature method are commonly used, whereas the interviewing and discourse analysis are less used [11-14]. Therefore, it is believed that the study of English-major learners’ learning identity via discourse analysis is rare, and it seeks to fill this gap to certain degrees.

2. RESEARCH QUESTIONS

From a social constructivist’s perspective, this paper is processed by two concrete questions.

1) What are the features of English-major learners’ learning identity in medical universities? Is it diverse or unified?

2) What is the path in the aspect of the construction of English-major learners’ learning identity?

3. RESEARCH PROCESS

3.1 Research objectives

Generally, the research unavoidably aims to have an in-depth perception of English-major learners’ learning identity in medical universities, including learners’ present situation of learning identity and features of their learning identity.

Finally, the paper makes an exploration of strategies of the path of construction of English major learners’ learning identity, which is of benefit to isomorphism of learners’ sense of learning values.

3.2 Participants

The research is based in a total of 173 participants (24males, 149females), who are sophomores and seniors majoring in English in the Hunan University of Chinese Medicine and are engaged in both English and medical courses. Participants were from 6 classes, and there are three classes in Grade 2 and Grade 4, respectively.

Table 1. Participants

Class Grades	Number of Sophomores	Number of Seniors
Class 1	25	30
Class 2	33	27
Class 3	28	30
Total Number	86	87

(Emphasize: Each participant has the abbreviation, such as S1, S2, O1, O2...S stands for senior learners; O stands for the sophomores, each number stands for the different participant)

From the Table 1, there are 86 sophomores and 87 seniors, to be sampling in the research.

3.3 Methods

The methods presented here are featured in several stages. For the first stage, the documentary inquiry of learning identity was conducted basing on the literature method, which is used to get an overview of the appearance and trend of learning identity. For the second stage, qualitative inquiry of learners’ learning identity was carried on by processing three types of questions to write. Eventually, the participants’ discourses relating to learning identity were analyzed

via qualitative tools.

3.4 Instrument

The instrument mainly includes the question design and specific available software used to help analyze the discourses.

Firstly, the question design is based on the diachronic clues, including the past, the present and the future. In response to different periods, three types of questions were designed. Concurrently, self-identity and societal identity and dynamic environments should be considered and reconsidered from the perspective of constructivism, as Table 2.

Table 2. The question designs

Diachronic Clues	Types of Questions	Design Intention
Past	1. Why did you choose to be the English-major learner in this university?	Understanding learners’ behavior and motivation.
Present	2. Who am I? (Are you believed you are only an English-major learner or an English-Medicine major learner?)	Psychological recognition of present learning.
Future	3. What will you do after graduation?	The acceptance and use of present learning

From above, it is seen that question 1 is used to understand whether learners’ behaviors of choosing to be here are from intrinsic motivation or not. Question 2 is used to comprehend the current situation of learners’ learning identity, to know whether they get to know their identity via English and medical learning. Question 3 is used to have a perception of learners’ acceptance of their learning identity in future.

Secondly, during the research process, the data was interpreted by software F4 and analyzed statistically by Nvivo11.0.

3.5 Data collection and analysis

Each participant wrote the answers to three questions shown on the power point on a piece of paper in the class. It took 40 minutes to achieve the questions in English. Simultaneously, learners were advised to write some Chinese words if they are confronted with some unfamiliar English words. By conducting in such a way, learners could have a clear mind of themselves in learning without interruption by unknown events. The question answering and paper collections were conducted on 14th and 15th of December in the year of 2019. Finally, the number of papers collected is 173, while the number of valid papers is 171, and the effective recovered rate is 98.8%.



Figure 1. Photo was taken on 14th. December 2019 (Grade 2, Class 1).

From Figure 1, Data were analyzed based on three questions. In the category of question 1, nearly all members believe their behaviors of choosing to be at the Hunan University of Chinese Medicine are the results of low scores in the College Entrance Examination (CEE). For instance, some learners wrote like this, “the grade of Gao Kao (CEE) determined that I did not have many choices...” (S1). “When I was a child, I want to be a doctor to relieve some people’s pains and the Chinese traditional medicine always attract(s) me. Nevertheless, unfortunately, because the Gao Kao (CEE) score was lower than the Chinese medicine majors’, I became the English major student in this university. (S3) “I have no choice for poor grades. I want to delete the last three words ‘of Chinese Medicine’”. (S5) “My grades were too low to enter Hunan University, so I chose to be here.” (S6) All these are to prove that learners do now show popular recognition to the Hunan University of Chinese Medicine. Besides, the choice of such a medical university was on account of other reasons. To be more specific, several learners were keen on the city where they have studied. For example, “my thought was that the university was not far from my hometown, and it should be in my province.” (S40) “Changsha is a beautiful city.” (S13) “Considering the city, I chose Changsha as the ideal place of my university, while the Hunan University of Chinese Medicine was picked at random.” (O25) It is seen from examples that the location of the university was also considered by learners. Based on the selection of medical university, the most crucial choice is the major.

The answer results show that plenty of learners are fond of English, who believed English was featured by learning in a natural way or in an exciting way or they got a relatively high score in this subject when they were in senior high schools or some show psychological affection towards English. “English is the world’s most popular language, which is easy for us to learn.” (O7) Besides, the selection of the English major is based on the lack of mathematics courses. They wrote, “math is a painful thing in my life. I chose English because I did not need to study math.” (S21) “I hate math, so I chose English.” (S35) Learning without mathematics leads to learners’ choice of English major. Meanwhile, the suggestions from family members and other folks around learners played a vital role in the selection of the major. “My

parents asked me to choose English...” (S62) “My English teacher said learning English was popular.” (O72) Furthermore, according to the investigation, the selection of being English majors in the Hunan University of Chinese Medicine was determined by “fate”, misreading of application forms and blind selection. A few learners said, “it is a destiny even a mistake for me to be an English major student at the Hunan University of Chinese Medicine”. (S71) “The choice was made by fate.” (O65) “I misunderstood the forms, and then I came here.” (S52) “I did not like English; I made it blindly.” (O49). From data, it is shown that, most learners’ selection of English is the results of their intrinsic motivation, for they love English and have positive behaviors of choice while other people’s passive behaviors of English choosing are indicated from the data analysis. The following nodes have been got from Nvivo 11.0, as Table 3.

Table 3. Nodes’ collection in question 1

Type of Nodes	Name of Nodes	Sources	Reference Points
Reasons for the selection of university			
Tree nodes	Low scores in CEE	161	176
Tree nodes	Location consideration	72	75
Reasons for selection of English major			
Tree nodes	English preference	118	132
Tree nodes	Lack of mathematics	37	44
Tree nodes	Other people’s suggestions	80	89
Other reasons for the selection of English majors in medical university			
Tree nodes	Destiny arrangement	29	40
Tree nodes	Misreading of application forms	11	11
Tree nodes	Blind selection	3	4

Question 2

The data results indicated that vast majority of learners deem themselves as English-major peers instead of “English-medicine” learners, and the English majors get the acquisition of medical knowledge. “I think I am only an English major student, and I do not like medicine.” (O39) “Of course, I am an English major student. Every day, I only deal with an English assignment.” (O69)

Some learners are in a confusion of English and medicine learning. For example, “I also feel confused that what I can learn in the four years.” (O36) “I doubt who I am when I learn English and medicine together.” (S31) Most learners view themselves as English learners, while a few other people hold an active learning identity. “I am satisfied with myself when I learned the knowledge of English and medicine, and I think I am a person with these two kinds of knowledge.” (O5) “I hold the view that I will learn to say some medical knowledge in English.” (S64) “I want to spread the knowledge of traditional Chinese medicine to the outside world so that more people can know about it.” (O49) It is stated clearly that, the vast majority of learners view themselves as English major peers, neglecting the identity at a medical university.

Question 3

When the learners’ future schematization is conceived, the

prospect of learners' learning identity is demonstrated distinctly. The data results could be classified into positive concealed psychological identity towards current learning and negative concealed psychological identity towards current learning chronically. To go a step further, positive identity is shown by the following three aspects. Specifically, there is a future relating to English-medicine, future relating to English and non-relating to English and medicine. Learners said they would be engaged in translation or interpretation in drug companies. "I want to work as a translator in a drug company." (O50) "I hope I can find a job in a medicine company and to be an interpreter." (S33) A few other learners would spread Chinese medicine culture by communicating with different folks. "I want to get foreigners to know Chinese medicine by the knowledge that I have learned." (S79) Besides, only a few learners think that English and medicine learning is beneficial for their future self-development. "I believe I can make great progress by learning English and medicine." (O57) Moreover, it is

Table 4. Nodes' collection in question 3

Name Num.	Father Nodes	Child Nodes	Grandchildren Nodes	Sources	Reference Points
1	Active psychological state	English-medicine relating	Translator/interpreter in the drug companies	17	21
2			Spreading medicine knowledge	6	9
3			Self-improvement	3	4
4		English-relating	Being an English teacher	137	165
5			Further learning in English	20	29
6			English Translator/interpreter in the non-drug companies	53	61
7		Non-relating to English and medicine	Improvement of physical condition	7	7
8			Earning money	9	14
9			Being a Chinese writer	1	1
10	Negative psychological state	Confusing about the future	Nothing to do	40	47
11			Unwillingness to think future too much.	7	10

4. RESULTS AND DISCUSSION

It is commonly acknowledged that English-major learners' learning identity is shown to be differential. Generally, three standard features can be concluded as follows.

4.1 Negative societal identity towards medical universities

According to the survey, the vast majority of English-major youngsters deem themselves to be forced to stay and learn at the university, to indicate a kind of negative belonging. Kejun and Baoxun (2009) proposed that learning happens under the guidance of motivation, which is a kind of interaction. That is to say, and positive learning behavior is the results of positive inner motivation, which stems from the learner's identity towards the outside to a certain degree. Negative societal identity gets learners to neglect the importance of the learning environment, which learning happens.

4.2 Negative self-identity towards having medicine

unexpected that more youngsters have a strong disposition to be English teachers, English translators and have further English learning. "I want to be an English teacher in my hometown's middle school." (S7) "My dream career is to be an English college teacher." (S14) "I want to be an English interpreter, but not in a medicine company." (O9) "I will have a further study of English and improve myself." (O2) The above examples are taken to show that learners have proactive learning identity towards English without medicine. Finally, the clue of positive identity is shown by some business, which is non-relating to English and medicine. Young folks prefer to have physical protection in various forms of physical exercises. "The body is important, and I want to go to a gym..." (S18) Besides, a few learners spoke of earning money in some businesses without English and medicine, and one learner even said that he wants to be a "Chinese writer in future". (O43) Ultimately, the negative identity is indicated by some words, such as "confusing", "nothing to do" and "do not know" etc. The following nodes have been got from Nvivo 11.0, as Table 4.

knowledge

It is widely accepted that English-major learners in medical universities not only to learn English, medical English, but master medicine knowledge, which is the part of learners' knowledge management system. Medicine knowledge learning is the reflection of youngsters' mission in future. However, according to the paper results, more learners thought they were lack of such knowledge, let alone put medicine knowledge into practice. Negative self-identity towards having medicine knowledge would have a detrimental role in the construction of daily learning arrangement, including learning plan making or learning intention design.

4.3 Psychological mismatching between current-self and future-self

According to the data, it is concluded that most young folks view current-self as English learners, and they have a strong expectation of being English teachers or translators. Nevertheless, it is seen clearly that there still are some learners consider themselves as English learners, but they

show a clue of confusion towards future-self. They are absent-minded about their future. Mismatching between current-self and future-self would lead to their loss of learning value and self-esteem. The only way to construct learners' self-esteem is to combine introspection with practice.

4.4 The path for Integration of Learning Identity

Based on the status quo, English-major learners have various kinds of learning identity. They are English learners, medicine learners, English-medicine practitioners, reflective thinkers, future job-holders, knowledge creators and lifelong learners. The co-existence of multiple identities constrains learners' learning process and outcomes and self-improvement. Meanwhile, learners' learning will be in a blind way if diverse identity appears. Therefore, it is necessary to find a way to integrate English major learners' identity. The following is the path of constructing of learners' positive learning identity, as Figure 2.

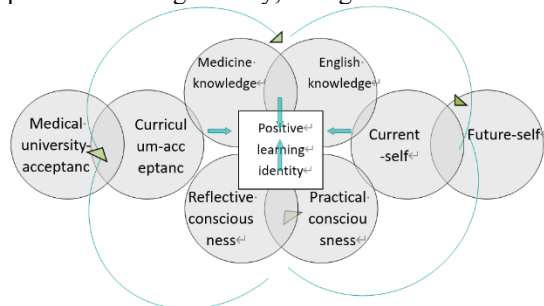


Figure 2. Path of construction of learners' positive learning identity

From the above picture, it is shown that, firstly, medical university-acceptance identity with curriculum-acceptance identity on the psychological level concurrently, via dropping a self-hint that I am keen on my university and courses. Then, it is crucial to achieve accumulation of English knowledge and medicine knowledge and regard them to be equally important and necessary for learners' self-improvement. Thirdly, combine current-self and future-self. Current-self is the model of future-self while future-self is the reflection of current-self. They are not allowed in a mismatching way, which could avoid identity crisis. Eventually, combine reflective consciousness and practical consciousness to get learners to rethink in practice and to practice by rethinking. All the four stages working together in learning circle are to provide assistance to the construction of learners' positive learning identity.

5. CONCLUSION

This research explored the features of English-major learner's learning identity in medical universities. The discourse analysis has proved that youngsters have diverse learning identity, which has a detrimental role in their present learning and future engagement. Because of the appearance of such a situation, the path

of construction of English major learners' learning identity was designed on the basis of the survey. Finally, for the researcher's limited time and capability, the differences are sophomores and seniors' learning identity will not be explored and the freshmen and juniors at the medical university have not been discussed in the paper at this time. These questions could be addressed in future research.

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On Problems and Development Strategy of Track and Field Teaching in Colleges and Universities in Jiangxi Province

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Abstract: This paper investigates the existing problems of track and field teaching in 15 universities in Jiangxi province by means of literature, questionnaire and expert interview, etc. The results show that the current college track and field curriculum is not ideal and the overall athletic level of track and field decline. In view of the difficulties of track and field curriculum, this paper puts forward the development strategy of track and field curriculum teaching reform, reforms the existing track and field teaching content and mode, constructs track and field fitness teaching system, in order to promote the development of track and field sports level in colleges and universities.

Keywords: Colleges and universities; Track and field teaching; Development strategy

1. INTRODUCTION

In recent years, the sports level of colleges and universities in China has been greatly improved, which highlights the in-depth development of nationwide fitness in colleges and universities, the awareness of "health first" and "lifelong sports" has been deeply rooted in the hearts of college students, and the athletic level of college students has reached a high level. However, in recent years, the college track and field sports have a downward trend whose reasons are manifold. At present, most colleges and universities have tried out sport's optional courses, which has caused great pressure on the popularity and development of track and field sports in colleges and universities. Therefore, how to improve the athletic level of track and field sports and track and field curriculum in the position of sports teaching is the problem to be considered and solved by physical educators. Therefore, the author analyzes the present situation and puts forward some suggestions for the future development strategy.

2. RESEARCH OBJECT AND METHOD

This paper studied 1200 students from Jiangxi Normal University, Jiangxi Normal University of Science and Technology, Gannan Normal University, Jiangxi University of Science and Technology, Shangrao Normal University, Yichun College, Jinggangshan University and Gannan Medical College. A total of 1200 questionnaires were issued, of which 1108 were collected, whose percentage of the total of the questionnaires is 92.3%. The effective questionnaire

was 1085 and the effective rate was 90.4%. In order to learn the current situation of track and field teaching in colleges and universities in Jiangxi province and analyze the existing problems, 60 physical educators from the 15 universities were interviewed.

3. THE CURRENT SITUATION AND PROBLEMS OF TRACK AND FIELD TEACHING IN COLLEGES AND UNIVERSITIES

3.1 Current Situation of Track and Field Teaching in Colleges and Universities

According to the survey, 93.3 percent of colleges and universities in Jiangxi province are currently implementing *The National Physical Training Standards*. Most of the events tested were track and field events. Therefore, in order to improve the physical quality of students and improve the passing rate, each ordinary university set track and field as a basic course, whose content is basically around the physical quality of the "standard". Some universities offer optional track and field courses on the basis of general courses. According to the survey results, there were two universities offering track and field courses, accounting for 13.3 percent of the total number of universities surveyed. There were 4 universities, accounting for 26.7%, which could not offer classes due to insufficient number of students. Nine universities, or 60 percent of the total, did not offer track and field options. According to the interviews with physical educators, 23 physical educators agreed to offer track and field courses, accounting for only 38.3% while 61.7 percent of physical educators disagree. In the student survey, 403 students (33.6%) liked the track and field option course, while 797 students (66.4%) did not. The result of this investigation shows that the track and field curriculum is facing a severe situation and challenge in the teaching of colleges and universities. Therefore, physical educators must carry on the thorough research and the ponder to the fitness value of the track and field curriculum, and reexamine the fitness function and function of track and field courses in college teaching.

3.2 Problems in Track and Field Courses in Colleges and Universities

3.2.1 Influence of Environmental Factors

The influence of social environment, social concept and the change of social situation also change people's value orientation [1]. According to the survey results, 14.3 percent of the students believe that they are influenced by environmental factors, mainly including social environment, family environment and campus environment. With the rapid development of economy and the improvement of

living standard, people spend more and more on leisure sports and exercise, and the content of exercise is diversified. In particular, college students' choice of sports items reflects the characteristics of seeking for themselves and pursuing sports fashion. The students were bored with the traditional and monotonous track and field classes, and were not interested in the running items in the track and field classes, especially the teaching content of durable running. The students showed low spirits, low motivation, and no confidence or perseverance to complete the exercises. And the whole campus environment has given students a habit of slacking off. The survey found that 66.7 percent of the schools did not uniformly arrange students to do morning exercises, which directly led to the decline of students' physical fitness and showed a fear of track and field classes. In addition, changes in the social situation have freed people from heavy physical labor. It made strenuous exercise unbearable, which has changed people's sports awareness and sports behavior. Therefore, the current lazy behavior of college students in track and field courses is largely influenced by China's social environment.

3.2.2 Influence of Traditional Track and Field Teaching Content

The real purpose of track and field course teaching is to cultivate students' fitness consciousness, fitness ability and fitness habit, and comprehensively improve students' sports ability and physical quality. However, in the actual teaching process, due to the influence of traditional concepts, track and field sports are regarded as a part of competitive sports, and the integrity and systematizations of competitive sports items are too pursued, thus neglecting the fitness teaching of track and field [2]. It only pays attention to the teaching of running, jumping, shooting and other technical movements, but ignores the development of students' basic sports ability and the improvement of their comprehensive quality, which leads to the students' low mood in class and the weariness of learning. According to the questionnaire, 88.1% of the students don't like track and field class because they think the content of track and field sports is monotonous and boring, the exercise load is heavy, the psychological burden is heavy, the technical movements are difficult, and the test method is quantitative, thus, it is difficult to complete the learning goal.

In addition, teachers' teaching methods and means are unitary, and the simple repetition of teaching contents is also the main factor affecting students' mood in class. The survey found that 40.7% of the students felt passive and depressed in class. Some teachers don't know enough about the purpose of track and field teaching and the purpose of quality education, which leads to the unharmonious relationship between teachers and students. Without fully considering the individual differences of students and mobilizing their enthusiasm, students are passive and depressed in practice, and their individual characteristics are not given full play, which severely frustrates their

enthusiasm for learning. Teachers have too high demands on students, which leads to students' rebellious psychology.

3.2.3 Influence of Teaching Guidelines

Traditional concepts make people naturally equate track and field teaching with competitive track and field competition, while ignoring the difference between track and field courses and competitive track and field sports in colleges and universities [3]. According to the survey and interviews, most college students have insufficient understanding of the following aspects: participating in track and field sports can promote the metabolism of the human body, improve the regulation function of the nervous system and the activity function of various internal organs, and cultivate and exercise people's volitional quality. The vast majority of people think that track and field is just for the athletes and belongs to the competitive events. Even in the minds of some physical education teachers, there is also the idea that track and field teaching is optional, and the practice of track and field events can be replaced by quality practice. These ideas have had a negative impact on track and field teaching, which in turn has influenced students subtly. This has limited the exercise program which has both the value of fitness and the ability to develop the ability to exercise. It makes the interesting project boring and monotonous. It is the misunderstanding of the guidelines that leads to the gradual loss of the important position of track and field in school sports.

3.2.4 Influence of Performance Assessment

Through the investigation and interview, it is found that the method of students' learning evaluation is not perfect and the orientation is biased. Teaching and examination are not divided, which is not enough to guide students' learning [4-6]. The assessment method of track and field teaching is too single. The current assessment methods of track and field teaching take students' mastery of technology and sports performance as the main content of assessment, with too many quantitative indicators, which emphasizes on technical evaluation rather than process evaluation. The content, methods and standards of the assessment are almost the same as the requirements of the competition. With the height, speed and distance measurement as the boundary basis of excellent, good, medium and poor, which makes the exam a competitive competition for the same group. Taking the results of the competition as the evaluation of students' achievements, the students with high scores may not have good learning attitudes, behaviors and methods. However, students who are born with physical deficiency, no matter how hard they try, can't get the ideal score. The whole process ignored the investigation of students' learning attitude, behavior and improvement of their own ability, which caused many students to gradually lose their interest in track and field courses.

4. THE DEVELOPMENT STRATEGY OF TRACK AND FIELD TEACHING IN COLLEGES AND UNIVERSITIES

4.1 Good Job in Publicity, Seizing the Opportunity and Reshaping the Image of Track and Field Events

First of all, people are encouraged to practice track and field sports, to improve their physique and to serve the community. Secondly, the knowledge, theory and education

of track and field help students improve their cognitive ability. Thus, students set up the ideal of using track and field knowledge to serve the society, to pursue the value of track and field, to respect the sports ethics, and to understand the connotation of track and field. In the course of class, teachers should strengthen the education of students' basic knowledge of physical education and the value of exercise, which makes students fully understand that track and field sports can not only enhance their physical fitness, but also lay a good foundation for their life and study. At the same time, it also provides scientific exercise methods for the society to continue to participate in physical exercise. In particular, the current trend of quality education reform has greatly influenced and promoted the teaching reform of track and field curriculum. Therefore, we should seize this opportunity to renew our educational concept and transform our learning methods. The students are encouraged to learn to use track and field as a means and method of fitness, so that track and field can better serve the guiding ideology of "health first".

4.2 Breaking Through the Traditional Teaching Content, Enriching and Innovating Track and Field Teaching

To break through the traditional teaching content of track and field, we should first change the teaching objective. The teaching content is the basis and guarantee for achieving the teaching objectives [5]. The teaching content of track and field skill subject should be subject to the teaching objective and meet the psychological and physiological needs of college students as much as possible. Centering on the guidelines of "health first", we should actively adapt to the needs of social sports. The fitness teaching mode should be formed with the combination of competitive sports and fitness sports, athletics and teaching methods, and interest. The teaching material should take the fitness content as the main line of the teaching material, which should be basic, practical and progressive. By enriching the teaching content of track and field, the running, jumping, throwing and other forms in track and field sports are creatively combined with fitness methods, which reflects the fitness, fun and school-base. The teaching organization and method should be interesting, entertaining, diverse and innovative, which enables the students to express themselves, mold their character and develop their personality in the colorful track and field sports. By taking track and field as the main means of fitness, we can lay a good foundation for the awareness of "lifelong sports", so as to open up a new world in the field of track and field sports and tap its fitness potential.

4.3 Updating the Teaching Guidance Concept of Track and Field Courses

With the reform of physical education in colleges and universities, track and field curriculum should follow the trend of reform and update the guidelines in time. In the spirit of "health first" guiding concept, it

establishes the school physical education essence view and curriculum target view based on "student development". With the fundamental goal of physical fitness, physical fitness and physical and mental health, it gives full play to the fitness function of track and field, which makes it a method and means that students are willing to accept and use to exercise their bodies and promote their physical and mental health [6]. In order to unify the teaching practice with the teaching guidance concept and serve the development of students, the guidance concept should be target-oriented, target-oriented and process-oriented. It establishes the concept of student-centered curriculum, embodies the effectiveness of promoting students' physical and mental health development, adapts to the acceptability of students' interest and personality development, and improves the enthusiasm of students to practice, whose ultimate goal is to maximize the creativity of students.

4.4 To Improve the Track and Field Teaching Assessment and Evaluation System

With the deepening of the reform of physical education in colleges and universities, the system of assessment and evaluation should be reformed, and the teaching evaluation concept of "diversified development" should be set up. The assessment should take into account the non-intelligence factors such as students' learning attitude, volitional expression and cooperative spirit. The current assessment and evaluation method of track and field class should not only evaluate students' mastery of sports skills, but also make a correct evaluation of students' learning attitude, behavior and effort. In particular, the improvement of the students themselves should be taken as an important evaluation index in the teaching process, so as to improve students' interest in track and field courses, eliminate students' fear of track and field classes, and enable students with different physical qualities to actively participate in the learning of track and field courses. In addition, the ability of students to master physical education and health knowledge and apply it into practice should be regarded as an important aspect of the evaluation. Due to the limitation of physical education practice periods in college, it is impossible to impart all the physical education knowledge to students. Therefore, the basic theories and knowledge learned in physical education can be used to scientifically guide students to exercise, so as to develop the habit of self-conscious exercise and lay a good foundation for lifelong physical education.

5. CONCLUSION

With the development of the guidelines of "fitness first" in school physical education put forward by the Ministry of Education, the reform of track and field teaching in colleges and universities is imperative. Track and field teaching should earnestly implement the quality education content, really play a leading role in the school physical education, give full play to the track and field teaching fitness role, strengthen the fitness knowledge and lifelong sports consciousness indoctrination, so that students establish the correct sports values, fully realize the significance and value of track and field sports fitness. We should further change educational thought, renew educational idea, reform track and field teaching content and method, adopt process

evaluation, take education as the foundation, and pay attention to the overall development of student quality. It is imperative to carry out the guidelines of "health first" and "lifelong sports", make track and field teaching full of vigor and vitality, make students love track and field sports and devote themselves to exercise consciously, fully experience it's fun, so that body and mind get harmonious development.

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Research on The Current Situation and Countermeasures of Basketball Referees' Development in Huanggang Normal University

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Abstract: With the rapid development of China's basketball industry and basketball events, basketball games are increasing, growing in scale and richness. The competitive level of the participating teams is higher and higher, and the competitive ability of the players is stronger and stronger. It needs a group of people with the ability of judging to be engaged in the relevant work of referees. This paper studies the current situation of the development of the basketball referees team of Huanggang Normal College Students through the questionnaire survey, and puts forward the Countermeasures for the advantages and disadvantages of the development of the basketball referees team of Huanggang Normal College, which is conducive to promoting the construction of the basketball referees team of Huanggang Normal College and promoting the ability of the basketball referees. The all-round improvement of basketball makes the basketball match to be fair, fair and healthy. At the same time, it can also provide suggestions for the development and improvement of basketball referees.

Keywords: Basketball Match; Basketball Referee; Team Building

1. INTRODUCTION

Tang Jian, Li Minhua [1] and others proposed that basketball is one of the sports that students like deeply, which has the characteristics of high attention, wide popularization, strong collectivity and emphasis on attack and defense conversion. Basketball referees are composed of one main basketball referees and one or two deputy basketball referees. Their main responsibility is to provide a fair, fair and healthy competition environment for the players of both teams, and to urge the players of both sides to abide by the basketball competition rules, so as to ensure the normal and smooth progress of the game. Some investigators, such as gunjun Jun, song Xu, he bin [2], and so on, put forward that basketball is one of the most frequently carried out sports in the University. Whether students can successfully mobilize their enthusiasm and interest in basketball, and whether they can successfully organize a basketball game with both ornamental and antagonistic features, they need

basketball referees to participate in it.

By searching the relevant literature and periodicals about the development status and Countermeasures of basketball referees on the Internet, this paper finds out more than 200 published papers or periodicals in the past six years (2014-2020), which mainly includes the following aspects: Research on the development status of Basketball Referees of college students, research on college students (major in physical education and social sports guidance), and Research on the cultivation of light basketball referees, and analysis of some factors affecting the referees' execution. The following is a summary, collation, analysis and comparison of the three contents, hoping to find common ground and new research areas. From the data known at present, the investigation and Research on the current situation of judges in Huanggang Normal University mainly focuses on the investigation and analysis of the composition of referees, mainly including the level of referees, the age and gender composition of referees, the experience of referees, learning and training [3]. The development strategies of referees mainly include the following contents: training system, leaders' attention, information sharing, reward test methods, etc. The way for referees to get relevant information about referees is not fast and accurate enough, and there are too few opportunities for them to go out to exchange and learn, observe and learn [4].

The research on the factors influencing the basketball referee's on-the-spot judgment and the countermeasures [5] indicates that the basketball referee is the law enforcer and the controller of the game. He communicated the spirit of fairness, justice and openness to the athletes and audience through easy to understand language, guided all the athletes in the same field to compete according to the unified rules, and made the competition in a correct direction [6]. Therefore, the level of Basketball Referees' own ability plays an irreplaceable role in the direction of the whole game, and also plays an important role in the development of basketball. This paper analyzes the current situation of Basketball Referees' development in Teachers' College through the results of questionnaire survey, and studies the countermeasures suitable for the development of Basketball Referees' team in Teachers' College in combination with the current situation, so as to improve the level of referees' execution, provide some reference opinions for the development of Basketball Referees' career in Teachers'

College, and improve the attention of students and leaders of teachers' college to basketball referees' career, so as to make it more important. Many students who have a strong interest in basketball referees participate in the development of basketball referees, laying a deep theoretical foundation for the healthy and reasonable development of basketball referees in Teachers' Colleges in the future [7].

2. RESULTS AND ANALYSIS

2.1 The Situation of Students' Punishment

The results show that: in the survey of student referees: 22% of the referee's lack of control and management of the competition; 53% of the referees have misjudged; 22% of the referees have no experience and basic skills are not solid. It can be concluded that students make mistakes in the process of judging, but the vast majority of referees make fewer mistakes in the competition. In the daily learning process, if we don't pay attention to the training of basic skills, not only can't improve the ability of judgment, but also easy to form bad habits, such as unreasonable blowing, moving and gesture, which reduces the credibility of their own judgment. It is very difficult for them to change after they make mistakes day by day, which leads to their downhill career.

2.2 Training of Basketball Referees

To a large extent, the ability of basketball referees to be the masters of the game is related to the cultivation of referees. The current situation of Huanggang teachers' College referees is that the number of high-level and high-quality referees is small, and the executive experience of ordinary level referees is lack, so it is necessary to strengthen the training of basketball referees. Every time Huanggang city carries on the city and county basketball match, it will mobilize before the match, the main purpose is to arrange the study of the match rules, the match rules and the referee's theoretical knowledge, and put forward the matters that should be paid attention to; after the match, it will also carry on the post-match summary work, and check and analyze the various big and small problems in the match and the execution of each referee. In addition, the teacher's Academy seldom carries on the basketball referee related training, the basketball referee's development is in an incomplete state.

2.3 Analysis of The Factors Influencing the Students' Decision-Making

Among all the basketball referees surveyed, they think that the biggest problem encountered in the promotion process is the lack of on-the-spot practice; the second is the lack of professional teachers' guidance; the second is that school leaders do not pay attention to the cultivation and development of referees; the last problem is busy study. Basketball referees are most likely to make mistakes in the game: far post, heavy post, missing judgment, field management and team cooperation. The causes and solutions of these problems are analyzed. The reasons for the problem are: on the one hand, the strength of the game cannot

be kept up due to the physical decline; the timing of the transition is not well controlled; the communication with peers is not enough; the responsible area and responsibility allocation are not accurate; the direction of observation is not right. On the other hand, they don't trust their peers; they don't think actively enough, and they have a negative attitude towards the control of the game, which leads to a negative movement; they are overconfident, and they think they can control the game, which leads to a negative running position, and they don't follow the judgment of the game. The solutions are as follows: first, strengthen physical training, cooperate with active and reasonable movement, especially in the transformation of attack and defense and fast break; second, further understand the regional division of labor and responsibilities; improve the ability of correlation and communication, and give enough trust to the same referee. The causes of the problem are: on the one hand, the location is not good, the way to observe the game and the focus is not appropriate; the understanding of the game is lack; the lack of on-the-spot experience. On the other hand, lack of self-confidence to simulate dichotomy; excessive tension leads to slow response; excessive trust and dependence on the referee lead to missed opportunity of blow and punishment. The solutions are as follows: first, strengthen the theoretical study of the referee law and basketball rules; understand the situation of the players of both sides of the game through various channels and means, the characteristics of the core players, and do a good job in the relevant preparations before the game; improve the communication and communication with the peer referees, and maintain a healthy psychological state. The reasons for the problem are: on the one hand, the decline of physical fitness, not running in place. The choice of location and offensive and defensive sides repeat, resulting in not going to the place; second, the regional division of labor is not clear enough, resulting in the consequences of not paying attention to what should be paid attention to. On the other hand, the lack of understanding of the game, cannot grasp the focus of the game in time; third, the lack of concentration, grasp the order and focus of observation. The solutions are as follows: first, in the range of location, basketball referees must move and select positions according to the position of basketball on the court, and monitor them in time; second, use reasonable footstep movement to adjust the position, so that they are always in the gap observation position between attack and defense; third, strengthen the cooperation between referees, serious obvious omission, peer referees one We must stop and help in time; fourth, we must improve our ability to understand the game and improve our physical ability to meet the needs of high-intensity competition; fifth, we must have full enthusiasm. The main factors that cause the psychological pressure of novice referees are: too few opportunities for exercise, lack of experience, lack of comprehensive and specific knowledge of basketball referees; tense and cold pre game state, which may lead to fear psychology and lack of confidence in on-site referees. It is necessary to strengthen the study of rules and judgment theory, strengthen the practice of on-the-spot judgment, establish self-confidence, and cultivate stable and healthy anti-interference ability and emotional state.

2.4 Referee Competition and Experience Investigation. An important way to improve the ability of student referees is to connect practice with theory. Interviewed some students basketball referees, most of them revealed that their ability to perform depends on the self-study after class, and there is little practice opportunity, and the lack of on-the-spot experience also makes them in the face of regular competition will have a fear of tension, or even the poor psychological state of inattention. And this psychological state will directly lead to their mistakes in the judgment. In some of the students' referees interviewed, only the students majoring in physical education and social sports guidance are the referees in the process of basketball elective teaching. Although such teaching games have certain significance of exercise, they still cannot be compared with regular basketball games.

2.5 Investigation on The Importance of Schools

From the questionnaire data, we can know that the leaders of relevant departments of Huanggang Normal University and the physical education institute pay less attention to the cultivation of basketball referees and spend less money. As a result, the quality and quantity of referees are difficult to meet the demand. Because of different teaching concepts and teaching methods, the teachers of basketball specialized course pay too much attention to improving students' basketball skills and tactics. There are only a few theoretical courses arranged in the normal college, and the theoretical courses are only basketball referee method and basketball rules teaching, which does not provide students with the opportunity to fully practice and exercise, and the ability of students to exercise is difficult to improve. In this way, those students who want to improve their ability to execute basketball lack the platform to learn and improve, and also make students unable to act as the executors of ordinary basketball games after graduation.

3. COUNTERMEASURES

3.1 Bring the Referee Ability into The Training Objective of The Students' Major (Physical Education and Social Sports Guidance) Of the College of Physical Education

It is suggested that the College of physical education of Huanggang Normal University should include the cultivation of the referee ability of the students majoring in Physical Education (physical education, social sports guidance) into the ranks of the professional training objectives, so that the students majoring in physical education can master several basic sports referee knowledge and skills after years of systematic learning. The basic sports are the sports which have a broad mass base in the society, such as basketball, football, volleyball, track and field, etc., mainly to enable them to serve as the basic referee work in the sports and competitive sports of mass sports schools, and to improve the employment competitiveness of students after graduation. Around this development goal, in the basketball curriculum design of the sports majors (especially the basketball

majors), we should increase the theoretical study and practical study of the basketball rules and the basketball referee method.

3.2 Increase the Training of Basketball Referees (Mainly for Physical Education College)

The relevant departments of teachers' College and sports college should increase the cost of training basketball referees of students in sports college, which is mainly used to hire teachers who are good at teaching basketball refereeing methods and skills, set up basketball referees training meeting in a planned way, strictly select and train excellent basketball referees, organize the practice of refereeing and go out for study, and introduce advanced basketball referees for assessment Equipment to improve students' motivation to learn basketball referees.

3.3 Organize School Level Basketball Matches, Participate in Practice and Communicate with Peers

Huanggang Normal College should implement some effective measures to improve the level of referees' execution, and should organize as many school level basketball matches as possible, so that more students can participate in the practice of execution, improve their on-the-spot experience and judgment ability, and give some correct and effective guidance in the competition field. Referees themselves should actively participate in practice, find opportunities for practice and improve their practical ability. We also need to communicate, learn from each other and make progress together with our peers. We must keep a modest and studious attitude and improve our ability to exercise discretion through communication and cooperation.

3.4 Encourage to Go Out for Higher Level Referee Training Courses

In order to further help the referees in the teachers' college to understand the latest changes of the rules in a timely and accurate manner, and to get opportunities for promotion and improvement through various channels, it is necessary to build a platform for information exchange of further training around this starting point. First, make full use of the advantages of 4G network and smart phone, establish a local referee information exchange group in WeChat QQ or other social software to create favorable conditions for timely and accurate sharing of information and resources; second, leaders of relevant departments of the school and leading teachers of the school of physical education should actively strengthen communication and contact with the municipal Basketball Association or the municipal referee training institution. In this way, it is helpful to learn more training information and relevant information about rule changes in time, to provide students with referees to learn, and to create favorable conditions for teachers' College referees to attend higher-level training courses.

3.5 Pay Attention to Classroom Teaching

School level basketball referee elective courses are offered offline and online for students to choose from, and provide learning and promotion ways for students who are interested in basketball referee work in other sports colleges and non-sports colleges. In the process of Basketball Classroom Teaching in Physical Education College, teachers should not only pay attention to the teaching of skills and tactics, but also pay attention to the improvement of students' teaching

ability. Teachers should also make all students basically master the knowledge and skills of basketball referees.

4. CONCLUSION

With the continuous improvement and development of the material level of Huanggang City, and the increasing wealth of living materials, people's demand for spiritual aspects, especially sports, is also increasingly high, so it is imperative to establish a basketball referee team with high standard and strong ability. The basketball referees in Huanggang Normal University have few opportunities to practice, lack of experience in on-the-spot execution, and few opportunities to communicate and learn from each other. We need the leaders of Huanggang Normal College and physical education college to train a team of basketball referees with ability and responsibility in a purposeful and planned way. At the same time, we need to strictly screen those who are basketball referees, increase the publicity of basketball referees in the normal college, increase the training of reserve basketball referees in the school, and improve the basketball referees in Huanggang Normal College. The competition system of Huanggang Normal University will give full play to the value of each referee, vigorously carry out college level and school level basketball competitions, provide more practice opportunities for students' basketball referees to help them improve rapidly, and hope to contribute to the development of basketball referees in Huanggang Normal University.

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Research on the Business Model Combining Offline and Online Enterprises from the Perspective of Data Analysis

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Abstract: The development of Internet technology has changed with each passing day. Internet technology has even become an important driving factor for the development and transformation of many enterprises. After being impacted by Internet companies, offline companies have explored online development models; combined with the current market conditions, consumer has transformed and upgraded their spending habits and their own development. Many new features have emerged in the development of online enterprises. The integration of online and offline has become a new business model. Through the analysis of Internet business development data, this business model summarizes the current development problems of the integration of online and offline business models, seeks solutions, and finally promotes the innovation and upgrading of Chinese business models.

Keywords: Online Business; Offline Business; Data Analysis

1. INTRODUCTION

In recent years, the Internet economy has made great achievements in China's economic growth. More and more Internet companies have sprung up. The "Internet plus" model has gradually become popular, and it has become an economic development model that people in the business development field are enthusiastic about and pursuing. The Internet has gradually developed a complete business model, and consumers have been affected by this business model in their daily lives. With the increase in the number of consumer consumption and the increase in consumer value on the Internet, the Internet economy has become a new growth point for economic development. Most companies have also begun to turn to the Internet for industrial networking development. The development model of the Internet economy has shortened the distance between consumers and businesses, and has caused a certain degree of impact on the traditional business model. The online development model originated from the development of the Internet and has distinctive characteristics of the Internet, including social characteristics, personality, entertainment and other Internet characteristics.

At present, domestic and foreign scholars have conducted in-depth analysis and discussion on online business models from different angles. All groups in

the current social development are affected by the Internet business model. China has introduced relevant policies to regulate and guide Internet companies. Through the exploration and discussion of the business model of combining online and offline from the perspective of big data analysis, we can further judge the future development trend and direction of Internet companies in Chinese business.[1] At present, China's Internet companies are showing a rapid growth trend, which has a great impact on the traditional offline industry. The combination of offline industry and the Internet has become a trend of current enterprise development. Many traditional enterprises rely on the Internet for transformation and upgrading, seeking new economic growth points.

The combination of online and offline enterprise development models in China is at the preliminary exploration stage. Offline companies use the Internet to expand their sales channels. Their current focus is still on offline sales. However, many offline companies have increased their investment in online sales channels and built their own sales network through the Internet platform. With its own sales channels, it strives to open up offline and online sales channels. The division of labor between the two clearly cooperates with each other and strives to build a sales network that conforms to the development trend of the times and economic development trends.

2. CONVERGENCE AND DEVELOPMENT OF ONLINE AND OFFLINE ENTERPRISES

Many problems have arisen in the process of developing online models for offline companies. First of all, there is a big difference between the prices of online and offline products during the transformation of offline enterprises. This is due to the advantages of the online enterprise's development. For example, online enterprises have lower development costs, less store rents, and less transportation costs. So, offline companies should consider consumers' feelings in the process of online transformation, and set reasonable prices to avoid causing consumer dissatisfaction. The development of the Internet has lowered the cost of business, and everyone can start an Internet business. Although this advantage helps people to start a business, it also easily leads to different product quality of enterprises. Secondly, the increase of online enterprises is likely to cause vicious competition, which will have a great negative impact and damage the image of consumers in the minds of consumers. In the process of integrating online and offline, companies need to give full play to their product advantages, avoid vicious competition, and create an excellent product

image [2].

These problems that have occurred during the online transformation of offline enterprises have become a huge obstacle to the transformation and upgrading of enterprises. In order to solve these problems, enterprises need to improve their own development. At present, offline enterprises have begun to update and upgrade their own enterprise development methods, reasonably plan their own enterprise development strategies, and build two different online and offline sales channels. It can help to carry out different development plans for online and offline, and to solve the problems encountered in online development. The two channels are independent and mutually reinforcing, ensuring offline and online benign development and providing consumers with a better consumer experience.

3. THE DEVELOPMENT STRATEGY OF THE INTEGRATION OF ONLINE AND OFFLINE ENTERPRISES

After several years of development, China's Internet companies have developed into a relatively complete online enterprise development model. In the process of transformation and upgrading of offline enterprises, excellent online enterprise development models can be absorbed, to complete enterprise transformation as soon as possible. Offline enterprises break through their own development bottlenecks through the Internet and integrate their offline economy with online. The following lessons can be learned from offline enterprises.

3.1 To scientifically plan the development strategy of the enterprise and gain an in-depth understanding of consumer needs

The development of any enterprise requires a scientific and reasonable enterprise development strategy and establishes the correct enterprise development goals. To effectively grasp consumers' demand, offline companies need to understand the platform's development strategy and development goals during the online development exploration process, to be familiar with the platform's operating rules, and to understand the current consumer psychology and consumption habits of consumers through the analysis of Internet business data. The development of the enterprise is basically to meet the consumer's consumption needs. The offline enterprises need to conduct market research through data in the initial stage of online transformation, grasp the current main consumption needs, and then provide consumers with favorite products [3].

3.2 To improve the infrastructure construction of offline enterprises

The development of online enterprises is not entirely a virtual economy. Online enterprises are a new type of enterprise development model that relies on offline. Excellent online enterprises focus on building offline infrastructure, and provide consumers with a better consumer experience through perfect infrastructure. Taking the transportation of goods in infrastructure

construction as an example, many large e-commerce companies spend a lot of time, energy and money to build their own logistics system, in order to bring consumers a better consumer experience. For example, during the development process of JD Mall, JD.com spent a lot of energy to build its own logistics system. After a long period of development, JD logistics system has reached the forefront of national logistics. At present, JD.com has gradually developed into a leader in the e-commerce platform relying on its self-built logistics system. In addition to the establishment of its own logistics system, Internet companies have innovated and upgraded payment methods; the more e-commerce companies have explored payment methods, innovating consumer payment methods, and thus changing the traditional way of buying and selling goods. Payment methods have further promoted the development of e-commerce platforms. Offline enterprises need to absorb and learn from the development experience of these successful e-commerce enterprises in the process of transformation and upgrading of offline and online integration [4].

3.3 The unique advantages of developing its own enterprise
The business development model of online and offline integration is the development direction of many commercial enterprises at present. However, if companies want to achieve greater advantages under the business development model of online and offline integration, they need to explore and study themselves. The unique business model provides differentiated services for consumers and forms its own unique advantages, thereby increasing the value of the enterprise. Differentiated development has become the direction of reforms explored by many large and medium-sized enterprises, such as the update of the logistics system, the introduction of new transportation supply by new business development models, leading to the use of new transportation methods to increase the speed of logistics transportation. Another example is the online reform of some supermarkets, constantly updating their business models and operating methods to bring new experiences to consumers, increase consumer interest, and thus retain customers.[5]

3.4 Production and sales of conscience products

The quality of products must be strictly controlled in the process of offline transformation of offline enterprises. The biggest disadvantage of online enterprises is that consumers need a period of time to receive products, and there is no way to check the quality of products in a timely manner. Online companies need to have a good sense of social ethics and a sense of responsibility. They need to be worthy of their commitment to consumers, make an eye for consumers, and help consumers strictly control the quality of products. Only by providing high-quality products for their offline users can they retain the hearts of consumers and build trust between the two parties, so that offline companies are likely to achieve results in the process of transforming online companies.

4. CONCLUSION

The integration of online and offline has become the main direction of enterprise development. Enterprises need to understand that this business model has no historical

experience to learn from. It belongs to a brand-new business model. The development of this business model will inevitably encounter many problems and great resistance. Enterprises that explore the integration of online and offline business models need to clarify their development goals, study the business development model in depth, and avoid major issues of business trust, actively explore and promote the further development of China's business model.

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Present Situation and Development Path of Hip-hop Dance Movement in East Hubei University

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Abstract: Hip-hop dance, as a new sport, has been widely spread and developed in colleges and universities. In this paper, literature, questionnaire and mathematical statistics are used to summarize the present situation and countermeasures of modern hip-hop dance in East Hubei University. The results show that: (1) the form of organization is mainly community and students' self-organization, the school does not include hip-hop in the school physical education curriculum, and the popularity of hip-hop in colleges and universities is low. (2) College students have a strong interest in learning hip-hop courses. (3) Increase investment in colleges and universities, increase the construction of venues and improve the syllabus. (4) Strengthening teachers.

Keywords: East Hubei University; Hip-hop Movement; Development Status; Development Path

1. INTRODUCTION

Hip-hop was born in the late 1960s, in the 1970s with "playing disc, graffiti, rap" and called hip-hop four elements. As far as the country is concerned, the development of hip-hop has gradually spread to other cities from the first-tier cities such as going north to Guangzhou. In 2000, hip-hop became one of the fashion sports in China, and was loved by young people. Meanwhile, the report of CCTV and the holding of national hip-hop competition promoted the development of hip-hop [1-3]. College students, as an important team to participate in hip-hop, are of great significance to the development and research of hip-hop, so colleges and universities become an important way to spread and develop hip-hop.

1.1 Purpose and significance of the study

This paper studies the development status and countermeasures of hip-hop in East Hubei University, and puts forward some suggestions and requirements for the development of hip-hop in East Hubei University. By analyzing and studying the current situation of hip-hop dance, we can get better development in colleges and universities, get a set of hip-hop training mode which accords with the development of hip-hop dance in colleges and universities, provide theoretical basis for the development of hip-hop dance in colleges and universities in eastern Hubei, and give full play to the active role of hip-hop dance to contemporary college

students to cultivate talents needed in modern society. Under such circumstances, it is necessary to investigate and study the existing problems, after understanding the significance of modern hip-hop dance to the students' education and the establishment of students' self-cultivation in colleges and universities, this paper analyzes and studies the existing problems of modern hip-hop dance in colleges and universities in East Hubei, finds out the problems existing in the development of hip-hop dance in East Hubei colleges and universities, and analyzes these problems.

1.2 Current Situation of Hip-hop Development in China

Hip-hop as a fashionable young sport, by the majority of our people love. All over the joint establishment of hip-hop dance alliance, to carry out related hip-hop activities, hip-hop in our country has a larger leap. The development of hip-hop dance in colleges and universities is also in full swing, hip-hop teaching in colleges and universities show blowout growth, colleges and universities become an important way of street.

2. RESEARCH SUBJECTS AND METHODS

2.1 Participants

The survey was conducted with 240 students from five universities in eastern Hubei (Ezhou University, Huanggang Normal College, Huanggang Vocational and Technical College, Huanggang Vocational and Technical College, Hubei Normal University), as well as graduate students and 10 hip-hop teachers from five universities.

2.2 Research methodology

This paper uses the methods of literature, questionnaire, expert interview and mathematical statistics to analyze the current situation of hip-hop dance in colleges and universities, and carry out further analysis and research.

3. FRUIT AND ANALYSIS

3.1 Opening of Hip-hop Dance Campaign in Eastern Hubei University

A Survey of 3.1.1 Students' Understanding, Interest and Participation Attitude on Hip-hop Dance, as Table 1.

Through the investigation of the way students understand hip-hop dance in five colleges and universities in East Hubei, it can be seen that 53.64% of the students participate in competitions and performances to understand hip-hop dance; 68.18% of the students understand hip-hop by watching campus hip-hop activities; 53.18% of the students understand hip-hop by using online media; most of the students are watching campus hip-hop activities to learn about hip-hop dance by themselves, by participating in competitions, or by reading related newspapers, magazines

and watching the media; only 26. Thirty-six percent of the students came into contact with the hip-hop movement through the physical education of the school, indicating that the five colleges and universities in East Hubei did not carry out the hip-hop movement, and the students had less chance to contact the hip-hop dance on campus, as Table 2 and Table 3. Table 1. Students Understanding Hip-hop Pathways (Multiple Options) (N=220)

	number of people(n)	Percentage (%)
Participation in competitions and performances	118	53.64
Physical education	58	26.36
Friends introduction	84	38.18
Watch the campus hip-hop	150	68.18
Using Web Media	117	53.18
Watch sports reports and magazines	67	30.45
Other	46	20.91

Table 2. Students' knowledge of hip-hop (N=220)

Level of knowledge	number of people(n)	Percentage (%)
Not interested in hip - hop, not familiar	17	7.72
A little, not very familiar with hip - hop	105	46.36
I'm interested in hip - hop, I know better	98	44.54

Table 3. Will students try hip-hop (N=220)

	number of people(n)	Percentage (%)
Willingness	192	41.81
No meaning	7	3.18
It doesn't matter	21	9.54

According to the preliminary understanding, 44.4% of the students in the five colleges and universities are interested in hip-hop dance, most people have a certain understanding and interest in hip-hop dance, only 7.72% of the students have not been exposed to hip-hop dance to know little about it, but according to the questionnaire, the number of college students exposed to hip-hop dance is relatively small. It shows that the development of hip-hop in colleges and universities is insufficient, and the students lack the way to participate in hip-hop. And 44.81% of college students say they are willing to try hip-hop and take it as a new sport. Contemporary college students are more interested in hip-hop, and each student as a different individual views on hip-hop are different, each student to participate in hip-hop attitude is not the same. With the change of the times, hip-hop improvisation rate is really unrestrained, easy and energetic coexistence characteristics, and can make students reasonably release their ability, so that hip-hop has gradually become a favorite type of dance by the majority of students, so it is necessary for colleges and universities

to develop hip-hop as a physical education curriculum.

3.1.2 of teachers in hip-hop teaching

The fundamental way out of educational reform and development lies in the improvement of teachers' quality, which has a great influence on students, and the direct or indirect construction of good subjects is inseparable from the teaching staff, and the overall quality and level of teachers can be said to be an important link in investigating the development level of hip-hop subject., as Table 4.

Table 4. Education Status of College Hip-hop Teachers (N=10)

Education	number of people(n)	Percentage (%)
Specialist	0	0
Bachelor's degree	3	30
Postgraduate studies	7	70
Doctorate	0	0

In five colleges and universities, among the ten hip-hop teachers, it is found that 70% of the teachers' academic qualifications are mainly master's degree. Compared with other subjects, the structure of academic qualifications is relatively reasonable, but the professional title, sports grade is low, high level teachers are scarce; Secondly, teachers in five colleges and universities in eastern Hubei are still relatively young, and at present, young teachers with high education and high level are being introduced, but the technical system of hip-hop dance is updated quickly, and the young teachers' lack of experience needs to be cultivated and improved, and is influenced by many factors, such as insufficient attention to the development of hip-hop in colleges and universities and inadequate organization. Because colleges and universities pay less attention to hip-hop dance, so most of them do not set up special hip-hop courses, most of them are in the form of community or students' self-organization to train and study hip-hop; in such cases, the school does not train teachers in professional skills, will temporarily borrow other professional teachers to teach students, or do not specifically invite teachers to teach, which will affect the development of hip-hop courses in Edong University.

3.1.3 of teaching facilities, equipment and equipment in the five major universities

Table 5. Conditions for Opening of Hip-hop Venue in Colleges and Universities

Student's opinion on availability of hip-hop venues	number of people(n)	Percentage (%)
Hip-hop opening	79	35.9
Not available	27	12.27
Partly available	114	51.81

Hip-hop dance originated from street dance, not affected by equipment or venues, and thus got a better development. As we all know, the characteristics of hip-hop decide that the teaching space should be indoor, and the facilities include special hip-hop training space, rather than occupying other spare classrooms. These include wall mirrors and floors, made of marble or wood flooring, and then audio equipment and training equipment, such as horizontal bars, which are the main facilities of a professional venue, Table 5.

In the survey of students in five colleges and universities, we can know that the colleges and universities basically have the construction of hip-hop dance venues. It can be seen that 35.9% of the students think that their colleges and universities have the facilities of hip-hop; 51.81% think that some of the colleges and universities have the facilities, and their hip-hop training venues can be basically satisfied, mainly with basketball courts, gymnastics rooms or spare classrooms. Although the hip-hop training ground can be basically satisfied, but at present there is no specialized hip-hop dance classroom, the hip-hop training in colleges and universities is more casual, indoor floor, pole, wall mirror and other facilities are still not complete, these basic conditions are still not met by many schools, some deficiencies. Because there is no special dance classroom or training ground, the time and place for students to participate in hip-hop learning and training is not fixed, which affects the learning process.

3.2 Study on the Countermeasures of Developing Hip-hop Dance in East Hubei University

3.2.1 targeted to adopt different ways of publicity, improve the overall learning atmosphere

At present, all the ways of hip-hop propaganda mainly rely on the development of media programs or variety arts and hip-hop competitions, the way is relatively single, if college students can further understand and contact hip-hop dance, it is suggested to choose a variety of publicity methods such as organizing hip-hop competitions in colleges and universities, distributing relevant leaflets, cross-school publicity, so that hip-hop competitions to get a wider reach; using WeChat friends circle and other forms, hip-hop dance related publicity, release relevant knowledge. Build a website for hip-hop, so that people interested in hip-hop can better participate in hip-hop.

3.2.2 standardizing the syllabus and optimizing the teaching content

To carry out hip-hop courses in colleges and universities, we should equip relevant teachers, provide professional course teachers for hip-hop courses in colleges and universities, standardize the teaching constitution of hip-hop dance, reasonable safety courses, standardize the management of hip-hop clubs, provide certain support, and arrange class hours reasonably. Teaching according to the progress of students, so as to teach students according to their aptitude. Improve the hip-hop education in colleges and universities.

3.2.3 improvement of hip-hop teachers

With the continuous development of college hip-hop, it is very necessary to establish a professional team of teachers. Colleges and universities provide

professional course training for relevant teachers, so as to facilitate the later teaching of students, the establishment of professional teacher's team is also conducive to the establishment of professional referees in hip-hop competitions in colleges and universities.

3.2.4 improvement of teaching environment and environment of facilities

A good environment has a good impact on students, hip-hop requirements for the venue is low, but the school needs reasonable management of the venue, students to practice hip-hop to provide a good and suitable venue, for the type of dance to learn the purchase of relevant equipment, improve the equipment rental mechanism, for students to practice hip-hop to provide convenience.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

(1) Hip-hop dance has not been offered in most colleges and universities in East Hubei Province. Hip-hop dance is mainly organized by associations and students themselves.

(2) College students have a strong interest in hip-hop-related courses and learning.

(3) The development of hip-hop dance has a strong feasibility and its advantages outweigh its disadvantages, and the hip-hop training venues in the five major colleges and universities can be basically satisfied. At present, there is no unified and standardized syllabus of teaching and training in colleges and universities, the teaching form is single, and the teaching content is not complete.

(4) The strength of teachers is the main factor restricting the development of hip-hop in colleges and universities, which makes the development of hip-hop in colleges and universities slow.

4.2 Recommendations

(1) To develop professional faculty. Colleges and universities need to train relevant teachers, organize teachers to conduct professional training or hire professional teachers, to give students professional guidance.

(2) To arrange reasonably the venues for students to participate in hip-hop training and to set up special dance classrooms so as to be able to better engage in learning.

(3) Hip-hop teaching should meet the requirements of quality education.

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Reconstructing the Way of Sports Communication in Artificial Intelligence's Field of View

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Abstract: After Internet plus wave of sports development, the application of artificial intelligence technology to become a new round of change the core driving force of sports industry and sports media industry under the further application of artificial intelligence technology, in the face of all kinds of impact and change, how to lead the sports media under the wave of development seize the opportunity, innovation, to realize rapid development is the key to the contemporary sports media industry needs to solve. Relevant theoretical exploration has just begun. From the perspective of five elements of communication, this study discusses the reconstruction of sports communication mode in the era of intelligence. Its theoretical results will provide theoretical basis and practical Suggestions for the innovation of sports communication mode.

Keywords: Artificial Intelligence; Sports Communication; Sports Industry

1. INTRODUCTION

Artificial intelligence, also known as the "container" of human intelligence and the extension of human intelligence, originated from a branch of computer science. Together with genetic engineering and nanoscience, artificial intelligence is regarded as the three cutting-edge technologies of the 21st century and a new engine to promote social and economic development. In the Internet technology, social media, big data, Internet of things technology under the background of rapid development, with artificial intelligence, the progress and development of VR/AR technology, artificial intelligence has redefined the information dissemination content production, traditional media news under the framework of dominant mode of production is being digestion, in data mining and tracking, intelligent sensor, intelligent interaction experience equipment, artificial intelligence is rewriting the media industry. Sports media as a branch of the media industry, will also usher in a comprehensive shuffle. News writing robots like AI journalist xiaomingbot and xinhua's "quick pen xiaoxin" have already made their way into sports writing. From the previous research on the current situation of sports communication mode, the traditional sports communication mode can no longer keep pace with the pace of artificial intelligence technology [1].

Yet about the application of artificial intelligence in sports communication and change the way of sports dissemination study, results is less, this paper based on the artificial intelligence application under the background of social sports communication audience personalization of sports information, intelligent, precise, and the realistic requirement of live interaction as the breakthrough point, to five elements of sports communication, as the basic dimension, analysis sports mode of transmission in the artificial intelligence technology under the background of the road to change, in order to enrich the applications in the field of artificial intelligence in sports communication research, thus to promote the intelligent era propose the rapid development of the sports communication industry.

2. CONCEPT AND CHARACTERISTICS OF SPORTS COMMUNICATION MODE

The concept of sports communication mode: sports communication refers to the information communication activities with sports as the communication medium and content. Information content and media technology, as the content and means of communication, is an essential part of the communication process and an indispensable part of any communication activities. The transmission mode of sports information is a complete system composed of five elements: the disseminator of sports information, the audience of sports information, the communication media of sports information, the communication content of sports information and the communication effect of sports information. The change of any one element will cause the change of sports communication mode [2, 3].

Since its birth, sports have started its own communication, which has experienced the era of oral communication, text communication, printing communication and electronic communication. The changes brought by the new media era, characterized by network communication, global communication and personalized communication, have penetrated all walks of life and all aspects of human society. In terms of content, sports communication is diversified, personalized and fragmented. On the carrier, it is the carrier change process of products from TV to computer, then to mobile intelligent terminals and wearable devices. In the information era of knowledge explosion, massive information not only brings convenience to human life, but also increases the difficulty for human to filter and obtain effective and personalized information. Traditional sports communication methods have lagged the development of artificial intelligence technology, which cannot meet the needs of sports communication users (audiences) to obtain

personalized, customized, mass and interactive sports information experience. Sports communication calls for the intelligent sports communication mode of machine assistance, man-machine cooperation and man-machine integration.

3. APPLICATION PROSPECT AND SOCIAL DEMAND OF ARTIFICIAL INTELLIGENCE IN SPORTS COMMUNICATION

The application of artificial intelligence technology in sports communication is a dynamic process. Below by artificial intelligence technology in sports information communicators (sports organizations, media and technology companies) - sports dissemination of information (sporting events, sports news) - sports media (newspapers, radio, television, Internet, digital media and other media resources) - sports communication audience (sports, sports fans) - sports communication effect (the resolution of the agenda-setting) parsing five levels of the application prospects of artificial intelligence in sports communication and requirements.

3.1 Demand analysis of sports information communicators

In the information age of connectivity, there are many sports events and sports news information generated every day. For the disseminators of sports information (sports organizations, sports media and technology companies), in order to win more competitive advantages, improving their organizational communication influence is the key. To enhance the influence of sports information dissemination, it is the primary ability of sports information disseminators in the new media era to quickly and accurately grab the most needed information elements from the mass of sports information and deliver them to the audience in the form that the audience is most willing to accept and through the most appropriate communication channels. Many data processing, mining and information processing need the help of artificial intelligence applications. In reports about the combination of artificial intelligence and media, the most commonly mentioned is machine writing, which automatically turns input data into articles that people can read directly through algorithms. Sohu of the 2014 World Cup in Brazil, through the analysis of big data through the application of artificial intelligence, invited we-media people with large traffic and wide influence to join its reporting team, thus improving its communication influence. Those media that own and use this technology to make business decisions and provide relevant information to the audience will gain more competitive advantages than their competitors in the future.

3.2 Sports communication information level

Sports communication information mainly includes sports events and sports news. Sports information is the core of sports communication. Unique and interactive sports information can attract more audiences. As the communication technology, transmission technology and the development of

media technology, intelligent information collection equipment such as camera robots, unmanned aerial vehicle (uav) in a broader view and continuous acquisition characteristics of combination algorithm and multi-sensor work together, make the sports events and sports news presents visualization and presentation with high level enhancement and improvement, but also can't combine data and broadcast technology well, leading to its social and interactivity is not strong, the distribution of sports news also has difficult to achieve differentiation and precise, and for the processing of data mining and differentiation, three-dimensional accurate distribution and site, Virtualization needs the intervention of artificial intelligence technology.

3.3 Sports media

Communication media refers to the carrier used to spread information, which is the bridge and link between the communicator and the audience. Sports spirit, characters, organizations and events that have certain contact with commercial information and media are collectively referred to as sports media. With the popularization of various intelligent terminals and the rapid development of social networking tools, the interconnection between people is no longer just a linear relationship, but more and more intersections and interconnections of networks. The intervention of artificial intelligence technology will promote media convergence is the general trend. According to a report released by China Internet network information center (CNNIC), as of December 2018, China has 829 million Internet users, of which 98.6% are mobile users and 59.6% are Internet users. People's media contact behavior has undergone significant changes and is accelerating the migration from traditional media to new media. General secretary pointed out that "wherever the readers are and the audiences are, the tentacles of propaganda reports should be extended to, and the focus and foothold of propaganda ideological work should be placed there." Facing the profound changes in the ecology of public opinion, media pattern and mode of communication.

3.4 Audience level of sports communication

The communication audience of sports information includes sports match live audience, TV sports audience and Internet video, sports readers and sports listeners. With the rise of mobile media and the improvement of real-time two-way communication technology, sports audience has gradually become an important transmitter of sports information from the role of the audience, that is, sports audience as a "consumer" is gradually transforming into a "production consumer". With the help of artificial intelligence technology through the analysis and interpretation of social public opinion can be more in-depth understanding of the users, set up more issues to meet the need of users, and actively attract audience, precise and personalized to different consumer groups and platform to push related content to make sports audience to be involved in the creation of the big data news.

3.5 Sports communication effects

Artificial intelligence has absolute advantages in news features, topics, technical analysis of sports events, result prediction, audience characteristics analysis and news production, etc. Artificial intelligence can realize data

exploration beyond the reach of human resources, explore the potential hidden in the surface, and form the development model of human-machine collaborative symbiosis of "wisdom + intelligence". Brazilian World Cup 2014, Tencent through cooperation with IBM, through IBM's social big data analysis system, by fetching attention of fans hot words, hot topics, related topics, make editing can real-time understand fan, the hot spot in the mining and sort out the concerned focus of 120 fans, greatly improve the effect and the permeability of information dissemination, AR and the application of VR technology to increase the audience's viewing experience, greatly improving the user viscosity.

3.6 Artificial intelligence application reshapes traditional sports communication mode

Some scholars predicted that "the penetration of artificial intelligence technology will change the production mode and transmission pattern of news communication in an all-round way. Sports began to spread itself, since produced throughout the history of sports communication found that with the development of science and technology, the transmission way has had the revolutionary breakthrough, also is the process in the process of media, in turn, superposition to promote, in the Internet, data, Internet of things and expanding application of artificial intelligence technology, is the biggest impact of traditional sports dissemination way, in a full range of transition, mainly embodied in the following aspects:

First, to meet the interactive, customized, personalized and mass needs of sports communication audiences in the intelligent age, the work efficiency of sports communicators should be improved through man-machine cooperation.

Second, use the powerful information reading and data mining capabilities of artificial intelligence to enhance the iteration of communication media technology, to

realize the precision, personalized push of information and interactive experience of audiences.

Thirdly, VR and AR technologies should be adopted to improve the visual effect of sports information dissemination and entertainment, so that audiences can enjoy "immersive" sports news and sports events.

Fourthly, through artificial intelligence technology to promote the integration of various media to provide sports audience with a new media interaction experience.

4. CONCLUSION

In artificial intelligence is to iterate staggering with unprecedented speed, constant change and reshape the media industry at present, change in the way sports communication has become the strongest in the field of sports media, with the constant improvement of algorithm of artificial intelligence application will be from sports disseminator, sports media, sports communication content, sports communication audience and communication effect several levels to reshape traditional sports dissemination way.

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Study on The Effect of Tax Reduction for Private Enterprises in Anhui Province

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Abstract: Since the reform and opening up, the private economy has played a great role in the socialist market economy system with Chinese characteristics, and the influence of private enterprises on the national economy has become more and more important. In recent years, the development of private enterprises in Anhui Province has promoted the improvement of the overall economic level of Anhui Province, and the overall proportion of the private economy in Anhui Province has also been increasing. Under the new normal of economic development, private enterprises will play a greater role in the steady development of Anhui Province's economy. Tax is an important means of national macroeconomic regulation and control, and also an important factor affecting the development of all enterprises, including private enterprises. Optimizing the structure of the tax system and reducing the tax burden will help to enhance the vitality of private enterprises and further play the positive role of private enterprises in building a well-off society in an all-round way. This paper analyzes the tax burden of private enterprises in Anhui Province, and puts forward the corresponding tax policy proposals on the basis of the analysis.

Keywords: Private enterprises; Tax burden; Tax policy

1. INTRODUCTION

China's basic economic system is formed in the common development of public ownership as the main body and multi-ownership economy. In this process, private enterprises have gradually become an important part of the non-public economy, the development of the whole economy plays more and more huge impact. Private enterprises play an irreplaceable role in the economic growth, expansion of domestic demand, stimulating the economy and promoting employment in our country. Under the new normal of economic development, the growing needs of the people more diversified, deep, comprehensive, extensive, in this process, for private enterprises, including all kinds of enterprises will be higher requirements, the need for private enterprises through their own more flexible and diverse development advantages to meet the diverse needs of our market, so as to achieve continuous upgrading in consumption, continuous optimization of innovation and exploration of development, so that our economy in such a virtuous circle, To promote the smooth, healthy and diversified development of our country's economy [1-

3]. At present, due to the world pattern, economic situation factors, coupled with the impact of the new coronavirus epidemic, the development of private enterprises in the current has been greatly affected, individual small private enterprises are struggling.

In the process of the development of private enterprises, whether for the re-development of financing enterprises re-employment, or in the market regulation there is a certain degree of passivity, coupled with the impact of the current epidemic, some private enterprises seem to be in trouble. Under such circumstances, the government of private enterprises should think about how to introduce policies to stimulate its better development, stimulate its vitality and maintain its positive development trend. Under the new normal, the development of private economy should be the focus of the country and the direction of development. In our supply-side structural reform, we also have some planning adjustment for the development of private enterprises, in our country's tax reform, taxes, business, environment and so on have also carried out a lot of optimization and adjustment. Under the influence of the tax reduction policy introduced by the government, in recent years, some burdens of private enterprises in China have been reduced for service tax and so on, and some problems of private economic development in the process of market development can be alleviated to a certain extent [4, 5]. However, although the national visible hand and the market invisible hand of the adjustment process can have a certain change, but in the process of market economic development, some of these policies still have a certain lag, we cannot all-round timely forecast of it, so we constantly adjust the policy, we should also be for private enterprises to carry out a full range of tax reduction effect research.

In 2019, Anhui's private economy contributed 60.4% of the province's GDP, and the number of private enterprises exceeded 1.3 million by the end of 2019. Private enterprises in Anhui Province for the steady development of Anhui Province's economy is more and more important, in early 2020 due to the impact of the outbreak of new crown pneumonia, Anhui Province's GDP in the first quarter fell by 6.5% YoY, Anhui Province's private economy has been a major impact, the central government has introduced a series of tax incentives to reduce the burden of enterprises nationwide, such as the implementation of a phased reduction of social security fees, effectively reduced The cost of employees of enterprises, to help enterprises to tide over the difficulties, the first quarter of the state cumulative tax reduction fee of 742.8 billion yuan, of which in 2019 the central government's larger tax reduction policy support, formed a 424.6 billion yuan tax reduction, can be seen in the

fiscal and tax policy time lag effect. In addition, in the first quarter of 2020, Anhui actively implemented the central fiscal and taxation policy cumulative tax reduction fee of 24.07 billion yuan, of which the tax reduction amount formed under the implementation of fiscal and tax preferential policies in 2019 was 16.45 billion yuan, effectively alleviating the operational difficulties of private enterprises in Anhui Province under the outbreak. Thus, effective tax preferential policies can not only stimulate the development of private enterprises, but also in the face of the new coronary pneumonia outbreak this grey rhino event as a regulator. In the future, the government still needs to constantly improve China's fiscal and taxation policies, in order to play its role in economic development, industrial development guidance, regulation, stability and so on, local governments on the one hand to correctly implement the central policy, on the other hand, according to their own circumstances to formulate specific policies suitable for their own economic operation.

2. ANALYSIS OF THE TAX BURDEN OF PRIVATE ENTERPRISES IN ANHUI PROVINCE

Since the reform and opening up, the development of private enterprises by many business environmental factors, such as the size of assets, the number of employees, tax policy, the most critical factor is the tax burden. In addition, private enterprises have their unique advantages exist, private enterprises can use its small size, flexible production strategy advantages, according to the financial policy situation timely adjust the business strategy, so as to seek the greatest benefits for enterprises. From the pilot camp increase in some areas in 2012, to October 30, 2017, the business tax completely withdrew from the Chinese tax, the implementation of the camp reform policy to achieve a reduction in the burden for private enterprises. In November 2018, after the tax cuts for private enterprises were put at the top of the list, local governments across the country issued a large number of economic policies to reduce taxes and reduce taxes for local private enterprises. In 2019, some industries such as manufacturing transportation industry, such as the value-added tax rate to be reduced, according to relevant reports, the first three quarters of 2019 only the vat on value-added tax reform for enterprises to reduce the tax burden of 703.5 billion yuan, private enterprises as an important part of the main body of tax, naturally also obtained a considerable degree of reduction. It is worth noting that in this round of tax cuts, the manufacturing tax cuts are still the largest, as the backbone of private enterprises naturally benefit a lot.

By the end of 2019, Anhui Province's private enterprises have exceeded 1.3 million, contributing more than 60% of the province's GDP, it can be seen that the development of private enterprises in a considerable extent to promote the overall economic operation of Anhui Province, so the smooth operation

of private enterprises for the economic development of Anhui Province is crucial. In the national tax reduction and reduction of the environment, Anhui Province's private enterprises are facing important opportunities, the private economy can take advantage of this opportunity to flourish. According to the official data of the China Bureau of Statistics, the local fiscal revenue of Anhui Province in 2018 was RMB218, 074 million, an increase of 10.66 percent, of which the value-added tax revenue increased by 12.77 percent to RMB90, 598 million. In 2019, Anhui Province's general budget revenue was RMB318.254 billion, an increase of 4.39%. In addition, according to the report, in 2019, 68.8 percent of the total tax revenue is private enterprise tax, a total of 298.79 billion yuan. From January to October 2019, Anhui Province's cumulative tax reduction rate was 64.27 billion yuan, with private enterprises accounting for the highest proportion of tax in Anhui Province, thus benefiting the most. Under the environment of the expansion of the state fiscal preferential policy in 2019, the overall tax burden of private enterprises in Anhui Province has been reduced to ensure the development of private enterprises in Anhui Province, and has further played the role of private enterprises in employment and economic development, and has ensured the steady development of the overall operating level of Anhui's economy in 2019, promoted the improvement of the business environment of private enterprises in Anhui Province, and stimulated the creative vitality and development vitality of private enterprises.

In the first quarter of 2020, Anhui Province, under the implementation of the larger tax reduction policy in 2019, reduced the tax cut by 16.45 billion yuan, and reduced the tax policy by 7.62 billion yuan for supporting local enterprise development under the new corona pneumonia epidemic, and the cumulative tax reduction fee of 24.07 billion yuan. Among them, the state issued more than 20 tax preferential policies effectively alleviated the new corona pneumonia epidemic under the operation of private enterprises, reducing the operating costs of private enterprises. In addition, the use of Internet-online technology, Anhui Province tax departments at all levels for enterprises, including small and micro-private enterprises to provide convenient and efficient way to pay taxes, enough to check tax contributions without leaving the home. According to reports, in April, more than 40, 000 newly registered enterprises in Anhui Province, it can be seen that effective tax reduction preferential policies are conducive to stimulate the development of the private economy, and better release the business vitality of enterprises. In the future, with the relief of the epidemic, the Anhui provincial government still needs to adhere to the tax policy of tax reduction and fee reduction, stimulate market vitality, in order to ensure the balance of industrial structure development, to complete the economic development goals for the whole year.

3. POLICY RECOMMENDATIONS

3.1 Government

First, the government's primary goal is to use tax cuts to enhance the vitality of private enterprises and market competitiveness. The source of market competitiveness is

mainly innovation ability, so government subsidies and tax incentives should be tilted as much towards innovative enterprises as possible. In view of the need for scientific research personnel in research and development posts in private enterprises, on the one hand, the government can use financial subsidies to encourage enterprises to absorb scientific and technological talents, on the other hand, the government can directly provide talent placement services for the introduction of talents, and give corresponding living subsidies, housing subsidies, and provide greater convenience on issues including settlement policies. It should be emphasized that the government's policy must be put into practice, retain the hearts of talent, ensure that talents stay for a long time, and bring advantages to the construction of an innovative economy in Anhui Province, with a view to attracting more talents to settle in Anhui. In addition, local governments can exert the advantages of concentrating their efforts on doing great things, and build a network recruitment platform to facilitate the introduction of talents by private enterprises, expand the channels for absorbing talents, and enhance local capacity in attracting talents.

Second, tax cuts do not mean a reduction in the deficit and total tax revenue. According to the market law, tax reduction often means the expansion of the scale of production of private enterprises corresponding to the policy, the corresponding tax reduction of the number of internal enterprises in the industry, and ultimately from the total amount of tax revenue can increase the government tax. In addition, the role of tax reduction to promote industrial economic development must be played under the strong supervision of local governments, that is, local governments to prevent individual enterprises to take advantage of tax policy loopholes to evade taxes, to avoid undermining the confidence of the overall private enterprise operators. In this process, the role of the local tax collection and administration department is the supervision and execution of the central and local fiscal policy, to strictly implement the central and local policies, the violation of the law to severely punish, so as to safeguard the national interest, maintain the competitive vitality of private enterprises, but also to maintain the smooth operation of the economy, for Anhui Province to create a better environment for private enterprises to do business. The fact that more than 40, 000 newly registered enterprises in Anhui Province in April 2020 proved that fiscal and tax preferential policies can stimulate the development of private enterprises, and also increased the number of tax-paying legal persons in the province, thus increasing local government revenue in the future. In addition, the Government should reduce unnecessary fiscal expenditure while increasing tax breaks and fee concessions, and live in a tight environment under the new crown epidemic, better serve the local economy and promote the development of private enterprises.

Third, the improvement of the tax system is conducive

to the better implementation of fiscal and taxation policies. Under the new normal of economic development, the smooth operation of the economy depends more on the optimization of economic structure. Under the new normal, economic development emphasizes supply-side reform. Supply-side reform needs to change the rough development mode of the past, with the goal of changing the unreasonable industrial structure, make reasonable allocation of resources, and reduce the burden for private enterprises. Therefore, it is necessary to reduce the operating costs of enterprises as the goal, that is, to reduce the turnover tax of enterprises, the most important is the transfer tax included in the tax value-added tax. Because of the different nature of enterprises, the scope of VAT deductions varies from enterprise to enterprise. In view of this situation, the government tax department needs to be realistic according to the actual situation, for different types of enterprises to develop different pre-tax deduction rules, the real financial preferential policies to the real place, reduce the corporate tax burden.

Fourth, according to the Ministry of Finance's policy of inclusive tax relief for small micro-enterprises, small-scale taxpayers who pay monthly taxes and have monthly sales of up to 100, 000 yuan or quarterly sales of 300, 000 yuan can be exempted from VAT. In the first three quarters of 2019, the private sector accounted for 88.6 percent of the total tax cuts under this policy. According to state regulations, for small-scale taxpayers, local governments have the right to reduce stamp duty, property tax and other local taxes. Under such circumstances, the national fiscal policy provides for relief within 50% of the tax range, Anhui Province and municipalities under the local government may formulate corresponding tax reduction policies according to local conditions to enhance the vitality and competitiveness of the development of local private enterprises, promote the improvement of the local private enterprise business environment, attract outside investment and further promote the development of the local economy. For example, in Ganzhou City, Anhui Province, the number of private enterprises manufacturing and service industry above the scale of revenue measurement is 0, the local government can reduce the tax rate of 50% of the stamp duty, property tax and other local taxes, in order to promote the development of small and medium-scale local private enterprises, enhance the vitality of the local private economy, improve the business environment, attract outside investment.

Fifth, in early 2020, the impact of the new crown epidemic on private enterprises, especially in the service industry and other industries is more serious, the government can introduce more perfect fiscal preferential policies to deal with similar to the new crown epidemic and other "grey rhino" events, for the service industry and other enterprises affected by the larger local government should expand tax cuts or provide financial subsidies. In addition, the government should take the automatic mechanism of risk prevention as an important supplement point of the future fiscal and taxation mechanism, so as to be able to play the automatic adjustment mechanism of China's tax system. Since the beginning of this year, Anhui Province tax reduction fee of 24.07 billion yuan, of which the main role

is still the 2019 preferential tax reduction policy, it can be seen that the impact of time-sensitive fiscal policy on enterprise management can be automatically extended to the next year, in addition to the effective implementation of government policy can alleviate the production and operation problems of private enterprises, reasonable and effective fiscal policy can ensure that the economic operation in the face of the crisis smooth operation. Taking advantage of the opportunity to further expand the preferential policies of tax and tax under the outbreak of new crown pneumonia, local governments can also launch a greater degree of fiscal preferential policies under the support of the central government's policies to stimulate the development of private enterprises, thus driving the development of the private economy in Anhui Province.

3.2 Business

Private enterprises must seize the opportunity brought about by the government's preferential fiscal policy, enhance their competitiveness and promote their own development. To this end, private enterprises can be improved from the following aspects. First of all, private enterprises can expand the scope of recruitment through online recruitment from the media, and carry out a broader recruitment of talents, on the one hand, to attract outstanding innovative talents to meet the government's conditions for support for innovative enterprises, on the other hand, large and medium-sized enterprises can obtain personnel familiar with the government's tax policy, so that enterprises can grasp the financial preferential policies in a timely manner, and then adjust the enterprise strategy in a timely manner, and finally adapt to the operating environment where they are located. Secondly, tax preferential policies are often time-sensitive, enterprises must be timely and legal tax declaration certification, for large and medium-sized private enterprises can set up a special research institutions to interpret fiscal policy, with a view to timely use of fiscal and tax preferential policies to reduce the tax burden, for small and medium-sized private enterprises, for the sake of operating costs, enterprises may wish to systematically train internal financial personnel to study and study the central and local fiscal policy to achieve the goal of reducing the burden. In this process, private enterprises use the financial preferential policy to carry out tax declaration certification in a timely manner to obtain tax subsidies, and ultimately reduce the operating costs of enterprises, on the other hand, for private

enterprises themselves and the region to train talent, is conducive to increasing the competitiveness of private enterprises and Anhui local market good competitive vitality. Finally, private enterprises must abide by laws and regulations, seek maximum benefits within the scope permitted by law, strictly fulfill their responsibilities and obligations, actively safeguard the legitimate rights and interests of the government, and must not have tax evasion and other illegal acts.

4. CONCLUSIONS

As private enterprises are an important part of Anhui's economic development, it is worth Anhui province and local governments in tax policy and other aspects to give a greater degree of preferential treatment. The use of tax policy Anhui Province can change the imbalance of industrial economic distribution and development in the province, the economic development of various local areas in the province is unbalanced. It is worth mentioning that the government should be in accordance with the reality of local conditions, because of the policy, continuous innovation, for the province's private enterprises reasonable reduction of tax cuts, to stimulate economic vitality in Anhui Province. On the other hand, for private enterprises, in order to enhance their competitive strength, we should use the government's fiscal preferential policies according to the law, in their own ways to reduce operating costs at the same time, legitimate and compliant for the enterprise to seek the greatest interests.

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Analysis of The Current Status and Influencing Factors of Health Service Utilization of Residents in Xiongan New Area

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Abstract: Objective To understand the status and influence factors of health service utilization for residents, and provide baseline data for the improvement of the medical and health service system in Xiongan New Area. Methods The stratified cluster random sampling method and face to face questionnaire survey were adopted on 800 permanent residents in Xiongan New Area. Chi-square test and unconditional Logistic regression analysis were used to analyze the influencing factors of health service utilization of residents in Xiongan New Area. Results A total of 2448 people were investigated. The two-week visit rate of residents in Xiongan New Area was 10.2% and the annual hospitalization rate was 10.5%. Unconditional Logistic regression analysis showed that the influencing factors of two-week visit rate included gender (OR=1.400, 95%CI: 1.067-1.837), age (OR=1.222, 95%CI: 1.039-1.437), education level (OR=0.795, 95%CI: 0.673-0.939) and household income per capita (OR=0.762, 95%CI: 0.641-0.907), and compared with the physical workers, the preschool children (OR=3.220, 95%CI: 1.432-7.240) had a higher two-week visit rate. While the influencing factors of annual hospitalization rate included age (OR=1.644, 95%CI: 1.393-1.988) and the distance between residence and medical institution (OR=0.610, 95%CI: 0.414-0.899), and compared with the physical workers, the preschool children (OR=3.220, 95%CI: 1.432-7.240) and unemployed (OR=1.718, 95%CI: 1.226-2.409) had a higher annual hospitalization rate. Conclusion Residents of Xiongan New Area underutilized outpatient services, and women, the preschool children, the elderly, the low education level, the unemployed and the low household income per capita were the key groups of health service utilization. **Keywords:** Xiongan New Area; Health service utilization; Influencing factors

1. INTRODUCTION

In April 2017, the party and the country made a major decision to establish the Xiongan New Area, which is another new area of great significance after the Shenzhen Special Economic Zone and Pudong New Area of Shanghai. It is considered a millennium plan and a national event [1]. The function of the capital

industry transfer is carried by the Xiongan New Area, which will inevitably drive a large number of talent resources to move in. According to the report of the Chinese Academy of Social Sciences, the future population of Xiongan New Area is about 5 million people, which is five times the current population, and the demand for and utilization of health services will increase substantially.

At present, the scientific planning of the medical and health service system is an important prerequisite for meeting the health service demand of local and foreign residents. Health service utilization research is the basic indicator for evaluating regional health services and one of the important bases for planning and allocation of health resources [2].

In order to provide basic information and baseline data for improving the planning and construction of medical and health service system of the Xiongan New Area, this study took urban and rural residents in the Xiongan New Area as the object, analyzed the current status of local residents' health service utilization, and discussed the main influencing factors.

2. MATERIALS AND METHODS

2.1 Respondents

The permanent resident's population of Xiongan New Area was taking as the respondent, and the survey time was from 2019.07.01 to 2019.07.15. The inclusion criteria for survey subjects were household registered population and non-household registered population who had lived in Xiongan New Area for 6 months or more. A total of 800 households with 2448 persons were surveyed, with an average of 3.06 persons per household.

2.2 Sampling Method

The stratified cluster random sampling method was used. First, 10 townships were randomly selected from 33 townships in the Xiongan New Area, then 2 administrative villages (neighborhood committees) were selected from each township, and finally 40 households were randomly selected from each village (neighborhood committee). The respondents were the actual family members of the selected households.

2.3 Investigation Content

We designed the "Questionnaire for Health Services of Urban and Rural Residents in Xiongan New Area" based on the "Family Health questionnaire" of Sixth National Health Service Survey. The questionnaire mainly included: demographic and socioeconomic characteristics, physical

health, and utilization of health services, etc. The two-week visit rate and annual hospitalization rate were used to reflect the utilization of outpatient and inpatient services respectively.

2.4 Indicator Definition

According to the National Health Service Survey [3], the two-week visit is defined as a visit to the physician during the two weeks before the survey, a diagnosis or a prescription is a visit, and a continuous course of injection or infusion in the village clinic is counted as one visit. The hospitalization refers to include hospitalization diagnosis, treatment, and rehabilitation due to illness, injury, childbirth, or physical examination within one year before the investigation, and is discharged from the hospital during the investigation. The calculation formulas are as follows: Two-week visit rate = number of physician visits in the two weeks before the survey / number of surveys $\times 100\%$

Table 1. Variable assignment table

Variable	Variable Name	Assignment	
Y1	Two-week visit	0 = Not visit	1 = Visit
Y2	Annual hospitalization	0 = Not hospitalization	1 = Hospitalization
X1	Area	1 = Urban	2 = Rural
X2	Gender	1 = Male	2 = Female
X3	Age (years old)	1 = 0- 3 = 25- 5 = 45-	2 = 15- 4 = 35- 6 = 65-
X4	Occupation	1 = Physician work (control group) 3 = Retired 5 = Unemployed	2 = Mental work 4 = School students 6 = Preschool children
X5	Household income per capita (Yuan / year)	1 = 0- 3 = 15000- 5 = 45000-	2 = 5000- 4 = 30000-
X6	Marriage status	1 = Single (control group) 3 = Divorced or widowed	2 = Married
X7	Education level	1 = Primary and below 3 = High or technical school 5 = University and above	2 = Junior 4 = Junior college
X8	Weight or BMI	1 = Underweight 3 = Overweight	2 = Normal weight 4 = Obesity
X9	Distance between residence and medical institution	1 = Less than 1 km 3 = 2 km and above	2 = 1 km-

3. RESULTS

3.1 Respondents' Characteristics

A total of 2448 people were surveyed, including 627 urban residents and 1821 rural residents. There were 1243 males and 1205 females, and male to female was 1.03: 1. Among the respondents, 67.32% were married. In the age composition of respondents, the proportion of people over 45 years old and 0-15 years old were relatively high. The occupation of respondents was dominated by physician work. In the composition of educational level, the number of respondents with junior high school, elementary school and below were high. The per capita income of most families was 5000-15000 yuan/year per person. The coverage rate

Annual hospitalization rate = number of hospitalizations in the one year before the survey / number of surveys $\times 100\%$

2.5 Quality Control

According to the uniformly formulated questionnaire, the investigator with unified training entered the household survey. The responders were questioned in a one-to-one manner, and the infants or incapable responders answered by the most informed. The questionnaire was writing by the investigator and checked by two investigators.

2.6 Statistical Analysis

We used Epidata 3.0 software to build the database, and SPSS 23.0 software for statistical analysis of the data. The counting data was described by rate or composition ratio, and chi-square test was used for univariate analysis. We assigned variables to the meaningful factors in univariate analysis, and used unconditional logistic regression for multivariate analysis. $P < 0.05$ was considered statistically significant, as Table 1.

of the respondents' basic medical insurance was 97.84%.

3.2 Basic situation of health service utilization

The survey results showed that number of respondents of physician visits in the two weeks before the survey was 249, and the two-week visit rate was 10.2% (249/2448), which was lower than the two-week visit rate (13.0%) in the fifth national health service survey ($\chi^2=14.753$, $P < 0.001$). The proportion of non-visit respondents was 18.8%, and the main reasons were "self-medication" (40.5%) and "self-sustained illness is not necessary" (23.8%).

The number of respondents of hospitalization within a year before the survey was 257, and the annual hospitalization rate was 10.5% (257/2448), which was higher than the annual hospitalization rate (9.0%) in the fifth national health

service survey ($\chi^2=6.709$, $P<0.05$). The proportion of respondents who should be hospitalized but not hospitalized was 7.1%, the main reason was that they "not considered necessary" (61.1%).

Table 2. The univariate analysis of the health service utilization of residents in Xiongan New Area [n , (%)]

Characteristic	Total Sample	Two-Week Visit			Annual Hospitalization		
		n (%)	χ^2	P	n (%)	χ^2	P
Area			0.012	0.913		5.015	0.025
Rural	1821	183 (10.0)			204 (11.2)		
Urban	627	66 (10.5)			53 (8.5)		
Gender			5.416	0.020		9.018	0.003
Male	1243	109 (8.7)			107 (8.6)		
Female	1205	140 (11.6)			150 (12.4)		
Age (years old)			22.109	<0.001		157.975	<0.001
0-	436	63 (14.4)			24 (5.5)		
15-	226	19 (8.4)			7 (3.1)		
25-	335	20 (6.0)			13 (3.9)		
35-	372	24 (6.5)			16 (4.3)		
45-	652	77 (11.8)			88 (13.5)		
65-	427	46 (10.8)			109 (25.5)		
Marriage status			14.274	<0.001		68.210	<0.001
Single	675	88 (13.0)			28 (4.1)		
Married	1654	141 (8.5)			196 (11.9)		
Divorced /widowed	119	20 (16.8)			33 (27.7)		
Occupation			30.631	<0.001		162.130	<0.001
Physician work	935	77 (8.2)			78 (8.3)		
Mental work	301	22 (7.3)			21 (7.0)		
Unemployed	602	65 (10.8)			129 (21.4)		
School students	443	51 (11.5)			6 (1.4)		
Retired	28	4 (14.3)			2 (7.1)		
Preschool children	139	30 (21.6)			21 (15.1)		
Education level			26.749	<0.001		33.357	<0.001
Primary and below	1005	136 (13.5)			145 (14.4)		
Junior	793	71 (9.0)			72 (9.1)		
High /technical school	358	22 (6.1)			29 (8.1)		
Junior College	167	17 (10.2)			8 (4.8)		
University and above	125	3 (2.4)			3 (2.4)		
Household income per capita (Yuan / year)			20.124	<0.001		18.758	<0.001
0 -	164	31 (18.9)			30 (18.3)		
5000 -	1134	124 (10.9)			131 (11.6)		
15000 -	850	74 (8.7)			65 (7.6)		
30000 -	244	14 (5.7)			26 (10.7)		
45000 -	56	6 (10.7)			5 (8.9)		
Type of medical insurance			1.082	0.582		5.267	0.072
^a URRBMI	2106	219 (10.4)			227 (10.8)		
^b UEBMI	287	26 (9.1)			25 (8.7)		
Others	8	1 (12.5)			1 (12.5)		
None	47	3(6.4)			4(8.5)		
^c Distance			2.862	0.239		12.845	0.002
Less than 1 km	2073	203(9.8)			237(11.4)		
1 km -	299	39(13.0)			14(4.7)		
2 km and above	76	7(9.2)			6(7.9)		
Weight or BMI			6.849	0.077		9.335	0.025
Underweight	139	22(15.8)			11(7.9)		
Normal weight	1197	125(10.4)			107(8.9)		
Overweight	765	74(9.7)			99(12.9)		
Obesity	347	28(8.1)			40(11.5)		

^aURRBMI: Urban and Rural Residents Basic Medical Insurance; ^bUEBMI: Urban Employee Basic Medical Insurance; ^cDistance: Distance between residence and

medical institution.

3.3 Univariate analysis of health service utilization

The results of univariate analysis showed that the factors

with with statistically significant differences in the two-week visit rates of the respondents were gender, age, marriage status, education level, occupation, and household income per capita ($P < 0.05$). However, the nine factors of area, gender, age, marriage status, education level, occupation, household income per capita, distance between residence and medical institution, weight or BMI had impact on the annual hospitalization rate of respondents, and the difference was statistically significant ($P < 0.05$). Showed in Table 2.

3.4 Multivariate analysis of health service utilization

The unconditional Logistic regression analysis showed that the influencing factors of two-week visit

rate included gender ($OR=1.400$, 95%CI: 1.067-1.837), age ($OR=1.222$, 95%CI: 1.039-1.437), education level ($OR=0.795$, 95%CI: 0.673-0.939) and household income per capita ($OR=0.762$, 95%CI: 0.641-0.907), and compared with the physical workers, the preschool children ($OR=3.220$, 95%CI: 1.432-7.240) had a higher two-week visit rate. While the influencing factors of annual hospitalization rate included age ($OR=1.644$, 95%CI: 1.393-1.988) and the distance between residence and medical institution ($OR=0.610$, 95%CI: 0.414-0.899), and compared with the physical workers, the preschool children ($OR=3.220$, 95%CI: 1.432-7.240) and unemployed ($OR=1.718$, 95%CI: 1.226-2.409) had a higher annual hospitalization rate. Showed in Table 3.

Table 3. The unconditional logistic regression analysis of the health service utilization of residents in Xiongan New Area

Characteristic	$\hat{\beta}$	SE	Wald χ^2	P	OR (95%CI)
Two-week visit rate					
Constant	-2.315	0.539	18.464	0.000	
Gender	0.336	0.139	5.887	0.015	1.400 (1.067-1.837)
Age	0.200	0.083	5.886	0.015	1.222 (1.039-1.437)
Education level	-0.229	0.085	7.319	0.007	0.795 (0.673-0.939)
Occupation (physician work)					
Preschool children	1.169	0.413	7.999	0.005	3.220 (1.432-7.240)
Household income per capita	-0.271	0.089	9.319	0.002	0.762 (0.641-0.907)
Annual hospitalization rate					
Constant	-4.778	0.903	27.998	0.000	
Age	0.509	0.091	31.493	0.000	1.664 (1.393-1.988)
Occupation (physician work)					
Unemployed	0.541	0.172	9.860	0.002	1.718 (1.226-2.409)
Preschool children	2.588	0.519	24.836	0.000	13.306 (4.808-36.823)
^a Distance	-0.494	0.198	6.254	0.012	0.610 (0.414-0.899)

^aDistance: Distance between residence and medical institution.

4. DISCUSSION

The annual hospitalization rate of residents in Xiongan New Area was 10.5%, which was higher than the level of fifth national health service survey (9.0%), but lower than Chongqing (15.1% in 2018) [3-4]. The two-week visit rate was 10.2%, lower than the level of the fifth national health service survey (13.0%), and also lower than Chongqing (22.4% in 2018), Shenzhen (19.6% in 2017) [3-5]. The above results suggested that residents in the Xiongan New Area had a moderate utilization of inpatient services, but insufficient utilization of outpatient services. The insufficient utilization of outpatient services was the result of the mutual restriction of the demand for health services and the supply of resources. First, it may be because the residents need for outpatient health services was low, and the actual outpatient utilization level had decreased accordingly. Secondly, the further analysis found that the main reason for not using outpatient services was to carry out "self-medicine" and "self-sustained illness is not necessary". It indicated that the residents of Xiongan New Area had poor awareness of medical treatment, which led to insufficient utilization of outpatient services. Finally, the insufficient utilization of outpatient services was

related to the lack of medical and health resources. Liang F and Kai L Y [6-7] found that the resources of beds and health technicians in Xiongan New Area were insufficient, and residents were not satisfied with primary medical services. It was difficult for residents to meet their basic health service demand.

The survey results show that the risk factor for two-week visit rate and annual hospitalization rate included age, and the elderly had a higher risk of visiting or hospitalizing. The reason was that with the increase of age, the various functions of the human body gradually declined, and the immunity was not as good as young people. In addition, the elderly with weak health awareness and poor self-care awareness were more prone to various diseases and had greater demand for health services [8-9]. Xiongan New Area should pay more attention to the health status of the elderly and strengthen publicity and education to improve the health awareness and health awareness of the elderly. Gender was a risk factor for the two-week visit rate, and women was higher than for men. The reason was that women had a special physiological structure and had different health service demand in different physiological periods [10]. In addition to work, women also undertook heavy household chores and had great psychological pressure, which led to an increased risk of illness than men. They were the key

population of the health service utilization, which was consistent with the study by Chang H X [10]. Compared with physician workers, the preschool children had higher two-week visit rate and annual hospitalization rate. Because the immune system of preschool children was not fully developed, the immunity was far inferior to physician workers, and they were susceptible to diseases [12-13], which resulted in increased utilization of health services. The unemployed had a higher annual hospitalization rate than physician workers. Studies had shown that unemployed were more susceptible to chronic diseases [8, 14], and the demand for health services was greater, thereby made greater utilization of health services.

The protective factors for the two-week visit rate included education level and household income per capita, and those with high education level and high household per capita income had a lower two-week visit rate. People with high educational level had received more health-related knowledge and were more receptive, and had a strong sense of health and self-care ability [15], which resulted in a low risk of illness and a reduction in the rate of visits. Compared with low household per capita income, the high household per capita income had less economic pressure and paid more attention to their own health [16], which could prevent various diseases early and reduced the risk of medical treatment. The residents living far away from medical institutions had lower annual hospitalization rates. The reason was that the access to medical treatment was relatively poor and residents received less medical care, resulting in failure to detect their own health problems in a timely manner. It may also be because they are far from medical institutions, receive less health-related knowledge, and have relatively poor medical awareness, thereby underutilizing inpatient services. In addition, it was also possible that because of the distance, residents received less health-related knowledge, resulting in relatively poor medical awareness.

In summary, residents of Xiongan New Area underutilized outpatient services, and women, the preschool children, the elderly, the low education level, the unemployed and the low household income per capita were the key groups of health service utilization. Therefore, it is first suggested that Xiongan New Area should increase the investment of high-quality medical resources and improve the capacity of health services to promote the ability of residents to use health services. Secondly, we should make full use of the "Healthy China Action (2019-2030)" promotion plan and popularize health knowledge to promote the health literacy and health level of key populations, and to guide the formation of good medical awareness. Finally, Xiongan New Area, as the carrier of the capital's industrial transfer, should make a basic public health equalization service plan for the floating population [17], so as to prepare for the immigration of the Xiongan New Area.

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Analysis on the competitiveness of Yantai port in Shandong Province and Its Countermeasures

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Abstract: Due to the supply-side structural reform, the uncertainty and variability of economic and trade relations in China, the integration of port resources will become an important issue. In 2018, China's port resources have been integrated one after another, and finally formed a "one province, one port" pattern, which can improve the bargaining power and efficiency of each port. Shandong Yantai Port, as one of the important ports in China, has made great contribution to the trade and development of our country. However, due to the shortage of routes in Yantai Port and the problems of price and service, more enterprises prefer Qingdao Port and Tianjin Port. This paper analyzes smoke by analyzing the development status of Yantai Port and by means of competitiveness index Based on the evaluation results of competitiveness, the paper puts forward the countermeasures and measures of yantai port in trade service construction, port financing, enhancing enterprise image and enhancing information construction.

Keywords: Yantai Port; Competitiveness; Comprehensive evaluation

1. INTRODUCTION

With the increasing competition, ports are undergoing profound changes and improvements. But there are also many problems and deficiencies in the improvement, mainly as follows. Efforts should be made to establish international hub ports and trunk ports. Pay more attention to scale than efficiency. There is more competition and less cooperation. The throughput is moderately advanced.

At the third session of the 17th Yantai Municipal People's Congress held on January 16, 2019, the government work report described the development direction and blueprint of Yantai in 2019. In 2019, Yantai will carry out all-round work, deepen ocean development and build an ocean economic city. We will build a world-class port with Yantai's rich marine resources and strong marine economic foundation. Under the pressure of the government and the fierce competition of the domestic and foreign economy, Yantai port should be improved in an all-round way to improve the comprehensive service [1-5].

2. MODEL AND METHODS

2.1 Research object

The research object is the cargo throughput of Yantai port from 2012 to 2016.

Yantai port is one belt, one road of the 25 important hub ports in the coastal area of China, which is the core area of the Asian economic circle. It is an important hub for the north-south direction of China's coastal areas, and an important node connecting Japan, Korea and Europe with the new Eurasian Continental Bridge. It is listed as an important node of the "Maritime Road" along the maritime Silk Road in twenty-first Century. It has 109 berths of various types, including 10000 tons or more. There are 70 deep-water berths, with a total length of 22658 meters and 64 kilometers of special railway lines.

In 2015, one belt, one road of Yantai, became the 17 coastal supporting cities of the "one belt and one way" strategy. In 2018, the bauxite output of Yantai Port exceeded 100 million tons, and the situation of the first batch of imported bauxite ports in China was further stable. In the future, Yantai Port Group will fully implement the "three five-year strategy", build a port with strong energy, high efficiency, intelligent port, ecological blue port, charming port, and create a modern and international first-class port [6-11].

2.2 Analysis of Yantai Port Competitiveness Index

2.2.1 Export market share index

The export share is used to calculate the ratio of foreign trade goods throughput of Yantai port, so as to reflect the competitiveness of Yantai port. Ningbo Zhoushan port, Shanghai port and Tianjin port, the top three national throughput ports in 2018, and Qingdao port, the biggest competitor of Yantai port in Shandong Province, were selected for comparison with Yantai port. Through the comparison between Yantai port and other ports, the current situation of Yantai port is analyzed.

2.2.2 Trade competitive advantage index

By subtracting the inbound throughput of goods from the outbound throughput of goods at Yantai port from the outbound throughput of goods at Yantai port plus the inbound throughput of goods at Yantai port, the index of trade competitive advantage of Yantai port is finally obtained, which is expressed by TC. When TC is close to 0, the import and export maintain a relatively balanced state. When TC is less than 1, it shows that Yantai port has a comparative advantage in cargo throughput, and the export

is greater than the import. When $-1 < TC < 0$, the competitiveness of Yantai port is very weak, only imports account for a small proportion of exports.

3. RESULT

In Figure 1, it can be seen that the export market share of other four famous ports is significantly higher than that of Yantai port. Ningbo Zhoushan port has always been in the leading position, with the export market share maintained at about 8%. Due to the majority of coastal inland ports in China, the value of 8% has been very high, which is 4 times of Yantai port's market share. The export share of Shanghai port has been in a downward trend in recent years, but also maintained between 6% and 7%. The market share of Tianjin port and Qingdao port is on the rise, which will pose a threat to the development of Yantai port. Yantai port has obvious gap with other ports and insufficient competitiveness. Although the export share is on the rise, the increase is not significant. Yantai port must be upgraded and transformed in an all-round way, learn from the successful experience of other ports, and improve the export market share.

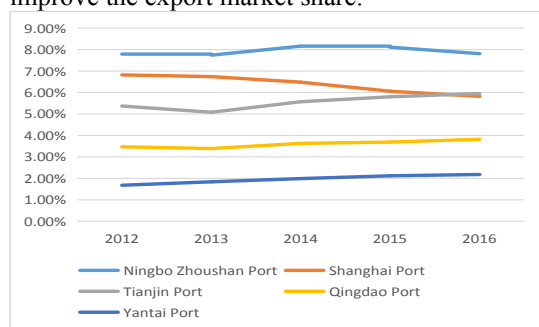


Figure 1. Export market share of five major ports in 2012-2016

Table 1. Trade competitive advantage index of Yantai port from 2012 to 2016

Category	2012	2013	2014	2015	2016
Difference	-6322	-5417	-4837	-4321	-4159
Total	20298	22157	23767	25163	26537
TC	-0.31	-0.24	-0.2	-0.17	-0.16

From Table 1, we can see that the trade competitive advantage index of Yantai port has been in a negative value, which shows that the import of Yantai port is larger than the export, and the competitive advantage is very weak. With the fierce competition among ports, the current situation of Yantai port is not conducive to integration into the development trend. From the table, we can see that the competitive advantage index is increasing. Although it has been in a negative value, Yantai port is moving in a good direction. From 2015 to 2016, the growth rate of trade competition index slowed down, only increasing by 6.25%. Faced with severe internal and external pressure and competition among various ports, Yantai port must seize the

opportunity, overcome the threat, give full play to its own advantages, improve the throughput of foreign trade outbound goods, and increase the development advantages of Yantai port.

4. CONCLUSION

The construction of the "smart city" of the country begins, overlooking Yantai, which is built on the basis of the port. The intelligent development point of the city is aimed at the port. The intelligent management of operation can form an intelligent, fast, safe and sustainable port. At present, many ports have begun to study and operate intelligent port operation and management, but the relevant policies of Yantai intelligent port construction are still in a blank stage. Although Yantai issued the "Yantai smart city construction plan" in April 2014, the chapters on intelligent transportation were also detailed, with weak guidance and construction standards, which made the "digital virtual" system of port enterprise informatization unable to share information. Introduce advanced equipment and high-end technology, and build the latest network platform. By identifying the footprints and people of Yantai port's web browsing, we can improve the interaction and communication with customers.

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Research on The Promotion Strategy and Application of Mobile Learning in Higher Education

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Abstract: The development of mobile Internet promotes the continuous upgrading of the construction of digital campus. The advantages of mobile technology also create conditions for a new round of reform of university education mode, and mobile learning enters a new stage. In order to adapt to the development of information-based teaching, this paper discusses the promotion strategies and application of mobile teaching in Higher Education. This paper uses multiple linear regression model to analyze three factors that affect students' mobile learning satisfaction, which provides a theoretical basis for further promotion of mobile learning.

Keywords: Mobile Learning; Promotion Strategy; Application Standard; Multiple Linear Regression Analysis Model

1. INTRODUCTION

In recent years, with the rapid development of information technology and mobile Internet, mobile terminals such as smart phones and tablet computers are gradually popularized, wireless bandwidth is increasing, and the use cost of mobile technology is declining [1]. The update of technology promotes the transformation and upgrading of education mode, and mobile learning is widely concerned and applied [2-5]. Mobile learning is a kind of learning that can happen at any time and any place with the help of mobile devices. Mobile learning has an effect on improving higher education student learning outcomes in college [6]. Learning terminals can effectively present learning content, and provide a two-way communication platform for teachers and students. A variety of mobile teaching platforms are springing up, which can not only meet the needs of online teaching and hybrid teaching, but also gradually become a tool and means for teachers to manage offline classroom. This paper introduces the research on the promotion strategy and standard of mobile education in the team, and provides a theoretical basis for further promoting the teaching reform of "Internet plus education" in Higher Education.

2.CHARACTERISTICS OF MOBILE LEARNING

2.1 Digitization

Mobile learning mainly relies on mobile Internet technology and mobile intelligent terminal. Its digital characteristics are determined by the support of mobile intelligent terminal and software technology. Teachers can show more complete teaching materials and manage learning progress than traditional classroom.

2.2 Immediacy

Mobile learning can provide a relaxed environment, which can exchange new ideas with others at any time, and share the flash of ideas with others.

2.3 Arbitrariness

Mobile learning can be carried out at any time and any place, such as home, travel, shopping mall, etc., or it can contact teachers and students with the help of mobile teaching platform to do thematic discussion and other teaching and learning activities.

2.4 Mobility

Whether traditional learning or online learning which based on computer, the learning environment is fixed. One of the most outstanding characteristics of mobile learning is the mobility of its environment. In this way, learning is no longer limited to a fixed environment.

3. PROMOTION STRATEGY

In order to encourage teachers to use information technology to carry out classroom revolution, promotion strategies are proposed.

3.1 Formulate relevant policies and incentive mechanism

In order to use the mobile teaching platform to activate the classroom, encourage teachers to actively adapt to the information-based teaching mode, build and manage the curriculum resources of the mobile teaching platform.

3.2 Organize mobile teaching training

According to the characteristics of different disciplines, mobile teaching trainings are organized in a targeted way.

3.3 Organize mobile teaching competition

"Mobile teaching competition - hybrid curriculum transformation - school level hybrid curriculum construction" system which guided teachers to actively participate in the mobile teaching competition is constructed. High quality competition curriculum will be transformed into mixed curriculum project. The curriculum construction of project-based curriculum will be supported by the school.

4. ESTABLISH APPLICATION STANDARDS

In order to further promote the in-depth application of mobile learning, clear application standards are established,

and demonstration curriculum based on the standards is constructed.

4.1 Instructional design

Rationality: The teaching objective is clear; the teaching methods and activities are scientific and reasonable.

Direction: The course focuses on building a new relationship between teaching and learning with students as the center, and cultivating students' critical thinking, cooperative ability and complex problem-solving ability.

Scientificity: It is suitable for mobile learning and hybrid teaching to build a curriculum structure and teaching organization model that embodies the deep integration of information technology and education and teaching, with scientific knowledge system, reasonable resource allocation and assessment methods.

4.2 Course content

Ideological: The course adheres to the principle of Building Morality and cultivating people and carrying forward the socialist core values.

High level: The course releases relevant problems or themes, guides students to explore problems, cultivates students' thinking ability and critical thinking, and cultivates students' comprehensive ability and advanced thinking to solve complex problems.

Innovation: The contents of the course are standardized and complete, reflecting the cutting edge of knowledge and the characteristics of the times, reflecting the latest development results of the major of learning and teaching reform and research results, and focusing on the cultivation of students' independent thinking ability and innovation ability.

4.3 Curriculum resources

Syllabus: The course releases a rigorous and scientific syllabus.

Teaching progress: The curriculum teacher issues a complete teaching schedule.

Teaching video: Each class hour corresponds to the key and difficult points; 1-2 course videos are recorded for 3-15 minutes.

Presentation: The key and difficult points of each class hour are supported by corresponding electronic documents.

Course question bank: The course question bank is established according to the course chapters. The objective questions account for about 70% and the subjective questions account for about 30%.

5.SATISFACTION ANALYSIS OF STUDENTS' MOBILE LEARNING

Based on the above promotion strategies and application standards, the curriculum resources are constructed and the questionnaire is made. After data standardization and preprocessing, the relevant data are analyzed as follows.

5.1 Correlation analysis

It can be seen from the Table1 that correlation analysis is used to study the correlation between the satisfaction

of online learning effect and the adaptability of online learning, the adaptability of online learning and the self-learning sense of acquisition. Pearson correlation coefficient is used to express the strength of the correlation.

Table 1. Pearson related - standard format

	the satisfaction of online learning effect
the adaptability of online learning	0.765**
the quality of curriculum construction	0.729**
the self-learning sense of acquisition	0.740**
* p<0.05 ** p<0.01	

Specific analysis shows that:

The correlation coefficient between the satisfaction of online learning effect and the adaptability of online learning is 0.765, which shows a significant level of 0.01. Therefore, there is a significant positive correlation between the satisfaction of online learning effect and the adaptability of online learning.

The correlation coefficient between the satisfaction of online learning effect and the quality of curriculum construction is 0.729, which shows a significant level of 0.01. Therefore, there is a significant positive correlation between the satisfaction of online learning effect and the quality of curriculum construction.

The correlation coefficient between the satisfaction of online learning effect and the self-learning sense of acquisition is 0.740, which shows a significant level of 0.01. Therefore, there is a significant positive correlation between the satisfaction of online learning effect and the self-learning sense of acquisition.

5.2 Regression analysis

It can be seen from the Table2 that the adaptability of online learning, the quality of curriculum construction and the self-learning sense of acquisition are taken as independent variables, and the satisfaction of online learning effect is taken as dependent variable for linear regression analysis. The R-square value of the model is 0.682, which means that the adaptability of online learning, the quality of curriculum construction and the self-learning sense of acquisition can explain the satisfaction of online learning effect 68.2% change reason.

The model passed the F-test ($F = 14052.329$, $P = 0.000 < 0.05$), which showed that at least one of the reasons will have an impact on the satisfaction of online learning effect. The model formula was: the satisfaction of online learning effect = $0.088 + 0.358 * \text{the adaptability of online learning} + 0.358 * \text{the quality of curriculum construction} + 0.244 * \text{the self-learning sense of acquisition}$.

In addition, for the multicollinearity test of the model, it is found that all the VIF values in the model are less than 0.05, which means that there is no collinearity problem; and the D-W value is near the number 2, which means that there is no autocorrelation in the model, there is no correlation between the sample data, and the model is good.

The final analysis shows that:

The regression coefficient of online learning adaptability is 0.358 ($t = 51.789$, $P = 0.000^{**} < 0.01$), which means that the adaptability of online learning has a significant positive impact on the satisfaction of online learning effect.

The regression coefficient of the quality of curriculum construction is 0.358 ($t = 53.553$, $P = 0.000^{**} < 0.01$), which means that the quality of curriculum construction has a significant positive impact on the satisfaction of online learning.

The regression coefficient of the self-learning sense of acquisition is 0.244 ($t = 35.757$, $P = 0.000^{**} < 0.01$), which means that the self-learning sense of acquisition has a significant positive impact on online learning effect satisfaction.

Table 2. Results of multiple linear regression analysis

	Non standard Chemical coefficient	Standardization coefficient	t	p	VIF	R ²	adjustment R ²	F
	B	Standard error	Beta					
constant	0.088	0.010	-	9.130	0.000 ^{**}	-		
the adaptability of online learning	0.358	0.007	0.356	51.789	0.000 ^{**}	2.915		
the quality of curriculum construction	0.358	0.007	0.315	53.553	0.000 ^{**}	2.136	0.682	0.683
the self-learning sense of acquisition	0.244	0.007	0.245	35.757	0.000 ^{**}	2.894		

Dependent variable: satisfaction degree of online learning effect

D-W Value: 2.009

* $p < 0.05$ ** $p < 0.01$

F
change=14052.329,
p=0.000

It can be concluded that the adaptability of online learning, the quality of curriculum construction, and the sense of self-learning have a significant positive impact on the satisfaction of online learning.

6. CONCLUSION

It can be concluded that the quality of curriculum construction, the adaptability of online learning and the sense of self-learning have a significant positive impact on the satisfaction of online learning. In order to enhance students' learning satisfaction, we should pay attention to the above three aspects in establishing promotion strategies and application standards.

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The Comparison of Assessing Disability Degree by Pulmonary Function and Hypoxemia on Coal Workers with Pneumoconiosis

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Abstract: Objectives The study aim was according to Standard for identify work ability Gradation of disability caused by work-related injuries and occupational diseases(GB/T16180), divided the coal workers with pneumoconiosis of different periods each by their hypoxemia and pulmonary function into gradation of disability, which could understand the two examination methods' effect on identifying their work ability in this case. Methods This study performed pulmonary function and blood gas analysis on 391 coal workers with pneumoconiosis, thus relationship between them and stages of pneumoconiosis as well as gradation of disability were analyzed, and compared. Results The abnormal rate of oxygen partial pressure and abnormal rate of pulmonary function from workers in different stages of pneumoconiosis both had statistical differences($P<0.05$), the abnormal rate of patients with stage II and stage III pneumoconiosis was significantly higher than that of patients with stage I pneumoconiosis; the abnormal rate of pulmonary function was significantly higher than that of oxygen partial pressure(82.10% vs 65.47%, $P<0.05$); there was a positive correlation between the level of hypoxemia and the level of lung function damage, the more serious hypoxemia is, the more serious lung function damage is($r=0.69$, $P<0.05$); the level of hypoxemia was not consistent with that of pulmonary function injury(Kappa=0.16, $P<0.05$); the results of the assessment of the disability grade of pulmonary function were more serious than that of the blood gas analysis($P<0.05$), both poor consistency(Kappa=0.23, $P<0.05$). Conclusion Different stages of pneumoconiosis have effects on the oxygen partial pressure and lung function level of patients with pneumoconiosis; The difference between hypoxemia standard and pulmonary function standard in disability identification is large, meanwhile the evaluation grade of blood gas analysis standard is low.

Keywords: Pneumoconiosis; Disability grade; Blood gas analysis; Pulmonary function; Appraisal

1. INTRODUCTION

The coal worker's pneumoconiosis is when coal

miners suffer in diffuse fibrosis of the lung caused by long-term inhalation of dust in the production environment, as the disease aggregate, a series of systemic diseases such as tuberculosis, emphysema and other complications can be caused [1, 2]. In 2018, 873000 cases of occupational pneumoconiosis were reported, which among them the coal workers' pneumoconiosis accounts for about 88.0%, it is the most common and harmful occupational disease in China [1], far more to other developed countries [3-6]. Men were majorities among the coal miners, once they suffered from the pneumoconiosis, their labor capacity declined, bringing poverty to the family. Compensation could be obtained after one's diagnosis of coal workers' pneumoconiosis. When evaluating their labor ability according to the appraisal standard of occupational disease and disability, the stage of pneumoconiosis is mainly considered, meanwhile the pulmonary function or hypoxemia is to determine the degree of the loss of pulmonary function along with whether there are pulmonary tuberculosis and dyspnea, in order to grade in levels. Currently, lung function test is the main method to judge lung injury, but there are quite a number of people who can't perform pulmonary function test or cooperate with pulmonary function test, such as the miners who suffer from occupational noise deafness caused by underground explosion, the elderly with hearing impairment, the sequelae of pneumoconiosis complicated with cardio cerebrovascular disease, mental disorders and old's suffering from senile dementia, etc. Those who can't perform pulmonary function tests, can only take hypoxemia as a substitute [7-9]. So, was there a consistency between pulmonary function and hypoxemia in the judgment of lung injury? It has been controversial among scholars. Research on whether there are differences between the two judging methods, and find out the deficiency in the appraisal of the degree of disability caused by pneumoconiosis, could be a further step on protecting the interests of the workers, also maintaining family harmony and stability as well as to promote social and economic development.

2. OBJECTS AND METHODS

2.1 Research objects

Coal workers' pneumoconiosis patients hospitalized in Shilong Hospital of the occupational safety and health research center of the national health and health commission from January 2019 to December 2019 were selected as the

research objects. This research was approved by the Ethics Committee of occupational safety and health research center of national health and Health Commission.

1) Inclusion criteria:

- (1) Select inpatients with coal workers' pneumoconiosis randomly, according to the high latency X-ray chest film and GBZ 70-2015 pneumoconiosis diagnostic standard, 3 members of the pneumoconiosis expert group from Shilong Hospital will re-divide that pneumoconiosis into stages;
- (2) Lung function examination was conducted;
- (3) Blood gas analysis was conducted.

2) Fall off criteria:

- (1) Inpatients' blood gas analysis sample whom does not meet the inspection requirements, and refused to take blood sample again;
- (2) Inpatients with contraindications of lung function or poor cooperation.

2.2 Research methods

1) Collection of case data

Collect the age, gender, pneumoconiosis stage, lung function test results and blood gas analysis results of the patients who meet the standard.

2) Blood gas examination

Collect the radial artery blood in the patient's resting state, and at least 1.5 ml blood was collected by the arterial blood sampling needle. Using American Siemens ABL-5 automatic blood gas analyzer to measure the partial pressure of oxygen, PaO_2 .

3) Pulmonary function test

Using Italy COSMED Quark PFT 3 large lung function instrument, calibrate each time before use, and the professional physician shall check the patients according to the standard test procedure, each patient will be measured 3 times with the measurement error no more than 5%, then the maximum value shall be taken as the result. Measurement factors include Forced vital capacity (FVC), Forced expiratory volume in one second (FEV_1) and FEV_1/FVC .

4) Evaluation method: According to the current diagnostic standard (GBZ 70-2015), the inpatients were re-diagnosed with DR chest film for

Table 3. The correlation between pneumoconiosis stage and hypoxemia [n(%)]

Pneumoconiosis stage	Normal	Light	Moderate	Severe	r_s	P
Stage I	119(39.27)	176(58.09)	8 (2.64)	0 (0.00)	0.33	<0.001
Stage II	14(20.59)	37(54.41)	16(23.53)	1 (1.47)		
Stage III	2(10.00)	6(30.00)	8(40.00)	4(20.00)		

Table 4. The correlation between pneumoconiosis stage and pulmonary function injury [n(%)]

Pneumoconiosis stage	Normal	Light	Moderate	Severe	r_s	P
Stage I	62(20.46)	113(37.30)	120(39.60)	8 (2.64)	0.34	<0.001
Stage II	6 (8.83)	19(27.94)	21(30.88)	22(32.35)		
Stage III	2(10.00)	1 (5.00)	3(15.00)	14(70.00)		

Rank a correlation analysis of pneumoconiosis stage and hypoxemia level showed that there was a positive correlation between them ($P < 0.05$), the higher the stage of pneumoconiosis is, the more serious the hypoxemia is, presented in Table 3; rank a correlation

pneumoconiosis stage, and the degree of disability was identified with hypoxemia and pulmonary function respectively according to the *Standard for identify work ability – Gradation of disability caused by work-related injuries and occupational diseases* (GB/T16180).

Method Using the SPSS24.0 statistical software package for data analysis, analyze the relationship between the period, oxygen partial pressure and pulmonary function index by means of variance analysis and rank correlation; through Kappa consistency test to analyze the relationship between oxygen partial pressure and pulmonary function.

3. RESULTS

3.1 General information of research objects

391 eligible pneumoconiosis patients were included in this research, all male aged 51-94, with an average age of 69.24 ± 7.44 years. Basic information is presented in Table 1-2.

Table 1. The basic situation of the research objects (n=391)

Index	Category	Number of cases	Constituent ratio (%)
Pneumoconiosis stage	Stage I	303	77.49
	Stage II	68	17.39
	Stage III	20	5.12
Hypoxemia	Normal	135	34.53
	Light	219	56.01
	Moderate	32	8.18
Pulmonary function	Severe	5	1.28
	Normal	70	17.90
	Light	133	34.02
	Moderate	144	36.83
	Severe	44	11.25

Table 2. The age comparison of different stage pneumoconiosis patients ($\bar{x} \pm s$)

Pneumoconiosis stage	Number of cases	Age	F	P
Stage I	303	69.02 ± 7.41	0.967	0.381
Stage II	68	69.65 ± 7.39		
Stage III	20	71.25 ± 8.16		

3.2 Relationship of pneumoconiosis stage with both oxygen partial pressure and lung function

analysis of pneumoconiosis stage and lung function injury level showed that there was a positive correlation between them ($P < 0.05$), the higher the stage of pneumoconiosis is, the more serious the damage of lung function is, presented in Table 4.

3.3 Relationship between oxygen partial pressure and pulmonary function

1) Relationship between hypoxemia and pulmonary function injury

Among the 391 patients, 256 had hypoxemia of different degrees, which the abnormal rate was 65.47%; 321 patients had different degrees of lung function damage, which the abnormal rate was 82.10%, the abnormal rate of pulmonary function was

significantly higher than that of oxygen partial pressure ($P < 0.05$). Rank a correlation analysis of hypoxemia level and lung function injury level showed that there was a positive correlation between them ($P < 0.05$), the more serious hypoxemia is, the more serious lung function damage is. After testing the consistency of hypoxemia level and lung function injury level, as a result the consistency rate was 39.90% (156/391), consistency was poor ($Kappa = 0.16$, $P < 0.001$). Results are presented in Table 5.

Table 5. The comparison of hypoxemia and lung function injury

PaO ₂	Pulmonary function				Total	χ^2	P
	Normal	Light	Moderate	Severe			
Normal	65	53	16	1	135	362.34*	<0.001
Light	5	80	122	12	219		
Moderate	0	0	6	26	32		
Severe	0	0	0	5	5		
Total	70	133	144	44	391		

Note: * indicates the comparison of abnormal rate; $Kappa = 0.16$, $P < 0.001$.

2) Comparison of blood gas analysis and pulmonary function test in the identification of disability grade

The results of blood gas analysis and lung function test were both used to identify the grade of disability respectively, there were statistical differences between the two identification results, and the identification

results of pulmonary function test were more serious ($P < 0.05$). After testing the consistency of the two methods, it was found that the consistency of the two methods was 41.69% (163/391), consistency was poor ($Kappa = 0.23$, $P < 0.001$). Results are presented in Table 6.

Table 6. The comparison between hypoxemia and pulmonary function test in the identification of disability grade

Disability grade of hypoxemia blood gas analysis	Disability grade of pulmonary function test						Total	χ^2	P
	Seventh grade	Sixth grade	Fourth grade	Third grade	Second grade	First grade			
Seventh grade	58	50	15	0	0	0	123	216.68	<0.001
Sixth grade	3	67	104	0	0	0	174		
Fourth grade	0	0	32	20	6	0	58		
Third grade	0	0	0	3	18	2	23		
Second grade	0	0	0	0	1	10	11		
First grade	0	0	0	0	0	2	2		
Total	61	117	151	23	25	14	391		

Note: $Kappa = 0.23$, $P < 0.001$.

4. DISCUSSION

4.1 Relationship of pneumoconiosis stage with both oxygen partial pressure and lung function

From the results of this research it could be seen that the higher the level of hyperoxia in pneumoconiosis is, the more serious the impairment of pulmonary ventilation is. Among the first stage patients, the rate of impaired pulmonary ventilation was significantly higher than that of abnormal partial oxygen pressure. Therefore, blood gas analysis is often considered to occur in the middle and late stage of coal workers' pneumoconiosis. In the early years of Ma Changting, a domestic scholar, 33 cases of coal workers' pneumoconiosis were investigated and analyzed. It was found that the blood oxygen saturation and oxygen partial pressure decreased with the course of disease increasing [9]. Blackley, David J. et al. in order to analyze the effect of coal workers' pneumoconiosis on lung function, had selected 8230 coal miners as research objects, and their results also showed that with the increase of pneumoconiosis stage, the forced vital capacity% and FEV₁/FVC decreased significantly [10]. This research shows as the same

that the grade of disability is related to oxygen partial pressure and lung function, which is consistent with the results of Lin Chao et al [11]. Xia Xiaole had conducted work ability identification to 72 patients with pneumoconiosis and found that the grade of disability increased with the aggravation of lung function injury [12].

4.2 Relationship between oxygen partial pressure and pulmonary function

In this research, hypoxemia, pulmonary function injury and disability grade were identified according to the *Standard for identify work ability – Gradation of disability caused by work-related injuries and occupational diseases*, results showed that there was a positive correlation between hypoxemia level and pulmonary function ventilation injury, the abnormal rate of lung function ventilation injury was higher than that of oxygen partial pressure, the disability grade of pulmonary function test was also higher, the consistency of lung function test and blood gas analysis in reflecting the degree of lung function damage and disability grade was poor (The consistent rates were 39.9% and 41.69% respectively). Hu Xiaolei [13] et al. used blood gas analysis (oxygen partial pressure) to determine the working ability of pneumoconiosis patients, also found that there was a big

difference between the two identification results. Analysis of 213 dust workers by Yang Suigang [14], found light pulmonary dysfunction in 152 workers, while only 5 workers had abnormal blood gas analysis results. In addition, in order to study the relationship between the clinical manifestations of pneumoconiosis patients and the analysis of lung function and blood gas, Guo Shouyi brought 126 patients into a research, but found that there was no statistical significance between the abnormal detection of lung function and the abnormal analysis of blood gas. It is still controversial to judge the level of lung injury and disability by the results of pulmonary function examination and blood gas analysis, to the authors' view, the standard of hypoxemia assessment in disability gradation is not scientific.

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On the Cultivation of Cultural Confidence in College English Education

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Abstract: Cultural confidence plays a vital role in shaping students' outlook of life, spreading Chinese culture, and enhancing China's international competitiveness. Therefore, colleges should actively cultivate cultural confidence for college students in the English teaching process. However, it can be found from the current college English education that the school does not attach much importance to the cultivation of cultural confidence. The teacher's own cultural confidence is not strong enough, and Chinese culture and English textbooks haven't been integrated effectively, which has apparently affected the cultivation of college students' cultural confidence. To this end, the administrators in colleges and universities should provide various opportunities for the teachers to be exposed to different cultures and then reinforce their cultural confidence. Teachers are needed to form the awareness of adding some culture-related contents to his teaching materials; Curriculum is another important aspect to improve students' confidence in culture.

Keywords: College English; Cultural Confidence; English Teaching; Training Strategies

1. INTRODUCTION

College English is an important course for college students to learn Western languages and cultures. Especially with the continuous development of society, the international environment has put more demands on college English. While implementing western cultural education for college students, it also has a certain impact on the culture of our country. Once there are deviations in the cultural concepts of college students themselves, it will affect the development of themselves, society, and even the country. Therefore, in the process of teaching English to college students, it is necessary to educate college students on cultural confidence, so that college students can develop a highly concentrated cultural awareness and confidence. Thus, college students can view different cultures in a more rational and objective manner.

2. THE SIGNIFICANCE OF CULTIVATING CULTURAL CONFIDENCE

2.1 Being conducive to improving the cultural quality of students

The current college English education is mainly based on Western culture, so many students' understandings on Western culture is much greater than that on our country's culture. On this basis, students have shown serious cultural disbelief. Moreover, under the influence of Western culture, many students have

appeared to be foreigners. Therefore, it is necessary to cultivate cultural confidence in university education to help students shape healthy cultural qualities. China's traditional culture contains extremely rich Chinese national spirit, such as the patriotic feelings of "who has never died in ancient times?", and "the future of the country and the interests of the nation cannot be ignored because of personal misfortune". By allowing students to learn these cultures, they can help students promote positive and healthy qualities. [1]

2.2 Being conducive to promoting the spread of Chinese culture

Cultivating cultural confidence in college English education is also conducive to accelerating the diffusion of China's traditional culture. Because English teaching content has always been foreign culture, it is easy for students to have a weaker understanding of their own culture in the context of Western culture for a long time. But the education of cultural confidence in English teaching can firstly sharpen students' comprehending of Chinese culture, and then spread it when communicating with foreign students.[2] Because the English course itself is a course that promotes world exchanges, the cultivation of cultural self-confidence is conducive to advancing cultural communication between China and Western countries.

2.3 Facilitating the cultivation of international competitive talents

With the advancement of economic globalization, talents with international competitiveness have gradually become the scarcest talents in today's era. Therefore, in order to respond to the trend of globalization, colleges and universities should also recognize the importance of cultivating internationally competitive talents. Putting cultural self-confidence education in English education practice can not only provide college students with a high cultural quality and a solid cultural background, but also help them to cultivate compound English talents.[3] Only qualified English talents can establish themselves in the fierce international competition.

3. THE CURRENT PROBLEMS IN THE CULTIVATION OF CULTURAL CONFIDENCE IN COLLEGE ENGLISH EDUCATION

3.1 The colleges do not pay enough attention to the cultivation of cultural confidence

Because colleges and universities do not lay much stress on the cultivation of cultural confidence, English teachers only teach English knowledge and foreign culture during the teaching process, and cannot help college students to build a high degree of cultural confidence while teaching English. With the implementation of the "Belt and Road Initiative" in recent years, China has given increasing weight to

cultural output. But from the English teaching in colleges and universities, it can still be found that the emphasis on cultural confidence is not high. Therefore, students are blindly worshipping Western culture in the process of learning. This situation has seriously affected the formation of students' values.

3.2 English teachers are not strong in cultural confidence

The lack of cultural confidence of English teachers will also affect the teaching of culture in college English. Only with sufficient cultural confidence, and a profound understanding of Chinese culture, can Chinese culture and English teaching be effectively executed in the teaching process. However, if the teachers themselves do not grasp the traditional culture spirit of our country, it will not only restrict the cultivation of the teachers' cultural confidence, but also cannot accurately foster the cultural confidence even in the teaching process.[4]

3.3 The integration of Chinese culture and English textbooks is not deep enough

The most intuitive content of English teaching is English textbooks. Therefore, during the English teaching, cultural confidence education should also ensure the deep combination of Chinese culture and English textbooks. However, it can be found from the current English teaching in colleges and universities that there is no teaching of Chinese culture for English, and the content of English teaching materials related to Chinese culture is very limited. Only some teachers will set up special topics to teach Chinese culture during the teaching process. If the teaching content is insufficient, it is impossible to effectively carry out education on cultural confidence.

4. STRATEGIES TO FOSTER CULTURAL CONFIDENCE

4.1 Training teachers on cultural knowledge to enhance teachers' cultural confidence

Training cultural knowledge of English and enhancing teachers' cultural confidence are important ways to enforce cultural confidence education in English teaching. Only when the teacher has a keen appreciation of Chinese culture, can he effectively combine Chinese culture with English in the teaching process. To this end, colleges and universities should actively organize teachers to learn cultural knowledge, so that teachers will catch on Chinese traditional culture and modern culture. In addition, the school should also actively organize lectures on cultural topics, let English teachers learn, and let teachers enhance their cultural confidence in the procedure of continuous learning.[5]

4.2 Deepening the understanding of cultural confidence and integrating cultural confidence into the whole process of English teaching

To cultivate cultural confidence in college English teaching, we must also concern cultural confidence blending in the whole process of English teaching. Listening, speaking, reading and writing are the four contents of English teaching. In order to effectively

cultivate students' cultural confidence, teachers should incorporate traditional culture into these four aspects. For example, in the process of listening practice and reading practice, teachers can choose some exercises with the theme of traditional Chinese culture, so that students can feel the charm of Chinese culture during the learning process.[6] In the process of learning Chinese culture, students can continuously improve their cultural discrimination ability, thereby forming strong cultural confidence and building a high sense of cultural pride.

4.3 Achieving the integration of curriculum and teaching materials, and integrating Chinese culture into English teaching materials

The textbook is an important reference for English teaching. Therefore, to cultivate students' cultural confidence in English teaching, to effectively integrate Chinese culture with English textbooks is essential. For this reason, when compiling English textbooks, it is imperative to appropriately reduce the proportion of Western culture and compile Chinese culture in order to spread Chinese culture when teaching English.[7] In addition, in order to ensure the teaching efficiency, certain practical courses can also be arranged in the textbooks, so that students can actively participate in the visit activities of the cultural revolutionary base, experience the spirit and quality of the revolutionary martyrs, and then develop a strong cultural confidence.[8]

5. CONCLUSION

Helping college students to develop cultural confidence is an important issue in the educational circles, and English teaching is no exception. In this connection, colleges and universities should actively promote the integration of Chinese culture and English teaching in the process of college English teaching. While conducting English teaching, the quality of cultural confidence education should be improved.

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Research on SME Financing Based on Supply Chain Finance

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Abstract: Medium-sized and small enterprises are an important foundation for maintaining China's real economy, and play an important role in stabilizing employment and promoting economic growth. In order to realize the inherent potential of SMEs, it is necessary to deeply integrate supply chain finance with it and build a multiple supply chain finance system. As a new type of financing method, the supply chain is faced with the problems including high financing risks, unstable financing markets, and low efficiency of online financing models, such as blockchain and big data in the process of integration with SMEs' financing models, which greatly affects the development of SME financing. In this regard, it is necessary for SMEs to analyze the reasons in depth and solve financing problems in terms of controlling market risks, developing online operation models and optimizing the market environment, in order to promote the sustainable and stable development of SMEs.

Keywords: Supply Chain Finance; SMEs; Financing Issues

1. INTRODUCTION

Supply chain finance mainly refers to a new financial model. Banks act as intermediate enterprises, manage the capital and logistics status of upstream and downstream enterprises, and provide various financial services such as funds. For enterprises, this model has important values such as improving capital operation efficiency, reducing costs, and driving the development of upstream and downstream industries. At present, market competition has changed from a singular model to a competition between supply chains and supply chains, with the continuous changes in socialized production methods. In the same supply chain model, each enterprise is interdependent, sharing prosperity and loss. At the meantime, credit sales in modern social enterprise transactions gradually occupy the mainstream of the market. In the supply chain, it is difficult for upstream and downstream suppliers to obtain bank funding support through traditional offline credit methods, and the shortage of funds will paralyze the subsequent links of the supply chain. Therefore, for commercial banks and enterprises, especially non-core small and medium-sized enterprises in the upstream and downstream of the industry, it is necessary to deeply explore the financing methods of online supply chain finance and find new ways for enterprise development.

2. THE ROLE OF SUPPLY CHAIN FINANCE IN

SME FINANCING

Supply chain finance is a new type of financing that has emerged in recent years, mainly based on technology and channels, blockchain, big data, artificial intelligence, online banking, etc. SMEs are an important economic group with great development potential in China. According to statistics, more than 80% of the employment opportunities, more than 70% of patented inventions, more than 60% of GDP, and more than 50% of taxes come from small and medium-sized enterprises. However, due to the limitations of traditional guarantee methods and credit reporting physiques, SMEs have always faced difficulties in financing, making the progress of SMEs slow and the development effects not obvious. The combination of the online supply chain financial model and the SME financing model can broaden the financing channels of SMEs, through the integration of online supply chain enterprise resources. Thus, banks can fully grasp a large amount of information for SMEs, and formulate reasonable and effective credit plan to solve the problem of financing difficulties for SMEs.

3. THE PRACTICAL DILEMMA OF SME FINANCING IN SUPPLY CHAIN FINANCE

The report of the Nineteenth National Congress of the Communist Party of China pointed out that the financial market should integrate modern supply chain financing models with traditional financing models to form new kinetic energy and cultivate new points. SMEs need to develop in-depth supply chain finance and gradually expand online and offline financing channels. In this context, the current financial leasing market continues to develop, and banks have begun to try group financing under the core corporate model. Supply chain finance has been developed in China, but the market is more confusing and the financing risks are greater because it is still in the initial development stage. Problems such as the low efficiency of blockchain platforms and other financing platforms make it difficult for the practical difficulties of SME financing to be completely resolved.

3.1 The market competition is chaotic

Supply chain finance, as a new business initiative launched by banks, provides a new solution to solve the financing problems for the majority of small and medium-sized enterprises, and has become a new growth point for commercial bank credit business. However, there are still large gaps between Chinese and developed countries' supply chain finance market. The imperfection of market economic systems and measures has greatly restricted the financing channels of SMEs, such as taxation systems, collateral value management, blockchain, or artificial intelligence, and other technologies have not yet been able to support its operating mechanism. Simultaneously, the

lack of relevant laws supporting the supply chain in the financial market makes the supply chain financial business of SMEs less regulated, which not only increases the risk of financing interests, but also causes market confusion.[1]

3.2 Greater financing risk

Supply chain finance needs SMEs to provide financial support to help them get out of their operating difficulties, and requires banks to work closely with various SMEs in the financing platform to achieve information sharing. However, because there are many companies in the supply chain financial platform, including small and medium-sized enterprises, banks, third-party companies, and other core companies, supply chain finance will face many uncertainties, and banks have not yet set up a complete set of risks prevention and control system. If some companies act to harm other companies in the platform for their own benefit, and the supply chain financial platform does not have a uniformly determined circumvention method, it will lead to financing problems, or even cause the supply chain to break, harming the interests of financial institutions or other companies. Therefore, SMEs in supply chain finance have greater financing risks.

3.3 Low online operation efficiency

With the rapid development of modern science and technology, online financial technologies such as artificial intelligence, big data, and blockchain have been widely used in various fields of society, but they have not yet been fully popularized in the financing of small and medium-sized enterprises. If artificial intelligence, 5G, big data and other technologies are used to realize online operation of enterprise logistics, information flow and capital flow, the problem of slow online operation speed will occur in the process of data collection, mortgage loan value confirmation, and credit. While, due to the large number of financing and fast frequency of SMEs, the existing new technologies such as blockchain and big data are not yet deep enough for industry penetration and the complicated business links of some enterprises, often requiring complex operations on existing multiple systems. Nevertheless, the implementation resistance is relatively large, and it is difficult to effectively meet the original risk management and tracking transaction process requirements of the enterprise, which is not conducive to the improvement of the overall operating efficiency of the supply chain finance and the reduction of cost input.[2]

4. SME FINANCING STRATEGIES FOR SUPPLY CHAIN FINANCE

At present, China is beginning to pay attention to the economic development of small and medium-sized enterprises, and encourage small and medium-sized enterprises to develop in a diversified direction, with a view to cultivating new momentum and new points for the market economy. Based on this, it is critical to solve the long-term financing problems for SMEs. It can be realized by tapping the supply chain financial

service model, improving the various operating systems in the supply chain financial platform, providing diversified financing channels for SMEs, and ultimately promoting the economic development of SMEs.

4.1 Optimizing the market competition environment

Since China's supply chain finance is still in the stage of exploration and improvement in the market development, it is necessary to provide a good market competition environment to promote the financing construction of SMEs. Firstly, the government needs to strengthen policy support. Specifically, the government can add supply chain finance as a new financing method in Several Opinions of the People's Bank of China, and Other Authorities on Financial Support for the Industrial Sector in Stabilizing Growth, Adjusting Structure and Heightening Benefits, and establish a special fund to build a guarantee platform for the industry. Small and medium-sized enterprises in the upstream and downstream chains can obtain policy guidance. Secondly, the local financial sector also needs to strongly support the development of supply chain finance. In order to improve the operating efficiency of SMEs, the financial department can appropriately adjust or reduce the tax burden of SMEs, relax financial financing conditions, allow qualified SMEs to find financing channels in the supply chain financial platform, and provide a firm foothold for SMEs in market competition.[3]

4.2 Constructing a sound risk management and control mechanism

In the actual supply chain financial platform, the information and data in the financing process of SMEs have hidden security risks. Especially in the context of policies to prevent and resolve financial risks, SMEs play an important role in supply chain risk management. Therefore, the supply chain financial platform needs to build a perfect risk management and control mechanism. Specifically, through financial institutions including banks, industrial and commercial taxation, and other management agencies, the use of information flow docking methods to lock the flow of repayment funds and sources of repayment, and implement full-process real-name registration, which can effectively reduce the financing risk of SMEs. The supply chain platform can also integrate blockchain, big data, artificial intelligence and other technologies into the risk management and control platform, add online direct review and management functions of blockchain and big data technology, and increase corporate information attention and strengthen the actual risk control ability.

4.3 Vigorously developing the online financing operation model

The essence of supply chain finance belongs to the financial industry. Therefore, in the operation process, it needs to be professionally managed in combination with the operation and management model of the financial industry. At present, many financial industries have launched online financing operation models, which has greatly promoted the vertical and horizontal expansion of the financial industry. Supply chain finance can also learn from this model and develop online financing. Specifically, commercial banks need to actively use blockchain, big data, artificial intelligence and other technologies to effectively connect with the industrial

chain. Taking blockchain as an example, commercial banks can include affiliated enterprises such as small and medium-sized enterprises, core enterprises, commercial banks and other third-party institutions into the blockchain platform, using the one-stop comprehensive management and openness and transparency in the blockchain platform and non-forgery and other functions, to provide safe and complete financial services for online financing of SMEs, thereby improving transaction efficiency.[4]

5. CONCLUSION

The essence of supply chain finance is based on supply chain transactions, by injecting credit and funds on the platform to achieve a new form of financing to provide credit support for various types of enterprises. For small and medium-sized enterprises, the supply chain finance model solves the traditional credit difficulties of enterprises. The practical dilemma not only lowers the threshold for corporate financing, but also provides a reliable channel for corporate financing security. Therefore, financial institutions such as commercial banks and SMEs can increase their use of supply chain

financial models in the future of credit financing. Based on this, SMEs can actively explore multiple supply chain financial channels combining online and offline, promote deep integration of corporate and financial capital, to give impetus to the development of multiple financing channels.

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The Application of Discourse Patterns in Senior English Reading

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Abstract: The cultivation of students' reading ability has always been the focus of English Teaching in senior high school, especially in the college entrance examination, so how to cultivate strong reading ability is a common concern of teachers and students. The traditional teaching method pays too much attention to vocabulary teaching and does not pay attention to the structure of the text. The common mistake of students is to understand every word as much as possible, but ignore the comprehensive understanding of the whole text, which often leads to misunderstanding out of context. With the development of discourse linguistics in China, more and more English teachers try to introduce discourse patterns into reading teaching to improve students' reading ability. This paper introduces several common discourse patterns and analyzes them in senior high school English textbooks in order to train students to use discourse pattern theory to guide reading practice.

Keywords: Discourse Pattern; Reading Ability; Cultivate

1. INTRODUCTION

Text teaching mode refers to the macro structural analysis of the basic content of a text with the text as the basic unit. Since the 1960s, discourse analysis has been greatly developed. Discourse analysis is basically divided into two categories, one is the study of macro structure, the other is the study of micro structure. The study of macro structure is based on the overall, hierarchical structure and organization of the article. As McCarthy and Carter said, "to understand a text, one of the tasks for readers is to understand the relationship between different components of the text.". In the process of discourse communication, the producer will choose the appropriate discourse model according to his own communicative purpose to construct a discourse that conforms to the principles of discourse communication, and serve his communicative purpose in order to achieve effective communication [1-4]. The combination mode of the text can not only reflect the author's thinking mode, but also reflect the macro cognitive structure of the text. Therefore, the study of English discourse patterns and the understanding of its internal regularity will help to cultivate and improve the students' ability of understanding and using discourse in language teaching, and help the smooth progress of discourse communication, especially cross-cultural

communication.

2. AN INTRODUCTION TO DISCOURSE PATTERNS AND ANALYSIS OF EXAMPLES

2.1 Discourse Patterns

Discourse analysis focuses on the contextual relationship between language and its use (McCarthy, 1991: 5). McCarthy (1991:170) believes that discourse analysis is not a method of language teaching, but provides us with a "completely different perspective of language observation from the sentence dominated mode. Although the traditional grammar, vocabulary and phonetic system still play a fundamental role here, but this mode covers a wider range and is more relevant". McCarthy 1991 believes that readers can recognize textual patterns when reading texts, and some of them will be repeated in written materials. Some of the most common patterns include problem-solving pattern, general-specific pattern, claim-counterclaim pattern, question-answer pattern. In addition, Labov, 1972, based on the study of natural narration in casual conversation, put forward Labov's analysis mode [5-7]. He believes that: the complete narration can include six parts: abstract, orientation, compiling events, evaluation, resolution and response (coda).

2.2 Problem- Solution Pattern

The structure of the model is generally composed of situation, problem, response, or solution, evaluation and result. Generally speaking, the sign of the end of problem-solving model is to put forward positive solutions to "problems", while the negative evaluation marks the beginning of another round of "problems".

2.2.1 Case Analysis

(1) Our traffic crisis now presents us with the classic conservation dilemma—too many people making too much demands on inadequate resources. (2) There are four possible solutions: (3) one, provide more resources, in this case build more roads and car parks; (4) two, restrict the availability of motorized transport by artificially raising the price of vehicles and fuel. (5) three, license only those with good reasons for needing motorized transport and prohibit unnecessary use; (6) four, reduce the average size of motor vehicles, especially those used for commuting purposes.

In the example, sentence 1 provides the reader with a situation, and puts forward the trouble or problem in the situation; sentence 2 puts forward four possible solutions, 3-6 describes the solution to the problem. Such a sequence of "situation problem solution" forms a general "problem solution" discourse pattern.

Problem-solving model is a very common text model in English, which is often used in expository text,

advertisement, scientific articles, experimental reports, news reports, stories, novels and other literary works. At the same time, the model has its own distinctive features in lexical. The most prominent is that there are some obvious lexical signs such as problem, solution and result in the text. Here, only some high-frequency vocabulary signs are listed: the vocabulary signs of problem components are concert, diversity, dilemma, drawback, snag, etc.; the vocabulary signs of response are change, come up with, development, find, measure (s), response (d/se), etc.; the vocabulary signs of solution and result: answer, consequence, effect, outcome, result, solution, (re) solve; the indicators of evaluation are (in) effective, manage, overcome, successful, (un) successful, viable, work (V), etc.

2.2.2 General -Specific Pattern

This pattern is characterized by the whole text being divided into three parts, namely generalization, concrete presentation and summary statement. Generally speaking, a paragraph can only have one general statement, which clarifies the theme of the whole text, dominates the whole text, and the specific statements are subordinate in the text, often there are many. A summary statement is a summary of the whole text, but not necessarily every text.

For example, Unit4 Body Language of Book4 in high school is such pattern. As shown in unit 4:

Body language can be misread, but many gestures and actions are universal. -- general statement

The most universal facial expression is of course, the smile, --specific statement 1

In most places around the world, frowning and turning one's back to someone shows anger. -- specific statement 2

Nodding the head up and down is used for agreement almost worldwide. - specific statement 3

Looking away from people or yawning will, in most cases, make one appear to be uninterested. -- specific statement4

With so many cultural differences between people, it is great to have some similarities in body language. -- summary statement

The figure above clearly shows the context of the author's writing. The content is clear and orderly. The students can see it at a glance.

Summary - the specific pattern is typical in the marketing materials of British real estate companies. It starts with a general description of the properties to be sold, then a detailed description of individual rooms and personality characteristics, and finally returns to a general description of the whole real estate. Of course, in addition to this, the pattern is not only common in the argumentation of natural science and social science, but also in literary masterpieces, encyclopedias and other reference books.

2.2.3 Question—Answer Pattern

The main purpose of discourse development is to seek satisfactory answers to this question. Sometimes this pattern is quite similar to the problem-solving pattern, that is, there are situations, reactions and evaluations.

The difference is only that an obvious question is set at the beginning of the discourse. However, in practical language applications, one pattern may appear independently, or it may be combined with other patterns to form a larger chapter, or it may be interleaved and embedded with each other.

The fourth paragraph of "Life on the Go" belongs to this pattern.

For example (1) Why are cellphones so popular, especially among teenagers?

(1) The answer seems to be that we have a need to stay in touch with friends and family no matter where we are or what we are doing.

(3) Having a cell phone also makes us feel safer, since we can call for help in case of an emergency.

(4) Of course, to many teenagers the cellphone is not only a useful tool but also a way to have fun and be cool.

The example sentence (1) raises "question" to attract readers' attention, then sentence (2), sentence (3) and (4) answer it. The author puts forward questions at the beginning of the text, and then gives the reader satisfactory answers. The question --answer pattern can be used in many discourse types, such as speech, political theory, sermon, advertisement, report, etc.

2.2.4 Claim- Response Pattern

The claim- response pattern can also be called claim-counterclaim pattern or hypothesis- real pattern. In this pattern, the author first proposes a generally accepted or recognized opinion, and then clarifies his or her own opinions or claims, or puts forward counter claims or real situations. See the following example:

(1) "We are not alone in the world. We human beings could not survive without all the plants and animals around us. We often talk about how important it is to take good care of ourselves and our plant, (2) but we don't always do as we say, " Steve says as he takes us on a tour of Green Park in Birmingham. (3) If we want to live a better life and have a better future, we must learn to act in ways that do not harm others living things.

One person first makes a claim (1) in this article: if human beings want to survive, they must be good to the surrounding animals and plants; (2) what they put forward is a counter claim; and (3) although there is no clear explanation, it is actually the author's claim: that is to support the good treatment of other living objects, then human beings will have a good future.

The claim -response pattern, which is a typical model of argumentation, comment, political news etc, also has its own markers. Among them, the lexical signs of the claim part are: assertion, assumption, belief, claim, conclusion, expect, feel, guess, illusion, image, proposition, rumor, speculation, suggestion, suppose, theory, think etc. The lexical signs of the response part are: affirm, agree, confirm, concur, evidence, fact, know, real, right, true, contradict, challenge, correct, deny, dismiss, disagree, dispute, false, lie, mistake, object to, rebut, repudiate, not true, wrong etc.

3. THE APPLICATION OF DISCOURSE PATTERN IN READING TEACHING

According to modern psycholinguistics and cognitive linguistics, reading is a complex mental activity of active

thinking. It is a thinking process in which readers experience, predict, verify and confirm information according to their known information, existing knowledge and experience. It is also a language communication behavior in which readers interact with the author through the medium of text. This theory shows that in the teaching of reading, the reader, that is, the student, should be the main body and the center, and the teacher's responsibility should be to choose teaching materials, provide guidance and assist reading. The best way to accomplish this task is to teach students the knowledge of discourse patterns. Through the analysis of discourse patterns, we can train students to fully grasp the macro structure of the discourse, start from the whole, and understand the author's point of view and writing intention. Therefore, the focus of reading teaching is on "text", not "sentence"; the "main idea" of the article, not "language analysis". Classroom reading activities should start with the analysis of the general idea of the topic and the structure of the text, and guide students to focus on the understanding of the author's central idea and the structure of the text. Foreign language teachers should get rid of the traditional teaching mode of reading. They should not only pay attention to the surface structure of words, phrases and sentence structures, but ignore the deep semantic connection between the text and the whole. Of course, this does not mean that the reading teaching is only to analyze and introduce the general idea and structure of the text, and the necessary difficult sentence analysis and word meaning analysis are still effective auxiliary means. Due to the diversity of reading styles, the author will adopt different text types according to the needs of writing. Especially in the larger texts, various patterns are interlaced, embedded and complicated. If the discourse pattern is emphasized blindly, the students may be at a loss. Therefore, it is necessary for teachers to introduce discourse patterns appropriately to cultivate and improve students' ability of independent analysis, reasoning, induction and comprehensive

judgment. In the teaching of reading, teachers should pay attention to guiding students to use the characteristics and laws of the texts they have learned, so that they can actively participate in and think, so that reading becomes an active thinking activity, rather than a passive language knowledge accumulation.

4. CONCLUSION

Several practical English discourse patterns are discussing above for foreign language teaching, each of which has its own distinct characteristics and reflects the rhetorical conventions in English culture. In the practice of language teaching, teachers should transcend the sentence level to grasp the teaching of discourse, apply the theoretical knowledge and methods of discourse linguistics, actively guide students to understand the discourse patterns purposefully, let students understand and master the internal laws of English discourse construction, enhance their discourse awareness, cultivate and improve their discourse ability, so as to achieve a smooth understanding of discourse when reading, therefore improving the reading effect.

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Schedulability Analysis of Real Time System

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Abstract: Rate monotonic scheduling algorithm (abbr. RM) is one of the main algorithms in real-time systems, but its operation efficiency is low relatively. In this paper, two-level scheduling method is used to improve the operational efficiency of RM algorithm, and the basic principle of computer processor in real-time system is analyzed, and the RM scheduling algorithm is implemented concretely. Considering the shortcoming of RM algorithm, a modified RM algorithm based two-level scheduling strategy is proposed. As a result, the performance and reliability of real-time system is increased, and the applicability of the method is widened.

Keywords: Real-Time System; RM Algorithm; Reliability; Schedulability

1. INTRODUCTION

With the rapid development of computer real-time system technology, more and more system applications rely on real-time system as the core control component. In many fields of modern industry, the real-time performance of real-time system is required to process the received information very quickly. Rate Monotonic algorithm (abbr. RM) is a typical static priority scheduling algorithm. It has been proved that RM algorithm is the best among all static priority scheduling algorithms. If there is a task set, it can be scheduled and run under RM scheduling algorithm, and then using RM algorithm, the task set can be guaranteed to execute [1-4]. This paper designs and improves RM scheduling algorithm for the uniqueness of computer real-time system, and realizes the real-time task management of the system by analyzing the static and dynamic scheduling strategies of tasks.

2. RESEARCH SITUATION AND SIGNIFICANCE

2.1 Research Situation

Current implementation of RM scheduling algorithm is mainly based on Windows operating system and embedded system. Its implementation methods are different in different systems, but the implementation principle of RM scheduling algorithm is the same. It is realized through analysis of RM scheduling algorithm by various language code algorithms, and the improvement of RM scheduling algorithm has different ideas and ways.

2.2 Research Significance

In order to get real-time computer support, real-time systems must schedule and manage CPU and other resources effectively. However, resource management and scheduling are very complex in multi-task real-time systems. RM scheduling algorithm is often used

in real-time systems. The performance of this scheduling algorithm is very good, and it can improve the performance of real-time systems. The analysis and research of RM scheduling algorithm is more conducive to understanding the operation principle of real-time system, so as to continue to improve the RM scheduling algorithm and further improve the system performance.

3. COMPARISONS OF SCHEDULING ALGORITHMS

The essence of scheduling algorithm is to allocate resources. Scheduling algorithms include First Come First Service (Abbr. FCFS) algorithm, Shortest Job First (Abbr. SJF) algorithm, Highest Response Ratio First (Abbr. HRRF) algorithm, Round Robin (Abbr. RR) algorithm, Multi-Level Feedback Queue (Abbr. MLFQ) algorithm, and Static Priority Scheduling algorithm. The advantages of FCFS are suitable for long job scheduling, while the disadvantages of FCFS are not suitable for short job scheduling. The advantage of SJF algorithm is suitable for short job scheduling, but its disadvantage is not suitable for long job scheduling [5-8]. The advantages of HRRF are suitable for long and short job scheduling, but its disadvantage is that the operation complexity is too large.

RR Algorithms are usually scheduled to run in time-sharing systems, and it can guarantee the fairness of each task, but it can't guarantee the strong real-time performance of computer systems. Static priority scheduling algorithms include Rate Monotonic scheduling (abbr. RM) and Deadline Monotonic scheduling (abbr. DM), and their advantages are good predictability and reliability for real-time systems, while their disadvantages are that scheduling algorithms are not flexible enough.

4. BASIC PRINCIPLE AND IMPLEMENTATION OF RM ALGORITHM

4.1 Basic Principle of RM Algorithm

RM scheduling algorithm belongs to static priority scheduling algorithm. In the process of scheduling tasks, each task has a cycle, which is fixed. And the task has a fixed running time, that is to say, it must be completed in a limited time, and each task has no influence on each other during the running time. In real-time systems, before each task runs, RM scheduling algorithm assigns a priority to each task, which is fixed and unchanged. Priority depends on the duration of the task cycle. The shorter the cycle of each task, the higher its priority and the shorter the time to complete the task. This is the advantage of RM scheduling algorithm, but RM scheduling algorithm also has some shortcomings. That is, when the code program of real-time system fails or some unexpected bad situation occurs, the task occupies CPU resources beyond the time limit of the task, or even occupies CPU resources for a long time or permanently, so that other low-priority tasks do not occupy CPU resources, leading to starvation. In serious cases, it will also lead to

general paralysis of computer systems.

4.2 Algorithm Analysis

In 1973, Liu and Layland proposed a sufficient but unnecessary condition, for the periodicity of a task set to be schedulable if the total utilization ratio is less than or equal to $n(2^{1/n} - 1)$, and then the task set is schedulable.

$$\sum_{i=1}^n v_i \leq n(2^{1/n} - 1) \quad (1)$$

Among them, $v_i = \frac{f_i}{q_i}$, f_i is the execution time of task R, q_i is the period of task R. But if the total utilization rate is higher than $n(2^{1/n} - 1)$, the task set may or may not be scheduled, so this method is not very accurate.

Later and Lehoczky proposed some sufficient and necessary conditions, for a given task set $G=\{R_1, R_2, \dots, R_n\}$, $q_1 \leq q_2 \leq \dots \leq q_n$, so that

$$L_i(t) = \sum_{j=1}^i f_j \lfloor t/q_j \rfloor \quad (2)$$

$t_i = \{kq_j | j = 1, 2, 3, \dots, i; k = 1, 2, \dots, \lfloor q_i/q_j \rfloor\}$, $\lfloor q_i/q_j \rfloor$ is the largest integer not exceeding q_i/q_j , then task set G can be scheduled. q_i is the period of task R, f_i is the execution time of task R, t is the end time of task R, n is the number of tasks in task set.

5. IMPROVEMENT AND MEASURES OF RM

5.1 Analysis of the Disadvantage of RM

RM scheduling algorithm can guarantee the whole real-time performance of the system. The example also proves that RM algorithm is the best among all scheduling algorithms when task set can be scheduled. If there is a task set that can be scheduled, then RM scheduling algorithm can ensure that each task runs within its limited time. But RM algorithm has its own shortcomings. If a running priority task takes up CPU resources because of an exception error in the code or an unpredictable exception, it is more likely to take up CPU resources for a very long time or forever. According to the priority of scheduling algorithm, all other tasks with lower priority will starve to death without CPU resources. In severe cases, it may lead to paralysis of the system. So a single scheduling priority algorithm can ensure the real-time performance of the computer operating system, but the reliability of the computer system is greatly reduced, and it can't adequately prevent some abnormal sudden situations, resulting in the destruction of the scheduling sequence. Then we need to find a scheduling algorithm which can make up for its shortcomings on the basis of RM scheduling algorithm, which is a rather classical static priority scheduling algorithm, to enhance the reliability while ensuring the real-time performance of the computer system.

5.2 Improvement of RM Algorithm

For an operating system, a good scheduling strategy has two points. One is that tasks can occupy CPU resources smoothly and complete tasks smoothly in CPU, and then call out CPU; the other is that when tasks occupy CPU resources for a long time due to

exceptions or errors in CPU, they can be forced to terminate the operation of this task, then call out CPU, let other tasks continue to transfer into CPU and continue to occupy CP. U resources.

At present, most of the general methods of computer system reliability protection are based on resource reservation or redundant backup. Resource reservation or redundant backup is a very inefficient method of protection. The advantages and disadvantages of RM scheduling algorithm and time slice rotation scheduling algorithm in static priority scheduling algorithm are understood. It is found that their characteristics can complement each other and avoid affecting the real-time performance of scheduling algorithm. At the same time, the reliability of scheduling algorithm can be strengthened.

For this reason, this paper adopts a two-tier scheduling mechanism, that is, if a task job occupies CPU resources beyond the time limit, then it will be mandatory to transfer CPU for this task, and then run by other job tasks. Through this way, some abnormal job tasks can be controlled in a small range, thus enhancing the reliability of the computer real-time system. The time slice scheduling algorithm has such advantages. So, this paper uses RM scheduling algorithm and time slice rotation scheduling algorithm to combine two scheduling modes, that is, two-tier scheduling, what is two-tier scheduling, that is, in the ready queue, two tasks are scheduled, and then the selected tasks are transferred to the CPU. Two different combinations of scheduling algorithms can be combined. The first one is to use RM scheduling algorithm to schedule the task set at the bottom, then a task subset appears, and then a time slice rotation scheduling algorithm is used to schedule the task subset at the top. Then a task result will be allocated CPU resources to run, so that it can be solved. The disadvantage of RM scheduling algorithm is solved. On the contrary, the second one puts the time slice rotation scheduling algorithm in the bottom scheduling and the RM scheduling algorithm in the upper scheduling. The implementation of the two scheduling algorithms is independent successively.

The implementation of the two-tier scheduling algorithm makes the reader understand better. It will be clear at a glance in the whole process of running the task. In this two-tier scheduling method, the result of the bottom scheduling method is used for the upper scheduling, but the upper scheduling does not need to know the specific operation process of the bottom scheduling, that is to say, the upper scheduling method does not need to understand the specific operation process of the bottom scheduling. It is said that the underlying scheduling and the upper scheduling do not hinder each other. The upper scheduling only needs to schedule the results of the underlying scheduling. After the upper scheduling, it can be used by CPU to make it run better.

6. SUMMARY

RM algorithm is a classical static priority scheduling algorithm. Before task execution, RM scheduling algorithm assigns a priority to each task. In the process of task operation, the priority of task is fixed, and the priority is determined by the cycle length of each task. The higher priority of a task, the shorter the cycle and the earlier the

deadline, this is its greatest advantage, but it also has congenital shortcomings. Through improvement and implementation of two scheduling algorithms, the advantages of time slice rotation scheduling algorithm are used to make up for the shortcomings of RM scheduling algorithm. At the same time, RM scheduling algorithm can also make up for the shortcomings of time slice rotation algorithm, so as to ensure the strong real-time and high reliability of computer real-time system.

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Discussion on Computer Information Network Security Technology and Security Precautions

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Abstract: Computer information network technology has become as one of the most critical technologies in the development of the times. The development of science and technology in China has promoted the computer network technology to a new phase. Computer network is around our life, and the security and precautions of computer network have attracted more and more attention. Along with the development of technology of computer network, many computer network security risks will be emerged. Since the popularization of computer network, people will access the computer network easily. However, the difference of technological levels of users will affect the security of computer network. That is the necessary security precautions for computer information network are indispensable. In this manuscript, the concept of security technology of computer network and some existed problems in the area of computer information network especially for the security risks are reviewed. Besides, some necessary measures are put forwarded aiming to improve the security level of network.

Keywords: Computer technology network; Security technology; Security precautions; Measures discussion

1. INTRODUCTION

With the development of information technology, the level of computer network has been improved. There are many factors related to computer network technology. For the reason of different operation levels of users of computer network, the safety precautions of computer network are not well done. The accidents of computer network will occur continually. The reason of network security is so important that it can protect the data of computer network system and the privacy of individuals. Because the applications of computer network in life are widely distributed around us. Therefore, improvement network security actively is helpful to ensure that users can better protect their own information in the experience [1-6]. Therefore, both country and social enterprises have attached great importance to information materials. Computer information network security technology is an important problem that must be paid more attention. If the computer network is designed to work for a long time, then the computer information network must be strengthened by solving the network problems

continuously, and the computer network technology can be improved accordingly.

2. UNDERSTANDING OF COMPUTER NETWORK SECURITY TECHNOLOGY

With regard to computer network security, it mainly refers to using safe and reliable methods to protect computer network information in order to improve the security, stability, integrity and practicability of computer network information data. Therefore, computer network security is the dual protection of network technology and data management. However, the computer network security technology is of these characteristics, such as flexibility, high operating difficulty, instability and diversity in the virtual environment. The complex operation environment will lead to a series of hidden hazards such as fast, explosive and harmful, thus leading to the hidden danger of destroying the network order.

3. PROBLEMS IN COMPUTER NETWORK

3.1 Technical Problems of Computer Network Security

Computer network is the key carrier of network technology operation. The security of computer network operation plays a key role in the governance and stability of computer network operation. However, in the real operation process, under the influence of its own technical problems, operating environment and other factors, the system itself will also generate loopholes. At the same time, when the computer network technology is running, data transmission and sharing, its system structure will appear in the external network environment, which will make the computer network system vulnerable to attacks from the external network environment, and the loopholes in the system will not be repaired. There will be network security issues.

3.2 Hidden Danger of Network Security Caused by Environment

With the continuous innovation and progress of computer technology, computer viruses have also developed rapidly, and have become one of the most serious threats in computer network security. Computer vulnerabilities, data vulnerabilities, and network vulnerabilities are all potential uses of data in computer programs. When data and files are shared, they spread to the entire computer system or various software. Then they will start to copy and infringe quickly, which will lead to bad results, such as deleting files, paralyzing network data, and so on, are very serious.

3.3 Network Security Impact Caused by Incorrect Operation

In most of the company's internal systems, network security systems are independently developed and play a very important role in the company's control and production.

Therefore, if the company's computer network technicians do not have the correct network security precautions, the company's network security will be very unstable, and eventually lead to the destruction of internal systems. At present, due to the temptation of money, many hackers will run destructive Trojans to attack the network, copy information or transmit vulnerabilities. Finally, the intruder will have a lot of trouble and loss, resulting in the network not working properly.

4. COMPUTER NETWORK SECURITY TECHNOLOGY AND SECURITY PRECAUTIONS

4.1 Positive Measures to Strengthen Management

The most important thing is to strengthen the governance of computer network security. In the real system environment, computer network security includes many aspects, such as the safety awareness of computer operators, the health protection of related software, the strengthening of computer security and the establishment of relevant network laws, etc. We have clear regulations on these, so we need to build our own computer network security awareness and operator's legal awareness to stop computer network crimes, hacker attacks, etc. Arranging these preventive measures properly is helpful to stop the phenomenon of network security damage effectively.

4.2 Establish a System to Protect Computer Security

In the current situation, developing security software is an effective way. Some software will be filtered by protection software to eliminate dangerous software during installation or transportation. It is also a security measure to ensure your own data and information. When establishing a computer security protection system, it should be based on actual conditions rather than blindly.

4.3 Update Your System Software Regularly

Regularly updating the system software is to keep the system software up to date, which can effectively prevent the invasion of hackers, because the latest system is upgraded on the basis of improving the vulnerabilities of the old version system. The most important thing to update software is to update the database of anti-virus software, because the latest anti-virus software adds various protective measures, which can effectively make up for the loopholes. It is

necessary to cultivate the habit of updating in time to ensure the security of the computer network.

4.4 Training Operators' Awareness of Network Security

In fact, users' awareness and cognition of network security is still relatively weak, so the cultivation of network security awareness is crucial. People should download software from these normal places. The software should also check and kill viruses regularly. This is a good habit and helps promote cybersecurity.

5. CONCLUSION

In sum, the biggest potential danger in the computer network are the network security technology and the accordingly security precautions. In the process of using the computer network, it is necessary to cultivate the user's safety protection awareness. The behavior of users using computer networks should be standardized. These problems should be avoided caused by one's unintentional behavior. We should actively invest in computers, further explore better protection measures, improve the security of computer networks, create a good environment for the network, better protect data and computer network information in network management, and bring better development of computer network.

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Formation and Prevention of Local Government Debt Risk in PPP Projects

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Abstract: PPP financing model is the main financing way for the infrastructure construction of local governments in China, and it is also a new channel to dissolve the huge debt stock of local governments and slow down the growth of debt. However, if the PPP model is not used properly, it may turn into the increase of local government debt risk. This paper makes an in-depth analysis of the formation mechanism of local government debt risk under the PPP model, looks for the key breakthrough for risk prevention and puts forward corresponding policy suggestions.

Keywords: PPPs; Local Government Debt; Risk Analysis

1. INTRODUCTION

The global epidemic 2019-nCoV in 2020 will greatly increase the debt burden of local governments, but significantly reduce their income. The gap between the real expenditure demand of local governments and the relatively limited financing channels will continue to exist and may expand, which will inevitably promote the promotion and application of PPP financing model. PPP (Public-Private Partnership) is a project operation mode in which the government and social capital cooperate in public infrastructure. While improving the efficiency of public supply, the standardized PPP model can effectively alleviate the risk of local government debt, so it is favored by the Chinese and western governments. In 2019, the ministry of finance issued the document named "the opinions on promoting the standard development of public-private capital cooperation", which sent a clear policy signal and recognized and reaffirmed the positive role of the PPP model in reducing the local government debt risk. However, current PPP projects are faced with problems such as non-standard projects and false implementation, and lack of mature and perfect laws. If they are not operated properly, they may induce fiscal illusion and hidden risk, and may become a main source for the risk of implicit debt of local governments. Therefore, in 2020 under the impact of novel coronavirus (2019-nCoV), how to effectively use PPP model to improve the supply of public services and keep the risk of local government debt under control during the economic development is a subject requiring constant improvement in this period.

2. REVIEW

In recent decades, PPPs is a new financing mechanism that has been growing fastest in the supply of

infrastructure and public services in the world. Many scholars believe that when the government is faced with a heavy debt burden, PPPs can release the local government debt risk. (1) By effectively introducing the market mechanism into the public domain, PPPs can reduce operating costs and improve service efficiency (Martimort and Pouyet, 2008) [1]. By introducing the funds from the private sector, the PPP model can relieve the government's constraint on public funds (Maskin and Tirole, 2008) [2]. At this time, government departments are transformed from the person in charge of all to the project promoter and supervisor, so as to improve the efficiency of public services. (2) PPPs can transfer project risk. Since the PPPs consortium has the actual control over the construction and operation, the government is able to transfer the operational responsibilities and risks to the private sector (Iossa and Martimort, 2008) [3]. Irwin and Mokdad (2010) underlined that PPP model can effectively prevent the further deterioration of government debt risk. Miao Xiaolin (2016) [4] analyzed the mechanism of PPPs preventing local government debt risk, and pointed out that the key to PPPs preventing local government debt risk is to restrain the non-social rational behavior of local governments to expand the debt scale regardless of the debt allocation efficiency through public-private partnership mechanism.

However, in the practice of PPP model in various countries, the risk is not really transferred to the private sector in the PPP project, but the risks reverse from the private sector to the government. Some scholars keenly pointed out that PPPs is similar to the "double-edged sword" of government investment and financing. Although it can relieve government debt, it has its own hidden risks, which may lead to greater risks of government debt. Risk sharing and benefit distribution mechanism is not reasonable. Ji Fuxing (2016) [5], Ma Wanli (2019) [6] and other scholars believe that the goals of local governments and social capital are in conflict. If the mechanism of risk sharing and benefit distribution is not reasonable, once the project goes bankrupt, the government will bear the risk and generate the government's presumptive responsibility and compensatory responsibility. the debt hiding mechanism is obvious. Li Sheng (2008, 2019) [7-8] believes that PPPs transfers local government debt from on-balance sheet to off-balance sheet in the short term, and the debt hiding mechanism is relatively obvious. In the long run, it increases local government debt risk in a disguised way and becomes an important risk source of implicit local government debt. Zhao Fuchang (2019) [9] believes that if only PPP model is used to implement time replacement without value replacement, it is easy to produce implicit debt or delay debt

explicit. However, in order to carry out risk management, we still need to master the nature of risk formation. The existing studies lack an in-depth analysis of the formation mechanism of local government debt risk under the PPP model, resulting in inconsistent research conclusions, which cannot play a guiding role in preventing local government debt risk under the PPP model. Therefore, we need to make an in-depth analysis of the mechanism of PPP model leading to the increase of local government debt risk, explore the root cause of risk formation, and put forward effective countermeasures and suggestions.

3. RISK IDENTIFICATION OF LOCAL GOVERNMENT DEBT UNDER PPPS

First, identify the risks of PPP projects themselves. Starting from the process of the PPP project and the environment (such as political environment and macroeconomic environment etc.) in which the project is located, a simple initial identification of the self-risk of the PPP project is made according to the characteristics of the PPP project itself. Secondly, the links affecting local governments in PPP projects are discussed, and the risks of local government debt in each link are determined. Thirdly, starting from the formation mechanism and path of local government debt risk under the PPP model, this paper analyzes the impact of PPP projects on local government debt risk and obtains the final risk type of local government debt coming from PPPs. It is shown in Figure 1.

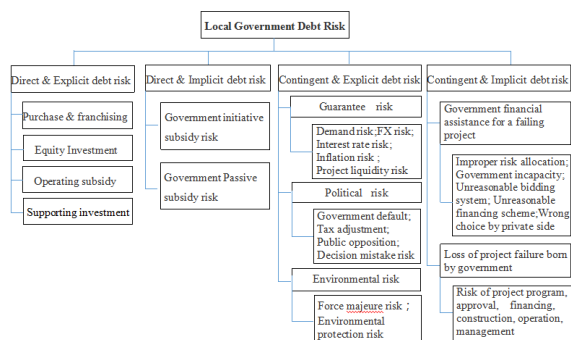


Figure 1. Final risk type of local government debt coming from PPPs

4. MECHANISM ANALYSIS OF LOCAL GOVERNMENT DEBT RISK FROM PPPS

(1) The Game Between the Government and Private Investment Is the Direct Reason of The Formation of Local Government Debt Risk from PPPs.

PPPs does not mean that risks are simply transferred from the government to the private sector. The primary foundation of the PPP model is cooperation. By sharing benefits and risks, the government and social capital can achieve a "win-win situation". That is, to provide incentives and constraints for private institutions through appropriate risk allocation to improve the efficiency of public projects while ensuring that the interests of the public are not infringed. Generally speaking, in order to minimize the risk's harm to the project, the risk should be allocated to the party who have the biggest impact on

the result of the risk. Risks beyond the control of all parties shall be allocated to the party with the strongest risk bearing capacity; risks that all parties can control should be allocated to the party that can manage it most effectively. For example, the external risks of a project can usually be allocated to the government. There are two reasons: on the one hand, government behaviors have greater effect on the external risks of the project, and on the other hand, the government has a stronger risk bearing capacity for uncontrollable risks. On the surface, the formation of local government debt risks from PPPs is caused by the improper allocation of risks between the government and the private sector. However, in practice, PPP projects have a large investment scale and a long operating cycle, leading to the complexity of unpredictable risks, which makes the private sector stay away. In order to attract enough social capital, the government was responsible for many risks that should have been taken by the market, such as interest rate risk and operational risk, and the government promised returns to social. Obviously, the game between the government and private investors has shifted more risk to the government, which became the contingent debt and implicit debt of the government, increasing the government debt risk.

(2) The Debt Hiding Mechanism of PPP Model Is an Effective Breakthrough for The Formation of Local Government Debt Risks from PPPs.

As an important tool to solve local government debt, PPPs plays the role of hiding local government debt, that is, a large amount of debt expenditure does not need to be reflected in the balance sheet, but belongs to off-balance sheet items, so as to achieve the function of hiding debt. On the surface, this approach does not seem to require repayment by the government, but in the event of default or project failure, the government still need to play the role of "the last debtor". So, in the short term, the debt hiding mechanism of PPP model make the local government debt risk disappear from balance sheet and release the pressure of local government debt. However, it did not solve the debt of local governments. On the contrary, it disguised increases local government implicit debt. And because the government budget accounting is not perfect and the "consciously" financial operations, it further induces or aggravates the debt risk of concealing, undervalued and mismatch. The debt hiding mechanism of PPP model smooths the local debt and becomes the perfect breakthrough for the formation of the implicit debt risk and the contingent debt risk.

(3) The Promotion and Motivation Mechanism of Officials and The Competitive Behavior of The Government Are the Basic Reasons for The Formation of Local Government Debt Risks from PPPs.

Yang Dakai (2016) [10] pointed out that the promotion and motivation mechanism of officials based on GDP growth rate championship was the driving factors of local debt inflation. Further studies by Cai Xianjun et al. (2020) [11-13] found that the greater the promotion and motivation and pressure of officials, the more likely they are to choose PPP projects where the government takes more risks. In the PPP model, the introduction of government guarantee and bottom of the barrel is more about the political motivation

of officials themselves: (1) Seeking political interests. The greater the pressure to assess GDP, the more likely government officials are to choose PPP financing. The pursuit of personal performance by local officials and the pursuit of economic interests by enterprises coincide, leading to public-private collusion and increasing debt risks. (2) Avoid political risk. Infrastructure projects are the ideal means for the government to speed up economic growth. However, because the initial investment is huge, once the over expenditure occurs and exceeds the ceiling of the current fiscal bond financing, the government will not be able to start the project. Then the government's investment will not be made, resulting in political risks. If private capital provides the early-stage construction funds for PPP projects, it can not only directly boost economic growth, but also shift the responsibility of government expenditure to the future. This will indirectly relieve the financial pressure and financing constraints, consequently avoiding political risks. So even if officials do not fully understand the debt risks associated with the guarantee provided for the PPP projects, they do understand the time-limited benefits of this: guarantees, bottom of the barrel, fixed income will be inevitable.

5. MEASURES AND SUGGESTIONS FOR MITIGATING LOCAL GOVERNMENT DEBT RISKS UNDER THE PPP MODEL

It is pointed out above that the championship promotion and motivation mechanism is the essence of the local government risk generation under the PPP model. Therefore, the governance of PPP financial risk should prevent the generation of incremental financial risk from the source by improving the promotion and motivation mechanism. In view of the direct causes of the formation of risks, we will focus on the improvement of the investment efficiency of PPP projects and the arrangement of corresponding market-driven system. So, the PPP model can improve the investment efficiency of public goods, and properly resolve the stock financial risks.

(1) Improve the Promotion and Motivation Mechanism to Prevent the Generation of PPPs Incremental Fiscal Risks from The Source.

On the one hand, through the top-level design of the fiscal system, we should improve the promotion and motivation system for local officials. This will break the motivation system only based on GDP growth, and set up multi-level assessment standards, so as to get rid of the officials' bottom of the barrel and rigid payment for PPP projects. On the other hand, the study of Cai Xianjun et al. (2020) shows that in regions with perfect laws and regulations, the government's intervention in PPPs is weak, and the influence of the officials' personal behaviors on the local financial market is weak, which will inhibit the behaviors of officials who promise to be bottom of the barrel for PPP projects. Therefore, laws and regulations on the implementation of the PPP model should be improved and strengthened, so as to reduce the possibility of the

transformation of PPPs into the implicit debt risk of local governments through the control of multiple departments.

(2) Return to The Initial Function of PPP Model to Improve the Investment Efficiency of Public Goods, Arrange Corresponding Market-Driven System, and Properly Resolve the Stock Financial Risks.

Make clear the boundary between the government, the market and society, strictly restrict the scope of application and boundary of the PPP model, and resolutely eliminate non-standard projects. In document no. 10 issued by the ministry of finance in 2019, the scope of application of PPP projects is gradually narrowed to public welfare projects with strong operational attributes and certain benefits. This will promote and ensure the healthy development of the PPP market and guide the market to return to rationality. Standardized PPP projects will inevitably return to the PPP's essence of improving the efficiency of public supply and play the role of relieving financial risks.

Build an appropriate motivation mechanism, so that the private sector can use the market mechanism to avoid risks. Instead of providing support and guarantee to the private sector, it is better to establish an institutional framework and motivation structure to bring the problem of risk avoidance and guarantee back to the market and reduce the risk perception of the private sector. Specifically, they include the stabilization policy system (stable institutional environment and policy development expectations, government compliance with commitments, etc.), predictable and fair legal framework of law, and accessible local financing markets.

Establish a dynamic risk allocation mechanism. PPP projects generally involve many stakeholders and have a long-life cycle. Therefore, it is necessary to establish a fair and dynamic risk allocation mechanism for all stakeholders, so as to minimize the total debt risk cost taken by all stakeholders. When internal and external circumstances change, the stakeholders shall reagree on how to apportion the risks in the event of unexpected risks not provided for in the contract.

(3) Deepen Fiscal and Tax Reforms, and Clarify the Administrative Powers and Expenditure Responsibilities of The Central and Local Governments.

The underlying reason behind the use of PPP projects to hide debts is the mismatch between the financial and administrative power of local governments. The government is overwhelmed by the heavy expenditure due to the difficulty in financing. Therefore, it is necessary to further deepen fiscal and tax reform, clarify the administrative power and expenditure responsibility of the central government and local governments, clarify the management authority and financing responsibility of all governments at all levels, and establish a dynamic adjustment mechanism based on the risk situation.

(4) Strengthen External Supervision and Audit of PPP Projects.

We will establish third-party evaluation, monitoring and auditing institutions for PPP projects. Build an interactive supervision network platform, give full play to the role of online platforms in publicizing PPP information and the role of third-party institutions in supervision. Moreover, improve

the information sharing system for contingent liability supervision, and regularly disclose, evaluate and monitor the debt burden and risks.

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A Comparative Study of Filial Piety Culture Between China and The West

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Abstract: As one of the basic ethics of human society, filial piety is different from that of western culture. Based on the global cross-cultural communication, we should understand the western culture "filial piety" while spreading the concept of filial piety in China. Based on this, this paper expounds the overview of "filial piety culture between China and the west", and puts forward the differences between China and the West in "filial piety" culture, so as to promote the smooth cross-cultural communication between China and the West.

Keywords: China and The West; Filial Piety Culture; Cultural Exchange.

1. INTRODUCTION

Based on the historical changes and development, "filial piety" culture is deeply branded in people's hearts, "filial piety" means not only filial piety to parents, respect for the elderly, but also rise to the social level and political system level. With the rapid development of modern information technology, it is urgent to reshape filial piety culture. Therefore, in the development of filial piety culture, it is necessary to firmly grasp the common points and differences between Chinese and Western filial piety culture, and promote the cultural exchange and interaction between China and foreign countries.

2. OVERVIEW OF "CHINESE AND WESTERN FILIAL PIETY CULTURE"

2.1 China's concept of "filial piety"

The filial piety of Chinese culture has formed a broad and profound system under the long historical precipitation, from the primitive society to the modern human civilization. With the emergence of family individuals, the full development of filial piety culture is based on the theory of filial piety of Confucianism. Confucius and later students realized the concept of filial piety more systematically and theoretically, which led to the book of filial piety. On the basis of Confucian filial piety, it has gradually evolved into a universal ethical principle filial piety, "filial piety" has gradually become the moral obligation of future generations to their parents, which must be observed by all individual societies. Filial piety is the connotation of Chinese traditional culture and the basic criterion of human behavior. "Filial piety" is not only reflected in family ethics, but also political connotation. In feudal society, "filial piety" is loyalty to the country.

2.2 Western concept of "filial piety"

Western countries in the "filial piety" culture is

relatively weak, originated from the ancient Greek civilization, Jewish civilization, ancient Roman civilization, after cultural integration to form a Christian form of western civilization. Through the study of The Book of Filial Piety in China, it is regarded as the inspiration of Western literature and art and as the source of moral ethics. Ancient Greek law expressly stipulates that "supporting parents is the duty of children, non-fulfilment is considered an illegal act" and "parents should be considerate of the difficulties of their children, with a tolerant mind to accommodate the children's mistakes." Therefore, the Western "filial piety" culture is that parents want to raise their children, children to honor their parents. In the situation of western economic development, families tend to be miniaturized.

3. "CHINESE AND WESTERN FILIAL PIETY CULTURE" IS SIMILAR AND SIMILAR

China's current "filial piety" emphasizes filial piety, but not blind obedience, the West does not have the concept of "filial piety", more emphasis on the independence of children, equality, emphasis on respect for parents in the West seems incomprehensible, that parental love is based on the children and parents on the basis of equal exchanges. And Western countries come from different regions, there is no blood relationship, through mutual understanding living together, life is freer and looser. Western awareness of family concept is relatively weak, emphasizing the status, value, dignity and so on.

In the traditional Chinese culture of filial piety, it embodies the nobleness of human emotion, especially in the book of filial piety, which stresses filial piety and repaying parents, and has dual significance, including family and society. Therefore, in the context of cultural differences between China and the west, the definition of "filial piety" is different [1, 2]. Especially in today's society, "respect the old and love the young" has become the slogan of scientific governance. The legal provisions also explicitly stipulate that children have the obligation to support their parents, which rises from the traditional virtue to the legal level. At present, with the rapid economic development in western countries, a perfect social security system has been established. The responsibility of providing for the aged has been transferred from the burden of children to the burden of the state. Love and kinship are the core of maintaining the whole family relationship.

4. REASONS FOR THE DIFFERENCE BETWEEN "CHINESE AND WESTERN FILIAL CULTURE"

4.1 Different ways of thinking

The Chinese and western countries themselves have language differences, diet differences, cultural differences and "filial piety" cultural differences, the fundamental reason for the differences is the different ways of thinking.

In the long historical development, the process of human cognition has a universal and stable thinking mode, and as a bridge of language communication, because of the origin of Chinese and Western culture, resulting in greater cultural differences. The Chinese way of thinking is more three-dimensional and easier to look forward to the future. The Western way of thinking is to go forward bravely and dominate all kinds of actions in a straight-line way. For Chinese people, it is an ethical cultural way to pay more attention to the integrity of the family. For example, the Spring Festival is to reunite, the family is to have reunion dinner, while the western countries are relatively intuitive and pay more attention to rational thinking.

4.2 Different socio-cultural backgrounds

Chinese traditional culture has attached great importance to agricultural culture since ancient times. The main living environment is agricultural production. The group pays more attention to the value and interpersonal relationship of the collective, regards the individual as a member of the society, emphasizes the responsibility of the individual to the society and others, and regards the collective interests as the core. Chinese traditional culture clearly mentioned that only the overall social development and progress can realize the maximization of personal interests, and rely on the strength of the collective to continue to grow. In the family relationship, we pay more attention to the maintenance of parent-child relationship, which has been the case for thousands of years, forming a rich "filial piety".

Western culture originated from the Aegean Sea area. Based on the limited agricultural planting conditions, it mainly engaged in commercial activities and handicraft activities, and formed a unique mercantilist culture in the migration and flow of city-state life. In contrast to China, the emphasis is on personal interests over everything, even in family relationships. The value creation of society belongs to every individual, not like the collectivism mentioned by Chinese people, not to spend a lot of time in maintaining the relationship between family members, to some extent, it also hinders the development of filial piety culture.

4.3 Lifestyles are different

The Chinese people's idea is that "the essence of life is to enjoy life", and they put themselves into the family life atmosphere, take maintaining social harmony as an important core value, and enjoy it in the social environment of the new era. Western countries also

advocate freedom and enjoyment, but the utilitarian consciousness is more intense, too much pursuit of material wealth, and constantly strive to conquer nature and transform nature. Based on this idea, Westerners pay more attention to the ability of innovative thinking.

4.4 Different family views

The most obvious cultural difference between Chinese and Western countries in filial piety is the factor of family concept. Family standard and individual standard have different value orientation. Chinese put home first, and many ancient Chinese literature works embody the importance of home. Confucius said: "parents in, not far away, there must be a way to travel." In today's society, people still regard this concept as an important reference basis, pay attention to "falling leaves and returning to their roots", have a strong family concept, and emphasize the ethics of blood relationship and kinship. In ideology, the idea that parents and children are always one family is rooted in the mind, and supporting parents and serving parents are their own obligations and responsibilities.

5.CONCLUSION:

To sum up, the differences between Chinese and Western filial piety culture should be treated objectively and fairly. On the basis of following the traditional Chinese culture, we should respect the western food culture differences and cultural differences, and constantly absorb the advantages of western "filial piety" culture, so as to promote the coexistence of multi cultures under the global cultural community, and cross-cultural exchanges to build a better and harmonious new world.

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The Present Situation and Analysis of The Application of Modern Educational Technology in College Foreign Language Teaching

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Abstract: Education is an eternal topic of social development. With the continuous improvement of China's comprehensive national strength, all sectors of society have made considerable progress. In order to meet the needs of the development of the times, China has gradually increased the importance of education. Under the background of the active implementation of the new curriculum reform, education has ushered in great changes. In order to optimize the existing teaching methods reasonably, we must combine the trend of modern education development. At this stage, the vigorous development of science and technology has driven the progress of social production and life, and also played a good role in promoting the cause of education in China. Among them, the application of modern educational technology in college foreign language teaching can not only help teachers to complete the teaching work, but also improve students' ability to learn foreign languages. However, after a long-term practical application of modern educational technology, it is found that there are many problems in modern teaching, so in order to be more efficient and integrate modern education with efficient foreign language teaching, educators must increase the improvement and innovation of modern educational technology, so as to provide a good impetus for the development of China's education.

Keywords: Modern Educational Technology; College Foreign Language; Current Situation

1. INTRODUCTION

with the globalization of economic development, the education in China has paid more attention to foreign language education. Among them, foreign language education in Colleges and universities has gradually become one of the important ways to master foreign languages. In the face of complicated language knowledge, if students cannot effectively master the learning methods, it will lead to the deviation of understanding foreign language knowledge. In order to improve students' ability of learning foreign languages, the relevant departments of education actively optimize and improve the original teaching methods. In the process of the reform of foreign language education in Colleges and universities, it is

found that integrating modern education into foreign language teaching can greatly improve students' learning results. This modern technology assisted teaching method has become the mainstream teaching in the current education Method.

2. THE APPLICATION OF MODERN EDUCATIONAL TECHNOLOGY IN COLLEGE FOREIGN LANGUAGE TEACHING

2.1 The Excessive Application of Modern Educational Technology Reduces The Function Of Teachers

In the traditional foreign language teaching activities in Colleges and universities, teachers, as the main body of education, are responsible for explaining the basic knowledge of students, and their teaching process occupies most of the classroom time. However, when modern educational technology is integrated into the teaching process, it has rich multimedia functions and network information technology, which plays a certain auxiliary role in Teachers' teaching activities [1]. However, due to the superiority of modern educational technology, teachers rely too much on multimedia and network information technology in teaching activities. This phenomenon makes teachers unable to effectively plan the teaching process, and greatly reduces the leading role of teachers in the teaching process. In addition, after modern educational technology is integrated into classroom teaching, some teachers directly use simple video courseware to teach in the teaching process, and the courseware occupies most of the time in the classroom. At the same time, the knowledge points in the courseware content are not used, but have a high ornamental value. This incorrect method of using modern educational technology cannot promote students' knowledge of foreign languages It will also reduce the efficiency of teachers' teaching, which has a serious impact on the cause of foreign language education in Colleges and universities in China.

2.2 Less Practical Courses and Limited Communication Ability of Students

The main function of language is to communicate, so as to close the distance between people. Nowadays, social development is gradually moving towards globalization. In order to adapt to this trend of social development, education must pay more attention to foreign language colleges and universities. The success of language education is not only for students to learn basic knowledge, but also for students to use the learning language to communicate and

communicate [2]. But most of the teachers just explain the basic knowledge of foreign language when they use modern education technology, and they don't pay attention to the importance of practical teaching, which leads to most of the students can only write and do questions, and can't use the foreign language they have learned skillfully for communication.

2.3 Inadequate or Improper Use of Multimedia Technology In Teaching

Modern educational technology is a relatively advanced new teaching method, which requires the use of multimedia functions and network information technology. As a result, the older teachers in Colleges and universities can't operate skillfully, let alone use the relevant software to make foreign language knowledge courseware. In addition, in the application process of multimedia, some teachers pay too much attention to the form of courseware, but lack of the display of knowledge content. This phenomenon of improper use of multimedia leads to students' inability to effectively grasp relevant knowledge, which is not conducive to students' improvement of foreign language learning ability.

3. STRATEGIES TO IMPROVE THE EFFECT OF MODERN EDUCATIONAL TECHNOLOGY IN COLLEGE FOREIGN LANGUAGE TEACHING

3.1 Change teaching idea and integrate modern education resources effectively

The rational use of modern educational technology in college foreign language teaching can fully improve the teaching quality of teachers and students' learning ability. However, in order to make full use of modern educational technology and change the traditional teaching concept, first of all, the relevant departments and workers of education must recognize the particularity of foreign language teaching, and add the cultivation of College Students' ability to use foreign language and practical communication ability [3]. Secondly, in the application of modern education technology, to integrate modern education resources reasonably, teachers should make full use of multimedia and network computer technology in classroom teaching, because it has rich multimedia functions and huge information resources, which can fully expand students' horizons, and can make use of network and video technology to let students watch foreign language vision Frequency, in order to improve the students' ability to use foreign languages.

3.2 The Integration of Modern Educational Technology and Classroom Teaching

In order to improve the efficiency of students' learning in college foreign language teaching, it is necessary to guarantee the learning structure with students as the main body and teachers as the guidance. In terms of the application of modern educational technology, educators should make continuous experiments and improvements to ensure that it can be effectively integrated into classroom teaching and learning. At the same time, it should be clearly pointed out that modern

educational technology cannot be the main method of classroom teaching the best way to embody its function is auxiliary teaching. In addition, when using modern educational technology to assist teaching, we should strengthen the interaction ability between teachers and students, so as to improve the enthusiasm of students' learning and create a good learning atmosphere [4]. In the process of using multimedia and computer network technology in teaching, teachers should make more courseware to improve the interaction between teachers and students, increase the participation of students in class, so as to improve students' learning ability.

3.3 Extract Teaching Key Points from Teaching Materials and Present Them with Multimedia

The teaching material plays an important role in the teaching process. It contains a lot of knowledge and is the most important tool for students to learn. Under the background of the successful integration of modern educational technology into foreign language teaching, teachers should aim at the relevant contents of teaching materials, through the understanding and summary of knowledge points, then extract the key points of knowledge in teaching materials, and finally use multimedia and computer network functions to provide students with intuitive knowledge point courseware, which can guide students' learning direction and improve their learning Students' learning efficiency. In addition, according to the content of the textbook, teachers can use rich network resources to collect information related to the knowledge points of the textbook, so as to expand students' understanding of the knowledge points.

4. CONCLUSION

As an important way of foreign language learning, college foreign language teaching has a direct impact on students' learning efficiency. In order to adapt to the development of modern society, education also needs to be innovated and improved reasonably. Therefore, in view of the particularity of foreign language teaching, colleges and universities can use modern education technology to assist foreign language teaching. Its technology has rich multimedia functions and advanced network information technology, so it has greatly helped teachers' classroom teaching and improved students' learning efficiency Rate. The application of modern educational technology in college foreign language teaching is a great progress in China's education.

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On the Construction of Online Courses in Vocational Colleges

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Abstract: China's national construction process is speeding up, so the demand for talents is gradually increasing, exerting greater pressure on the development of education. Under the new situation, the education field should strengthen its own construction, improve its own teaching level, so as to promote the further development of social economy. Vocational colleges, as the mainstay of the field of education in China, should strengthen the construction of their own, so as to meet the requirements of the society. In the construction of colleges and universities, managers should strengthen the construction of online courses to ensure that students can learn relevant knowledge anytime and anywhere, so as to improve the learning quality of students.

Keywords: Vocational Colleges; Online Courses; Construction Research

1. INTRODUCTION

In the process of construction, vocational colleges provide a large number of talents for the social construction of our country and promote the development of social economy. Each industry will use information technology to improve its work efficiency in the development process, so as to promote the rapid development of the industry. In this environment, vocational colleges should make clear the significance of building online open courses, strengthen the construction of online courses according to the actual situation, and then improve the quality of related work.

2. THE SIGNIFICANCE OF ONLINE OPEN COURSES IN VOCATIONAL COLLEGES

2.1 The Inevitable Trend of Educational Informatization

With the continuous development of China's economy, science and technology are making great progress, and various industries are constantly strengthening the use of information technology in their work. However, it is the trend of educational informatization for vocational colleges to build online open courses in their teaching work, and relevant personnel should strengthen their construction, so as to improve the teaching level of vocational colleges. At this stage, China's online open curriculum construction still achieved some results, for example, China MOOC. And our undergraduate colleges are developing their own online courses, so that students can accept the knowledge of teachers in time without the influence of time and place. Therefore, vocational colleges and universities should cater to the construction of

educational informatization, strengthen the construction of online open courses, and ensure that vocational colleges and universities can keep up with the development trend of the times [1].

2.2 Promote the Comprehensive Reform of Teaching and Improve the Quality of Personnel Training

In the development process of our country, we gradually realize the importance of education, and constantly improve the importance of education. The education industry is required to carry out quality education for students in the teaching process, not only to improve students' learning achievements, but also to improve students' learning ability in the teaching work. Therefore, vocational colleges should reform their own teaching work. The construction of online open courses can effectively improve the comprehensive reform of teaching, constantly improve the teaching quality of vocational colleges, and realize their own rapid development. Strengthening the construction of online open courses can improve the quality of personnel training to a certain extent, provide a large number of talents for social development, and promote the rapid development of society.

2.3 Taking Students as The Center and Stimulating Learning Interest

In the teaching work, teachers often ignore the dominant position of students in the classroom teaching work, which makes students in a passive state in the teaching work and reduces students' enthusiasm for learning. Strengthening the construction of online open courses can stimulate students' interest and promote the improvement of students' performance. Compared with the traditional teaching methods, online open courses reduce the restrictions on students, reduce students' resistance to teaching work, and students can choose courses according to their own interests and hobbies in online learning, so as to stimulate students' interest in learning and promote students to strengthen the learning of relevant knowledge [2].

3. ON IMPROVING THE QUALITY OF ONLINE OPEN COURSES IN VOCATIONAL COLLEGES IN THE NEW ERA

3.1 Constructing Teachers' Personal Network Learning Space

Vocational colleges should strengthen the construction of teachers' personal network space in the teaching work, ensure that teachers can realize the development and utilization of network teaching resources in the personal network space, so that teachers can share resources, watch videos, facilitate the communication between teachers, and promote teachers to strengthen their reflection in the communication work, so as to continuously improve teachers' ability to Improve the quality of teaching with online open courses. In the independent learning space,

teachers can prepare lessons online to improve the quality of preparation. In addition, when using network technology to make online courses, teachers can gradually enrich their teaching skills, strengthen their learning of professional knowledge, and then improve students' learning performance [3].

3.2 Constructing Students' Personal Online Learning Space

Vocational colleges should pay attention to the construction of students' personal online learning space in the construction of online open courses to ensure that students can strengthen the learning of relevant knowledge in their own independent online learning space, so as to improve the convenience of students' learning. Students can strengthen the acquisition of learning resources in personal online learning space, and ensure that students can acquire relevant knowledge in independent online space through online video, micro class, etc., so that students can gradually form their own personalized learning space. In addition, students can choose learning tools in an independent learning space, cooperate with students, and communicate with students on learning results, so as to improve students' learning quality.

3.3 Improve the Online Open Course Construction and Charging System

Vocational colleges should strengthen the management of online open courses, improve the construction and charging system of online open courses, and improve the effectiveness of related work. In the construction of online courses, due to the expense of personnel and network resources, developers are in a state of loss. Therefore, relevant personnel should improve the relevant charging system, stimulate developers' enthusiasm for development, and ensure that they can strengthen the maintenance of online open course system. In this process, the enterprise should strengthen the communication with the school to ensure the existence of the school as the main charging body, so as to improve the quality of related work management [4].

3.4 Strengthen the Supervision and Management of Online Open Course Construction

We should strengthen the monitoring and management of online open course construction, ensure that teachers can timely declare in the course construction work, search for courses in Colleges and universities, reduce the repetition of course construction, and reduce the waste of teaching resources in vocational colleges. And in the construction of online open curriculum, teachers should ensure the characteristics of the curriculum, innovate their own teaching methods, improve the interest of their own teaching work, and then improve the enthusiasm of students' learning. In addition to strengthening the management of teachers, we should also strengthen the protection of teachers' intellectual property rights and strengthen the protection of teachers' rights and interests.

3.5 Establishing a Unified Credit Certification System for Online Open Courses

In order to strengthen the construction and management of online open courses, colleges and universities should establish a unified credit certification system for online open courses, so as to strengthen the management of students and bind them, ensure that students can learn relevant knowledge according to the teaching process, and make online courses play an active role in improving students' comprehensive performance. In the process of the construction of student credit certification system, managers should refer to the relevant laws and regulations to ensure its legitimacy, so that students can strictly follow the relevant system to watch online video, so as to improve students' academic performance.

4.CONCLUSION:

In the construction process of vocational colleges, it is necessary to recognize that the construction of online open courses is the inevitable trend of the development of educational information, which can effectively promote the comprehensive reform of teaching, improve the quality of personnel training, take students as the center, and stimulate students' interest in learning, so as to improve the quality of students' learning in Vocational Colleges and promote the rapid development of students. Under the new situation, colleges and universities should take measures to construct teachers' personal online learning space, construct students' personal online learning space, improve the monitoring and management of online open curriculum construction, and establish a unified credit certification system of online open curriculum to promote the construction of online open curriculum, so as to lay a solid foundation for students to improve their own learning achievements.

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Research on Strategies of Improving Teachers' Ability Under the Background of Internet Plus

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Abstract: Education is the key to social development. With the changes of the times, education must be innovated. The advent of "Internet plus" has a higher standard for education and teaching. Teachers must improve their teaching ability and quality through teaching, only in this way can they train more new talents to adapt to the development of the times. This article analyzes the changes in education under the background of "Internet plus", and puts forward strategies for improving teachers' teaching ability under the background of "Internet plus", hoping to improve our education level.

Keywords: Internet Plus; Teachers; Ability Upgrading; Strategy

1. INTRODUCTION

With the improvement of technical level, teaching concept has changed. Under the background of "Internet plus", information technology has been widely applied to educational development, which has changed the traditional teaching mode. Teachers can decide the quality and level of education to a certain extent. Therefore, teachers must keep pace with the times and improve their teaching ability.

2. CHANGES IN EDUCATION IN THE CONTEXT OF "INTERNET PLUS"

2.1 Breaking the Limitations of Traditional Teaching Mode

Information technology is widely used in people's work and life, especially the popularity of the Internet, so that education can no longer be limited by time and place, anytime and anywhere, students can independently choose teaching resources to learn, enrich their knowledge, breaking the limitations of traditional teaching mode [1].

2.2 Changes in Teachers

First, the use of the Internet has changed the traditional teaching mode. Because the network teaching can make full use of the scattered time, it is loved by many students and becomes an effective way for students to improve themselves. In this case, the status of traditional education is not the same as before. Teachers must improve teaching ability, make teaching more quality and efficient, and make students willing to learn in the classroom. In addition, teachers should recognize the importance of information technology for teaching, change their mentality, and actively use the Internet.

Second, the use of information technology is not only for the replacement of teaching facilities, but also should change their own teaching concept, actively use new technology to carry out teaching, so that Internet resources can be used efficiently and reasonably.

Third, change their own teaching methods. In the traditional mode, teachers are the main body of teaching. Students can master more knowledge only by listening to the teacher's explanation. In this case, there is very little communication between teachers and students, and teachers are only responsible for explaining knowledge. With the advent of the Internet era, the way for students to master knowledge has been enriched. Teachers are no longer the only way for students to improve themselves. In this case, teachers should take students as the main body, actively communicate with students, carry out teaching from the perspective of students, so that their own teaching can be accepted by more students. Fourth, under the influence of the traditional teaching concept, teachers rely on their own teaching experience, which is not conducive to the improvement of teaching effect. In the Internet age, teachers can receive a lot of teaching information and master more teaching resources every day [2]. Therefore, in the process of teaching, teachers should fully tap teaching resources, apply them reasonably, make teaching more scientific and reasonable, and reduce the probability of teaching errors caused by subjective thinking and empiricism.

3. STRATEGIES FOR IMPROVING TEACHERS' TEACHING ABILITY UNDER THE BACKGROUND OF "INTERNET PLUS"

3.1 Innovative Educational Thought

The most important thing to improve teachers' teaching ability is to innovate teachers' teaching ideas so that teachers can adopt more advanced teaching methods. The innovation of educational thought can be expressed in two aspects: on the one hand, teachers should have a correct understanding of the background of "Internet plus", and actively innovate teaching concepts and methods. The arrival of Internet plus era represent the general trend for all walks of life to develop. Teachers must accept this idea voluntarily when teaching. On the other hand, teachers should be more active in understanding the information technology, fair analysis of the application of information technology in education, the impact on the quality and efficiency of teaching, and through teaching practice to summarize, reflect, improve their ability to use information technology in teaching. Teachers can constantly innovate the teaching mode through special study and communication with other teachers, and

carry out targeted practice according to their own application level of information technology.

3.2 Improve the Level of Teachers' Application of Information Technology in Teaching

To improve the level of teachers' application of information technology in teaching, teachers can make full use of Internet resources for teaching. First, teachers should be organized to learn, to ensure that teachers can understand the role and name of facilities and equipment, and can skillfully use facilities and equipment, so that teachers can really feel the convenience and quickness of using information equipment for teaching, and are willing to actively innovate teaching methods. Second, let teachers realize the online teaching and remote-control teaching and other teaching modes, and enrich teaching approaches. The school can arrange a group of teachers to conduct online teaching pilot, and make students actively participate in online learning through reward [3]. Through the development of online teaching, systematic and comprehensive analysis of online teaching, to find out the advantages and disadvantages, as far as possible to develop the advantages and avoid the disadvantages. Third, teachers' learning of information technology is not a short-term task that can be completed. It takes a long time. Only in this way can teachers keep learning and master the latest technology.

3.3 Organizing Teachers to Carry Out Teaching Research

Organizing teachers to carry out teaching research is one of the effective ways to improve teachers' teaching ability. Different teachers carry out teaching research and discussion, which can solve the problems in time, give early warning to other teachers, and prevent different teachers from repeatedly making the same mistake. Under the background of "Internet plus", teachers have their own understanding of information technology teaching. Teachers can conduct research and discussion, and communicate with each other's thoughts, so that they can have a more comprehensive understanding of information teaching, and use information technology more scientifically and rationally to carry out teaching, so as to improve teaching effect.

3.4 Establish a Perfect System for Teaching Feedback Under the background of "Internet plus", the information teaching carried out by teachers is still in

the continuous exploration stage, and there are some deficiencies in the process of practice. Therefore, teachers must analyze the deficiencies in the teaching process and find out the solutions. However, because the teaching task of teachers is too heavy, sometimes teachers do not have time to reflect on teaching and summarize their own problems [4]. In this context, we should establish a perfect system to understand teaching feedback. Collect and summarize the deficiencies of teachers in teaching practice, and provide support for teachers to adjust teaching programs. The emergence and development of the Internet provides the possibility for the formation of teaching feedback system. Schools should actively explore the Internet, give full play to the role of the Internet, understand students' views on Teachers' teaching on the Internet, and make teachers face up to their own teaching.

4. CONCLUSION

Under the background of "Internet plus", teachers' ability to improve their teaching ability is the necessity of the development of the times. They can make full use of Internet resources, improve the teaching situation, make teaching more efficient and meet the needs of social development for talents. It should be noted that the improvement of teachers' teaching ability cannot be achieved in a short period of time, and teachers need to adhere to it for a long time.

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Research on The Integration of Red Sports Culture into Physical Education and Teaching

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Abstract: In the new situation, with the continuous promotion of the spirit of the 19th national congress, cultivating and carrying forward the socialist core values has become the basis for inheriting and carrying forward the excellent traditional Chinese culture and constantly consolidating socialism with Chinese characteristics. The combination of red sports culture and physical education and teaching can not only grasp the right direction, but also establish and improve the long-term mechanism of red sports culture education on the basis of scientific concept of development, and improve the way of social practical education activities. On the basis of "people-oriented", the uniqueness and superiority of school physical education teaching are shown. In order to innovate the red sports culture, strengthen the physique, and promote the development of school sports diversity. Therefore, this paper first puts forward the problems that need to be explored, and then, combined with the current situation, formulate scientific integration measures.

Keywords: Red Sports Culture; Sports; Education and Teaching

1. INTRODUCTION

With the further extension of science and technology, "red sports" has appeared in everyone's vision. In the process of promoting cultural development and prosperity, red culture has undoubtedly become an indispensable part. At the same time, it is also the spiritual demand to realize the great rejuvenation of the Chinese nation, which plays an important role in connecting the preceding and the following in the implementation of effective patriotism moral education for the masses of cadres and teenagers. For example: the long march of the Red Army, old revolutionary base areas, cultural sites, revolutionary stories, etc. are all valuable spiritual wealth, and can reflect good brand effect [1]. The traditional red sports culture can not only let the students remember the history, but also enrich the students' entertainment and cultural activities, and innovate the school sports. In the process of integration and interaction, help students form good habits and form the basis of lifelong exercise. The integration of red sports culture into modern physical education and teaching is the leading way of core values. The function and value of sports are different because of red color. The red sports

spirit of "not to win or lose the competition, but to exercise iron muscles and bones" has been developing, continuing, inheriting and creating [2]. Therefore, how will red sports culture be integrated into the process of physical education and teaching? It has become the focus of the current situation.

2. THE NECESSITY AND FEASIBILITY OF INTEGRATING RED SPORTS CULTURE INTO SCHOOL PHYSICAL EDUCATION AND TEACHING

In the process of transformation, red sports culture presents different influences, belonging to the sum of material wealth and spiritual wealth. And these sports culture spirit can permeate education, military, salvation movement, production and life [3]. In addition, we can learn the spirit of hard work, sacrifice, dedication and hard work among these revolutionary spirits. From the perspective of feasibility and necessity, first, red sports culture is mainly to make up for the embarrassing needs of school sports teaching. From the current situation of physical education teaching, it is mainly all kinds of balls, more inclined to Western skills. In such a uniform curriculum, there is a lot of similarity, and the development of national traditional sports curriculum will be in an unsatisfactory state. On the basis of humanity, school physical education curriculum needs to reform curriculum, take students as the center, and improve the quality of teaching. The integration of red sports culture into the process of physical education and teaching can not only restore vitality, but also achieve benign competition and win-win situation. Second, the red sports culture project has the characteristics of simplicity and grounding. To a certain extent, the form of sports events can vividly show the touching feelings of war, military and civilian fish and water. It can not only regulate sports, but also stimulate physical fitness. For example: 100M unicycle, hongsaona sole and other projects. Third, the function of red sports culture and education shows the differences of the times. It can enhance the combat effectiveness and cohesiveness of the Red Army, let the students achieve spiritual baptism and enrich the corresponding content. Fourth, the fun and entertainment of red sports culture can stimulate students' interest in learning. In this way, the combination of the old and the new can show the unique freshness and activate the classroom atmosphere. Fifth, the red sports culture urges students to carry forward the spirit of hard work and dedication. Sixthly, the red sports culture shows the characteristics of popularity, which is easy to be integrated into school sports. It can make students keep on

doing physical exercises and form a physical exercise atmosphere [4].

3. INTEGRATING RED SPORTS CULTURE INTO PHYSICAL EDUCATION AND TEACHING

3.1 Create Red Sports

The red sports culture project is mainly based on the scientific development concept, to create the principle of standardization and scientificity. On the one hand, the red sports and culture project can choose a reasonable region on the basis of the National Red Games project, and integrate the red cultural resources into the sports project. And on this basis, continuous innovation and try to reform. Further build the red historical connotation of red sports events, and present the spirit of modern struggle. For example, we can combine the actual situation to innovate the red sports and culture project, the sports and teaching project of seizing the harvest (100 m for grain), the sports and teaching project of crossing Chishui (100 m for speed), the Red Army's crossing the grassland and other contents to enrich the sports activities, strengthen the students' physique, and bring spiritual baptism to the students in the process of teaching in music.

3.2 Setting Up Red Sports Courses

From another point of view, the school sports will be affected by the teaching rules from the perspective of modernization, and according to the geographical characteristics of the region, combined with the preferences of students and the advantages of the school itself, open a red sports course. For example: schools can use red sports instead of some projects with strong technology and high safety requirements. This can not only reduce the students' shrinking psychology, but also let them know more about red culture, and call it a household name, which is spread and developed.

3.3 Building a Red Sports Team

No matter the traditional sports or the modern sports, we can't do without a strong guarantee of teachers. General students are more inclined to have innovative courses and excellent professional knowledge, so they can become the main force in the creation of red sports and cultural projects. Schools also need to carry out effective training for physical education teachers on a regular basis to learn more about the teaching methods of red sports and impart more relevant knowledge. School physical education teachers can also participate in the national red sports games, understand

the origin and rules of sports, and provide a good foundation for the next step of curriculum development.

3.4 Carry Out the Red Games

In order to further correct the students' Outlook on life and values, show the educational function of the school. Then the school can pay more attention to the students' after-school physical exercise. Only by adhering to the good habits can the foundation of lifelong physical education be formed. At this time, the school can build relevant red sports cultural games or grade red sports games, form excellent courses and enrich campus culture [5]. The use of red sports and Cultural Games can not only stimulate students' interest in participation, but also enable students to combine the hardships of the revolutionary war, form spiritual edification and behavioral exercise, achieve effective supervision and guidance, and continue to extend towards the direction of innovation.

4. CONCLUSION

With the progress of society, in order to meet the needs of social development, physical education and teaching need to integrate the concept of red sports culture on the basis of student-centered. Students are the future of our country. They are responsible for carrying forward the past and opening up the future. Integrating the red sports culture into the modern sports teaching process can let students share the surging and wonderful red sports, enrich the teaching content of school sports, promote the development of sports diversity, promote the great prosperity of socialist culture, and finally establish the thoughts and actions of lifelong sports.

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Online and Offline Integration of College English Teaching Practice

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Abstract: The combination of online and offline teaching mode is an effective teaching mode that has sprung up in recent years to adapt to the development of the times. Through the combination of online and offline teaching, the two sides can learn from each other's strengths and make up for each other's weaknesses, enriching the means of teaching, promoting the improvement of teaching quality, improving students' learning efficiency to a certain extent, and promoting students' comprehensive ability Culture. This paper introduces the embodiment of College English integrated teaching mode, and discusses the application of online and offline integrated teaching mode in College English teaching.

Keywords: Online and Offline; Integrated Teaching Mode; College English Teaching

1. INTRODUCTION

Nowadays, with the rapid development of science and technology, various new products have entered people's life, greatly facilitating people's daily life, in which the development of the Internet has caused a certain impact on all walks of life, people are committed to exploring the application of information technology in all fields, and set off a wave of reform and innovation in the whole society [1]. In the education industry, teachers also introduced information technology into the classroom, and produced a good teaching effect, to a certain extent, improving the quality of the classroom and teaching efficiency. In the university education, information technology can play a greater role. College students have gradually entered the adult stage, with a certain degree of self-control and learning ability, so that students can rely on the rich resources of the Internet on the network for a certain amount of learning, so that students can carry out a certain expansion of the knowledge learned in the classroom, and greatly expand the vision of students, through the line The combination of online and offline teaching methods enables students to complement each other's advantages in classroom teaching and online learning, which is more conducive to the overall development of students.

2.THE EMBODIMENT OF ONLINE AND OFFLINE INTEGRATED TEACHING MODE OF COLLEGE ENGLISH

The introduction of online and offline integrated teaching in College English teaching has brought more innovative teaching experience to students, and new vitality has been injected into teaching theory,

teaching means, teaching resources and teaching environment due to online and offline integration, so that teachers can carry out more targeted and personalized teaching, and more information-based teaching means, It can add power to students' learning through multimedia and micro class, improve the quality of teaching, and rely on strong Internet resources, teachers can choose more appropriate teaching resources for students, and create a certain English environment, exercise students' application ability. In terms of teaching environment, online and offline learning environments are integrated with each other, making them Their advantages have been brought into full play, and the quality of teaching has been guaranteed to a certain extent. Students can also choose to study according to their own actual situation, making a certain contribution to the cultivation of students' ability.

3.THE APPLICATION OF ONLINE AND OFFLINE INTEGRATED TEACHING MODE IN COLLEGE ENGLISH TEACHING

3.1 Pre-Class Preparation and Assistance Stage

When designing the course before class, the English teacher should fully consider the students' English level and learning ability, select the course resources that meet their own ability for the students, fully reflect the main role of the students in the course design, and cultivate the students' independent learning ability [2]. For example, teachers can guide students to learn through Internet platforms such as "new concept foreign language online teaching platform", "Longman interactive learning platform", "unipus", etc. teachers can publish the preview content, learning tasks, learning plans, learning objectives and learning difficulties on the platform, so that students can understand the content of the course in a timely manner. According to the requirements of teaching tasks and pre class preview, students can understand the relevant knowledge through self-study or peer discussion, and complete the understanding of the relevant knowledge, so that students can understand the teaching content more fully in class learning. Students can exercise their learning ability through independent learning, which is conducive to students' Comprehensive ability Training. On the Internet platform, teachers should make full use of various functions of the teaching platform to achieve better interaction with students. For example, they can explain students' questions and problems through the function of answering questions, so that students can get more targeted help, and also shorten the distance between teachers and students, which is conducive to the formation of a better relationship between teachers and students, and promote students' English ability At the same time, it also makes students' autonomous learning ability get some exercise.

3.2 Classroom Face-To-Face Learning Stage

When teaching offline, that is, in the process of traditional classroom teaching, teachers should integrate some functions of the Internet learning platform into the traditional teaching process, fully reflect the role of multimedia assisted teaching, and further improve the quality and efficiency of the classroom. In the classroom, teachers should first check the students' Preview situation before class, analyze the problems in the process of students' preview, let students realize the problems in the process of autonomous learning and make some improvements, so as to promote the improvement of students' self-learning ability. Secondly, when teaching, teachers should combine the teaching content with multimedia teaching tools, and create a certain situation for students' English learning through multimedia, so that students can have a more vivid understanding of the use of relevant knowledge points, which can attract students' attention and promote students' interest in learning. On this basis, teachers can put forward problems that point to learning tasks, guide students' thinking direction, and make students think more deeply about relevant knowledge. Thirdly, teachers can design some teaching activities according to the teaching content of the unit, for example, love and logic: the story of a In the study of fallacy's text, the teacher can divide the students into groups to restore the situation in the text through role-playing, which can fully mobilize the students' enthusiasm for learning, while in energy and food In the study of crises, teachers can stimulate students' sense of participation by organizing students to discuss the causes and solutions of energy crisis and food crisis, so that students can carry out English learning with greater enthusiasm. Finally, teachers should guide students to summarize and reflect on their own learning process, and through a variety of evaluation methods such as self-evaluation, classmate evaluation, group evaluation and teacher evaluation, students can have a comprehensive understanding of their own learning, so that students can have a direction to improve themselves, and promote the progress of students' English learning and collaborative ability

Improve.

3.3 Review and Consolidation Stage After Class

When students review after class, online teaching can play an important role. After class teachers can publish lesson plans, learning materials and course audio and video to the learning platform, so that students can review the knowledge points in the classroom to a certain extent, so as to deepen students' understanding and mastery [3]. In addition, teachers should find the relevant extended content of knowledge points and share it with students online, so that students can not only expand their horizons and increase knowledge accumulation, but also complete the consolidation of classroom content. Moreover, due to the limited course time of College English, and the improvement of students' English level mainly depends on their usual learning level, teachers can guide students' independent learning direction through the learning platform, and design a certain self-study plan for students, so that students can make full use of after-school time to selectively carry out certain extended learning, so as to make the classroom Teaching has been fully extended, and students' learning ability has been trained to a certain extent, which is conducive to laying a solid foundation for students' future learning.

4.CONCLUSION

To sum up, the use of online and offline teaching methods in College English teaching can give full play to the teaching effect, and also make students' autonomous learning ability fully exercised, which plays an important role in promoting the future development of students.

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Thinking on The Cultivation of Computer Professional Innovation Literacy Under the Internet Plus Background

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Abstract: This paper combs the impact and opportunities of Internet plus to the cultivation of Computer Majors' innovative ability. It also analyzes and puts forward how to build the professional innovation literacy training system under this background and the key points and difficulties, and makes a summary and prospect.

Keywords: Internet Plus; Innovation Literacy Training; Collaboration and Innovation; Computer Specialty

1. INTRODUCTION

Under the background of Internet plus, online education and online government services have developed rapidly, the Internet has promoted the development of public service industry, the online education field has been constantly refined, the user boundaries have been expanding, services are developing in a diversified way, personalized learning scenarios, and functional advantages such as touch sensing and voice output of mobile devices have brought considerable impact on traditional educational means and educational modes. influence.

At present, the influence on the cultivation of the core quality of science and engineering major in Colleges and universities, especially the innovation ability of computer major, is mainly concentrated in the following aspects:

- (1) It weakens the mainstream education channels, weakens the leading position of university teachers and the strength of innovation ability training.
- (2) Learning attention and concentration are weakened, and the trend of time fragmentation is more serious, which indirectly weakens the innovation ability.
- (3) The phenomenon of professional "cross-border" is becoming more and more obvious, and the difficulty of innovation literacy training for college students is increasing
- (4) students' attention is scattered under the Internet plus background, and the main body position and sense of participation are weak.
- (5) The training of innovation ability is out of line with the actual teaching process, which makes students tired of coping with it, and the effect is not good.
- (6) The cultivation of students' creative ability and the construction of teachers need to be further

strengthened.

Hitherto unknown, Internet plus is one of the most influential professional courses in computer science. Its core competence education, especially its cultivation of entrepreneurial and innovative capabilities, has brought unprecedented opportunities for Internet plus. It is mainly reflected in the following aspects:

- (1) It provides a very rare social environment

There are quite a lot of technology applications in the Internet plus background, which are related to [1, 2]. To make reasonable use of this environment and find suitable entry points will enhance the overall quality of professional entrepreneurship education.

- (2) Expand the way and way of innovation ability training
With the help of Internet plus media, the text, audio, video and animation can be integrated, and many of the previously relatively difficult knowledge points are "stereoscopic" and "dynamic". For example, the art abstraction techniques, big data models and data sampling principles displayed in the way of animation micro video can greatly reduce the difficulty of students' learning; in addition, they have strong interaction and instantaneity, and cannot be limited by time and place. The ways and means of innovative education have been expanded, and reasonable utilization can improve efficiency.

- (3) It provides a new way for teachers and students to communicate

- (4) It provides a new way for the cultivation of innovation ability

The Internet plus information display has reduced the threshold of many disciplines, such as virtual reality, machine learning, quantum physics and many other cutting-edge technologies. It is easy to be understood by the public, especially college students. It makes the students have a more intuitive understanding and prediction of the purpose, expected value and completion method of innovation ability training. They are easily attracted by a certain theme, and they are more willing to work behind the relevant hot spots they see, and are willing to pay more efforts and sweat. For example, to carry out a public benefit activity or survey, to promote a community activity in the early stage and to analyze the data in the later stage. These innovative training propositions come from the society and serve the society. As long as they are reasonably used and improved, they are very conducive to the cultivation of students' innovative ability, and even some of them have very high entrepreneurial value.

(5) To a certain extent, it can make up for the short board of knowledge structure and make the innovation ability training project more executable.

2.CONSTRUCTION AND ANALYSIS OF INNOVATIVE TALENTS TRAINING MODE UNDER THE INTERNET PLUS BACKGROUND

Therefore, in the process of computer course training for professional innovation literacy, we should pay attention to the cooperation and renewal of training objectives, teachers, resource sharing and management mechanism, focus on model innovation, production teaching integration and teaching research integration, and focus on the following issues based on the principle of "focusing on the foundation, strengthening training, strengthening integration, training ability and application innovation" [3]:

(1) Change and innovation of thinking mode

The influence of Internet plus on the habit of thinking of college students is not negligible. Teachers and students should actively respond to it, keep pace with them, do not pay attention to form, and value content and guidance. In order to form a long-term and effective multi-year mechanism, we should establish a reasonable and feasible central idea and principle, and gradually establish a reasonable system of innovation training, tracking and prediction, and run through the whole link of innovation ability training.

(2) Curriculum system design and construction

It not only preserves the advantages of the original system, but also Internet plus Internet plus background. The misunderstandings and bottlenecks in the cultivation of students' learning ability and innovation ability.

(3) Experiment and Training

Gradually exercise students' ability of design and conception. In view of the new problems, we can correctly use image thinking and abstract thinking to find solutions to the problems. In the design of experiment and practical training, it focuses on the cultivation of students' organizational ability, team cooperation and coordination ability.

(4) Design and Construction of Innovation Laboratory

The difficulty lies in how to use the original experimental conditions to carry out new experiments and training, and strive to achieve satisfactory results. Make full use of the use and tracking of mobile classroom and micro classroom, focusing on the research of the impact and application of these new means and technologies on daily teaching and innovation training in life.

(5) Pay Attention to The Influence of Emotion on Innovation Ability.

At present, many studies have shown that emotion has a significant impact on innovation ability. Innovation ability = innovation knowledge + innovation thinking + innovation personality; positive emotion has positive influence and prediction on students' innovation ability. The update speed of computer professional knowledge is very easy to make people

interested and frustrated at the same time. The tracking analysis of students' learning emotions and learning habits in the Internet plus background focuses on how to make use of the Internet plus background to make students' emotional guidance in the process of innovation training get the best and to run through the training of daily creativity so as to form a complete iterative mechanism.

3.SUMMARY AND OUTLOOK

The computer major has the characteristics of "the rapid renewal of professional knowledge, the rapid development of the industry, and the increasingly complex interdisciplinary application trend". The students' innovation ability, especially the level of professional innovation ability, will directly determine the prospect of their future professional development. The students' self-innovation professional literacy and knowledge iteration ability are the important goals of computer professional education and training.

The establishment of a reasonable innovation literacy training mechanism plays an important role in improving the quality of education, promoting the employment and Entrepreneurship of college students, and serving the social and economic development;

It is conducive to the transformation of characteristic scientific research into high-quality teaching resources, the realization of the effective support of teachers' scientific research practice for the cultivation of innovative and entrepreneurial talents, the integration of teachers' scientific research, classroom and innovation training platform, and the integration of College Students' innovation ability training into curriculum teaching, which is not only conducive to the cultivation of students' innovation ability, but also can fundamentally optimize the computer professional training structure And mode;

In the training of students' innovative ability, teachers need to renew their educational concepts constantly, and infiltrate the advanced teaching methods and methods of Internet plus into the teaching of courses, and improve the teaching quality.

Internet plus contemporary college students have a strong sense of "main position". The training mode with innovative ability as the core will enhance their interest and desire to discover and explore knowledge, thereby deepening their understanding and application of theoretical knowledge, helping students understand the overall structure of their majors, helping to train and train students to think independently, and gradually accept them passively. Knowledge to explore, research as the main line of active learning mode, so as to form a virtuous circle mechanism in the cultivation of students' innovation ability.

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Research on The Information Management of College Students Under the Background of Big Data

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Abstract: The management information construction of college students plays an important role in the development of colleges and universities. It is of great significance for colleges and universities to enter a new stage of the management of students. In the era of big data, the development of information technology has brought about a radical revolution in the management of college students, which has greatly improved the efficiency and quality of student management. At this stage, the main problem is how to adapt to the socialist market economy system and rationally apply information management means and control the management strength, and constantly strengthen the improvement and optimization of the management of college students. Based on the analysis of the main problems existing in the development of university student management information in the background of big data era, and combined with the specific practical situation in the construction and development of university information, this paper has formulated a series of practical and effective measures to effectively promote the sustainable development of university student management information.

Keywords: Big Data Era; College Student Management; Information Research

1. INTRODUCTION

1.1 The Consciousness of College Students' Management Information Construction Is Relatively Weak

At present, with the continuous development and innovation of science and technology, China's Internet technology is also constantly popularized and applied in all walks of life. The application and development of information management mode has become the mainstream trend of the times. However, in terms of the current situation of the management of college students, due to the long-term in-depth influence of traditional educational thoughts and development ideas, most of the management personnel still have many limitations on the informatization development of College Students' management, and their awareness of the informatization construction of College Students' management is relatively weak, even they have a wrong cognition, which undoubtedly gives information construction The development of work has increased many difficulties, which to a certain extent hinders the orderly development of student

management information construction.

1.2 The Development Degree of The Information System of University Student Management Is Low, And the Quality and Efficiency of Work Need to Be Improved

The informatization development of university student management is a step-by-step process. Only by constantly enriching the ways and means, ways and methods of construction, can the development process of informatization system be effectively realized, and provide a solid and powerful foundation for the efficiency of university student management and data processing [1-3]. In the process of carrying out the current management of college students, although the modern and information-based management concepts and forms have been introduced from many aspects, there is still a certain gap between the systematic construction and development and the university management under the background of big data era, which needs to be improved and planned constantly. In addition, the development degree of information system is low, and the positive role of university students' management information construction will not be brought into full play, which makes the corresponding management work of university not smoothly and efficiently, which greatly reduces the quality and efficiency of management work to a certain extent, and increases the resistance of information development.

1.3 It Is Difficult to Realize the Value of Information Construction Due to The Low Utilization Rate of Information Data in University Student Management

The most fundamental goal of the Informatization and modernization of college student management is to improve the effective use of information data and to promote the management of college students to better serve the school. Therefore, in the process of the management of college students, we should pay more attention to the information construction. This management concept plays an active role in both adapting to the needs of the development of the times and improving the efficiency of the use of information data. However, the current situation of management information construction is that the construction and utilization of the student management information system is still at a relatively basic stage, which makes the data in the information system not fully utilized, unable to realize the mining and development of information data, not only reduces the quality of work, but also to some extent hinders the effective play of the advantages of the information system.

1.4 Lack of Professional Comprehensive Management

Talents in Colleges and Universities

As we all know, it is of great significance to have professional management talents for the development of the industry. Professional technical talents are an important part of the development of the industry. Therefore, for the development of management of high boot students, it is necessary to strengthen professional management talents while establishing the information system, so as to ensure the maintenance and technical guidance of the management system. However, in the process of establishing the information system, the current management of colleges and universities only pays attention to the construction of their own system, but ignores the management and reserve of talents, which leads to the serious shortage of professional management talents in Colleges and universities, and even fewer comprehensive management talents, which seriously limits the construction and development of the information system.

2.BASIC MEASURES TO EFFECTIVELY PROMOTE THE DEVELOPMENT OF INFORMATION MANAGEMENT OF COLLEGE STUDENTS UNDER THE BACKGROUND OF BIG DATA

2.1 Strengthen the Correct Understanding of Information Management and Effectively Promote the Smooth Development of Information Construction

Only with correct cognition can we promote the work more effectively. In the process of student management in Colleges and universities, we should constantly strengthen the correct awareness of information construction and management, so as to ensure the improvement of the information level of student management and the improvement of the efficiency of student management. Through publicity and trial, more people in Colleges and universities can understand and recognize student management informatization work, and constantly feel the advantages of information construction, and constantly display the scientific and advanced nature of student management information system.

2.2 Continuously Improve the Development Level of Information System and Promote the Development Process of Management Information Work

Because the information system has its own particularity, in the process of information system construction, it should be designed and planned in combination with the actual situation and needs, in order to meet the needs of management work in the new era to the maximum extent. According to the different links of management work, it is necessary to take the overall situation into consideration and contact the local part from the perspective of the whole and the part, promote the intersection of information data and improve the level of management informatization through continuous integration.

2.3 Continuously Strengthen the Utilization Rate of Management Information Data, And Comprehensively Demonstrate the Construction

Value of Management Informatization

The effective use of information data is an important way to do well in the management of college students. The establishment of information management system can not only improve the management effect, but also realize the effective development and utilization of information data, and provide the basis for the management work to understand the specific work content in more detail. In the process of information data analysis, colleges and universities can select accurate data according to their own needs, and conduct in-depth analysis of the data with the help of relevant modeling forms, so as to develop more effective resources and value data, and provide sufficient and accurate information basis for the formulation and optimization of student management programs and the development of specific activities [3].

2.4 Establish A Professional Talent Training Mode and A Strong Talent Management Team

In order to effectively improve the development level of student management information, colleges and universities need to constantly improve the training mode of professional talents. First of all, regular and unified learning and training should be carried out for the existing staff in Colleges and universities, so that they can master theoretical knowledge, but also have a solid ability to use technology; in addition, under the background of big data, we should fully rely on information technology and network software, and constantly strengthen the practical experience and computing application results of university managers through the guidance and demonstration of relevant professional senior teachers, To expand a strong talent management team and provide favorable conditions for the management and construction of college students.

3.CONCLUSION

To sum up, the informatization of university student management can not only meet the new needs of university education reform and development in the new era, but also effectively improve the level and quality of university student management. Therefore, colleges and universities should keep pace with the times and meet the needs of the development of the era of big data. In view of the construction of big data information, we should make a scientific and comprehensive plan for the information-based management of students, and effectively promote the innovative development of the management of students in Colleges and universities.

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Application Analysis of Big Data Technology in Online Education

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Abstract: This paper expounds the concept of big data, analyzes the current development status of online education platform, understands the impact of big data technology on the development of all aspects of society, clarifies the role of big data technology in online education, puts forward effective strategies, and promotes the wide application of big data in the field of Online education. Carry out intelligent management on the student side, carry out personalized course setting, let students choose courses and contents of interest on the online education platform, strengthen the interaction between teachers and students, make each plate develop towards the direction of intelligence, make education reform and development effectively, and promote future education more personalized.

Keywords: Big Data Technology; Online Education; Application Analysis; Development Status

1. INTRODUCTION

As we all know, the rapid development of big data has brought vitality to all walks of life and is conducive to promoting the reform of the industry. Especially in the field of education, the application of big data, the integration of information technology and education, and the establishment of online education platform are conducive to promoting the in-depth development and reform of education. At the same time, it provides a large number of data for China's education prospects, so that the reform of Education can be guaranteed. Therefore, we should strengthen the in-depth analysis of big data and understand the impact of big data in all aspects. In the specific application process, we should change the teaching concept, thinking and mode, and adjust the education methods according to the characteristics of students. Of course, the problems existing in the development of online education platform cannot be ignored. Predict the trend of future development of education, establish data model, promote the intelligent development of student-side and teacher-side modules, and improve the learning efficiency of students. At the same time, guide teachers to set up personalized courses on the online education platform, so as to better promote the reform and development of education.

2.OVERVIEW OF BIG DATA

2.1 The Concept of Big Data

The so-called big data is a comprehensive technology formed by the collection, analysis and transmission of information in a scientific way. Its scale is huge, which is conducive to the processing of data in a limited time

with the help of software tools. There is a certain difference between big data analysis and traditional data analysis, which lies in whether a large number of data can be stored and analyzed to select the most valuable information. In the process of application of big data technology, it is conducive to break through the limitation of time and space, summarize the data, establish the database, and quickly obtain the most valuable and practical information from the data through analysis and processing, so as to be adopted.

2.2 Key Technologies of Big Data

Big data is widely used relying on cloud computing, database, cloud storage, etc. Especially in the field of online education platform, the application of big data mainly relies on learning analysis and education data mining technology. First of all, education data mining technology is to mine the data through intelligent analysis, process the original education data, and establish a model. Through browsing the data traces of learners to understand their behavior tendency, predict the parts they are interested in, analyze the personal characteristics of students, and make accurate evaluation and trend prediction for students. Secondly, learning analysis is mainly to study the learning environment of students, analyze with a large number of data, find problems in time, and praise the progress of students in time. Data processing, building models, mastering the rules of learners, so as to optimize the teaching process. Finally, for micro class, MOOC class, flipped class and other big data technologies are widely used, which is conducive to the mining of value information, so that the excellent resources can be effectively shared.

2.3 The Influence of Big Data on All Aspects of Social Development

As we all know, with the continuous development of the Internet era, big data is used in various industries and plays a very critical role, which is conducive to providing data and forms in a timely manner. Secondly, in terms of politics, it is conducive to collecting the information of local governments and understanding the issues people are concerned about; in terms of life, it provides us with more convenience; moreover, it promotes the effective exchange and innovation of culture in terms of culture [1]. Finally, the application of big data in education makes students' learning behavior and thinking mode change. At the same time, it also has a certain impact on education management and teaching evaluation. It makes clear the development direction of education informatization, which can effectively adjust the direction of education reform, strengthen the analysis of each link, and promote the innovation of education.

3.AN ANALYSIS OF THE CURRENT SITUATION OF ONLINE EDUCATION IN CHINA

3.1 The Development Process of Online Education

As we all know, the 21st century is the information age. The development of online education is the current trend of the integration of education and information technology. In the initial development process, it mainly relies on distance education as a model, which has a good development prospect. With the continuous development of technology, big data has been effectively applied in online education. People pay more attention to online education. For example, the most influential online education platforms, such as New Oriental, Netease open class, Youdao, etc., have developed rapidly and their competitiveness has been improved to some extent. For example, taking the online education platform of Netease open class as an example, excellent courses at home and abroad are provided free of charge. For example, New Oriental adopts a variety of learning methods, such as case teaching method, problem-based, cooperative exploration, etc. through the superposition of multiple teaching methods, teachers should understand students' ability and basic knowledge in the process of online education, reasonably guide students to transfer knowledge, cultivate students' innovation ability, and do a good job in teaching situation adjustment. The whole preparation.

3.2 Problems in The Development of Online Education

Although the current online education has a rapid development, but there is still a certain gap between the advanced model, we need to analyze our own problems, so as to promote the development of online education.

3.2.1 Lack of Characteristics of Online Education

In the current online education development process, there is no formation of education characteristics, lack of online effective guidance. Generally speaking, the development of online education in China is relatively slow. In the process of research and analysis, there is no perfect online education system, no effective innovation. In the process of practice, the guidance effect for learners needs to be improved.

3.2.2 Poor Information Resources of Online Education

In the current analysis of the overall development of online education, in terms of teaching resources, the education platform often transplants the content of the classroom to the network, although it is separated from chalk and blackboard, but there is no essential difference and lack of innovation in teaching resources; secondly, the form of expression is relatively single, and the design of each module of online education platform lacks certain flexibility; finally, The lack of attention in evaluation and feedback, and the lack of timely and effective feedback on the use of educational resources make students' interest in learning low, and no effective platform adjustment.

3.2.3 Lack of Good Management Effect of Platform

In the development of online education platform, to manage the platform strictly, we need special software as support, which is very important for learners

themselves. However, in the process of investigation, it is found that some network platforms need to be improved in function management services, and lack of application of management methods, which makes the overall online education platform more chaotic, service cannot keep up with the development of the times, and cannot guarantee the quality of teaching.

3.2.4 The Scope of Online Education Is Narrow

On the whole, online education in our country lacks certain maturity, which involves a narrow range and has certain limitations in the content selection of learning groups. The learning group is often dominated by the students in school, and the scope involved in the field of professional development is relatively small. There is a large space for the development of online education, which needs to be further broadened and strengthened in the setting of various sectors.

4. THE BENEFITS OF ONLINE EDUCATION UNDER THE BACKGROUND OF BIG DATA TECHNOLOGY

4.1 The Application of Online Education Tends to Individualized Development

In the current background of big data, the application of online education should promote its personalized development. First of all, personalized recommendation application, through different learners' learning interests to establish a model, to predict the content to be learned in advance; second, personalized learning difficulty recommendation, through the actual situation of learners' problem-making, to analyze the data, to recommend the difficulty of different exercises for learners, which is conducive to continuous improvement of ability in the process of problem-making; finally, learning Personalized recommendation of learning style, combined with the comprehensive learning data of learners, helps learners to be more interested [2].

4.2 Online Education Learning and Review More Scientific

In the current development process of online education, it is necessary to combine learners' ability and learning data to develop learning plans suitable for their development, so as to promote the integration of big data and online education. Through the data processing and analysis, to understand the potential laws of data, to develop learning and review models, to better help learners improve their academic performance. For example, the study time, study efficiency and review time used to do the problem are compared to make a plan, so that learners can learn and review more scientifically in the online education platform.

4.3 Online Education Application Knowledge Is More Systematic

Through the data collection of online education users, the difficulty of knowledge is understood and the knowledge is systematized. Through the systematization of the main knowledge, students can study systematically from simple to difficult, and review pertinently according to the test results, so that they can study more orderly.

5. THE SPECIFIC APPLICATION MEASURES OF BIG DATA TECHNOLOGY IN ONLINE EDUCATION

5.1 Carry Out the Intelligent Management of Students and Teachers

On the one hand, the key of online education is to take students as the center and apply big data from the perspective of students. First of all, in the process of learning, we need to understand the knowledge map, gather different knowledge points together, form the knowledge structure map, and understand the relationship between knowledge points in each module. Through the application of architecture map to the production line, students can click on the online platform to jump to the corresponding knowledge and curriculum modules, and strengthen the sorting of knowledge context; secondly, carry out personalized curriculum services, provide students with a platform for self-learning through online education, students can choose the courses and content they are interested in, and improve their self-learning ability by combining relevant videos power. Finally, for the intelligent exercise training, in order to help students better consolidate knowledge and strengthen the grasp of the relationship between different knowledge points, we should select the collective from the question bank, so that students can consolidate and practice.

On the other hand, it is necessary to compare the traditional classroom with the intelligent development of teachers. In the process of curriculum setting, teachers should prepare lessons according to their own experience, and teachers of online education platform should also make targeted curriculum adjustment according to the actual learning feedback of students. With the help of big data to carry out statistical analysis, mining the traces of students watching the video, understanding the specific situation of students' exercise completion, participating in the real-time feedback of course discussion, so as to understand the key and difficult problems of students, and effectively adjust the course.

5.2 Big Data Model Construction for Online Education

There are many forms of online education and different ways of data storage. In the process of online education development, the application of big data mining technology should strengthen the data cleaning, selection and evaluation, so that the data can be effectively integrated, so as to promote the development of online platform. Relevant personnel should propose effective knowledge from a large number of original data. In the process of mining, it is necessary to consider the relationship between multiple characteristics of data, analyze the data, apply different data analysis methods and tools, and establish a good data model [3]. For example, the big data model of online education platform includes application layer, data processing, hardware facilities, etc. in terms of the setting of application layer, online teaching management exchange and interaction should be carried out to manage students' learning. According to different users' different interfaces, different permissions should be granted according to different users' needs, and different services should be provided; information data of users should be recorded and collection, is conducive to the establishment of

students and teaching models. At the same time, in the hardware facilities layer, we should use advanced computer technology for scientific management and improve the utilization rate of online education platform [4].

5.3 Innovation of Educational Ideas and Methods, Establishment of Communication Platform

On the one hand, in the process of online education, we should make use of big data, promote the reform of online education, reform the education concept and teaching methods, use the Internet to carry out teaching preparation, check the completion of students' homework, and understand the table of students in the classroom. Now through big data to analyze and sort out the data, timely grasp the content of teaching management, and reasonably adjust the program. On the other hand, it is also necessary to establish a platform for communication management. Big data has a very important value for education management. From the formulation of teaching plans, evaluation management, objectives and other aspects, data analysis is needed. It is necessary to establish a database of education resources, monitor data from multiple perspectives, and reflect the overall online teaching quality.

5.4 A Case Study of Education in The Context of Big Data

Under the background of current big data, this paper analyzes the actual case of online education, taking "work together network" as an example. First of all, the homework network is a platform for primary and secondary school students to carry out homework arrangement and learning. Under the application mode of big data, online education teachers teach according to students' learning conditions, provide students with a variety of teaching methods, and set up personalized courses, which is conducive to obtaining effective feedback [5]. Secondly, a one-to-one online tutoring model is constructed based on the homework network. Through the data analysis and mining of students' data, the model of online tutoring is combined. According to the actual situation, develop courseware and test questions to analyze students' short board, and guide students to improve their learning ability through communication with students; finally, work together to establish a personalized education model, integrate a large number of learning body shape and data, and establish learning files for students. Teachers and parents are conducive to understand the implementation of students through the files, and help students to continuously improve the learning effect.

6.CONCLUSION

All in all, in the process of the development of online education platform, the application of big data technology should meet the development requirements of the current era, and the online education platform should be continuously upgraded to enable students to select targeted content for learning and improve the learning efficiency of students. Secondly, under the background of big data, the practical analysis of online education is conducive to making its application more personalized, making students' learning and review more scientific, and making the application knowledge more systematic. It is necessary to combine specific online education cases to carry out technology application, strengthen the integration of different data, and

establish learning archives. Moreover, in the intelligent management of students and teachers, we should fully consider the relationship between the modules, guide students and teachers to understand the context and strengthen the knowledge. With the help of online education platform to provide students with an independent learning platform, students can improve learning efficiency in the process of learning. Finally, in the current era, big data has great development potential to integrate with online education, explore the laws and trends of its development, which is conducive to the realization of personalized teaching, and promote the overall development of people.

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Development and Application of Green Building Materials

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Abstract: With the gradual deepening of the concept of green environmental protection development, people pay more and more attention to green building. Effective green construction can reduce the pollution of project construction to the surrounding environment, and green construction cannot be separated from the corresponding green building materials. People's awareness of green environmental protection is constantly improving, and the quality of green building materials is also increasingly valued, and green building materials in the process of its continuous application and development, its own will more and more meet the requirements of green building construction. The content of this paper is to analyze the development and application of green building materials.

Keywords: Green Building Materials; Development; Application

1. INTRODUCTION

At present, green building has become an important development trend in the construction industry. The effective construction of green building can achieve the goal of green environmental protection. In the process of construction, green building materials are the main resources needed for construction. This type of materials can be used effectively in construction and can be improved. High green environmental protection effect of the whole construction project, to meet people's demand for green buildings. Therefore, green building materials are also valued by the current construction industry, and will develop with the construction demand.

2. APPLICATION OF GREEN BUILDING MATERIALS

2.1 Building Thermal Insulation Green Materials

In the past, old buildings will become extremely cold in winter. Even if there is heating or air conditioning in the room, the temperature in the room still can't reach a warmer level. This is mainly because the insulation performance of the building itself is relatively poor, which affects the indoor temperature. In recent years, building thermal insulation green materials are widely used in the construction of building engineering walls. Many buildings, after using green thermal insulation materials, improve the thermal insulation performance of the whole building wall, so that the indoor temperature can meet the corresponding demand, which also reduces the waste of resources to a certain extent, and achieves the effect of energy conservation and emission reduction [1].

2.2 Green Vacuum Glass Material

At present, most of the building construction units use the new green vacuum glass. This type of glass has two layers in total, and there is no air between the two layers of glass, which is a vacuum state. The glass itself has a good sound insulation effect. If in winter, the glass will not appear the phenomenon of cold penetration, which improves the heat insulation effect. In addition, green vacuum glass material also has high UV resistance, which is several times stronger than ordinary glass. Therefore, its effective application in housing construction can reduce energy consumption and realize the use value of green construction.

2.3 Eco Cement Green Material

For the traditional cement as a construction material, its own production process will cause certain pollution to the surrounding environment, especially the waste gas and waste water produced in the production process, all contain more harmful substances, which is easy to cause damage to the surrounding environment. In recent years, China has paid more and more attention to green construction. As a kind of green construction material, eco cement has also been vigorously promoted in China. Ecological cement refers to the use of green ecological materials to make cement, and in its production process, it will not produce harmful substances, nor cause adverse effects on the surrounding environment. Moreover, the quality of cement containing green ecological materials is also better than that of ordinary cement. Therefore, in the current construction process of construction projects, ecological cement is green. Color construction materials have been well applied, which makes the pollution degree of construction to the environment reduced, and also saves resources to a certain extent [2].

2.4 Green Building Paint Materials

In the past, the paint used in construction not only has a strong irritant taste, but also contains harmful substances which will cause great harm to human body. After painting, only when the paint taste is completely dissipated, can we live, otherwise, it will affect the health of the residents. Now, the green building paint materials are produced, and the interior is basically composed of a variety of green ecological materials, which will hardly cause harm to human body, and when painting, it will not produce any irritating smell, usually it can live in after the paint is dried. According to the relevant investigation and research, when the relevant residents use green building paint for decoration, they can live in as long as two months after the completion of the whole decoration project.

3. DEVELOPMENT OF GREEN BUILDING MATERIALS

With the development of the construction industry, people

pay more and more attention to the quality and environmental protection performance of the construction project. The effective application of green building materials can improve the green energy conservation and environmental protection performance of the construction project, and promote the development of the construction industry. The continuous progress of the social era will also promote the development of green building materials.

3.1 The Development Trend of Resource Saving

At present, in the process of continuous development of the construction industry, its own consumption of resources will gradually increase, which will soon lead to the phenomenon of resource shortage. In the face of this situation, if the construction industry wants to maintain long-term and stable development, it needs to carry out scientific innovation of building materials, so that the materials themselves can have the effect of saving resources. At the same time, this is also the green building materials Important development trend in the future. Through the research on the development process of resource-saving green building materials, the construction industry will also realize that in the process of material research and development, it is not only necessary to effectively improve the utilization rate of various types of building materials, to promote the same building materials to play a higher use value in the subsequent construction application, but also to strengthen the application of relevant waste materials, to make all kinds of domestic garbage And related wastes are recycled to improve the energy-saving performance of green building materials [3].

3.2 Development Trend of Energy Saving Type

For the construction industry, its own development process, the first consumption is all kinds of mineral resources, followed by related natural energy. Energy is an important driving force for the development of various industries. Its own consumption speed is comparable to the consumption speed of mineral resources. If it continues to be consumed, it will lead to a serious shortage of energy in the whole society. Therefore, the relevant construction industry needs to pay attention to this situation, and at the same time, strengthen the research and development of green building materials, so that they can meet the construction demand of low energy consumption. It is

better to be able to use local materials in the process of construction engineering construction, which can not only ensure the green environmental protection performance of these materials, but also reduce the large amount of energy consumption, so as to ensure that Its own energy-saving value. For example, the wall materials with temperature regulating performance, glass materials that can save energy, etc.

3.3 Development Trend of Environmental Protection Type

Green building materials themselves should have the performance of energy conservation and environmental protection. Therefore, in the process of development, this type of materials will not give up these advantages, but will develop towards a more pollution-free and pollution-free direction on the basis of these advantages. Based on this, green building materials in the future development process, their own green environmental protection performance will become stronger. Moreover, the effective application of environmental protection building materials in the construction process can effectively avoid the environmental pollution in the construction and realize the important value of environmental protection. In addition, the applicability of green building materials will gradually improve. The building built with this material will not cause harm to the health of residents and ensure the environmental protection performance of the whole building.

4.CONCLUSION

Through the above analysis, the effective application of green building materials in the construction process of construction projects can give full play to its own green environmental protection role, reduce the pollution degree of construction, and also have high value in saving energy consumption. Therefore, relevant construction units need to pay more attention to green building materials and ensure the quality of such materials We should also increase the research and development of green building materials.

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Numerical Simulation and Test Verification of Local Induction Heating of Strip Steel

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Abstract: Aiming at the local induction heating process of strip steel, DEFORM software was used to establish a slab induction heating finite element model to study the influence of slab temperature field distribution and temperature difference between upper and lower surfaces on different heating process parameters, and to verify the actual heating test. The results showed that the slab surface was divided into core heating zone, heat-affected zone and non-heating zone. Increasing heating frequency and current intensity has increased the surface temperature of the slab, and the temperature difference between the upper and lower surface of the slab was small, so a coil above the slab has satisfied the heat permeation. In addition, air spacing has also affected the heating process, so the actual heating process needed to maintain the appropriate distance.

Keywords: Induction heating; Temperature field; Numerical simulation; Process parameters

1. INTRODUCTION

Before induction heating technology came into being, the heat treatment workshop in China heat-treated metal materials by burning energy materials. Under the general environment of “eliminating outdated production capacity and achieving energy saving and emission reduction”, the traditional heating method has certain limitations in the thermoforming process, so the development of a new thermoforming process is the key to increasing industrial productivity.

Induction heating technology has the advantages of high heating efficiency, fast speed, energy saving and environmental protection, low oxidation and high automation. In the past few decades, the continuous improvement of induction heating theory has led to the continuous development of induction heating equipment [1]. Induction heating technology has been widely used in many hot bending forming fields of machinery manufacturing, metallurgy, aerospace, and automobile manufacturing, and has broad application prospects. It is precisely because of these outstanding advantages of induction heating technology, its importance is becoming more and more obvious, we have conducted research on this technology [2].

The numerical simulation analysis of the induction heating process can greatly reduce the number of tests and reduce the waste of a lot of human resources, material resources and financial resources. In this paper, DEFORM software is used to perform finite

element numerical simulation analysis of the induction heating process, and the effects of various parameters such as heating frequency, current intensity, air interval, etc. on the temperature field distribution are studied. According to the simulation calculation results, determine the appropriate process parameters for induction heating test, verify the accuracy and reliability of the simulation calculation results, in order to obtain efficient hot bending forming process parameters.

1.1 Meshing

In order to increase the solution efficiency and reduce the amount of calculation, the unit should be divided into finer areas in areas with high accuracy requirements. According to the reference information, when performing induction heating simulation, when the workpiece and induction coil are set to a tetrahedral grid, the simulation the results often fail to converge, resulting in calculations that cannot be completed. Therefore, HYPERMESH software is required to perform hexahedral meshing on the model. The finite element model must be consistent with the latter model, that is, when performing meshing and element selection, you must consider the mesh density requirements of the following model. The size of the grid divided for the slab is set to 4, the number of grids is 4375, and the number of nodes is 9072; the size of the grid divided for the coil is also 4, the number of grids is 552, the number of nodes is 1251. The hexahedral mesh model of the slab and coil is shown in Figure 1.

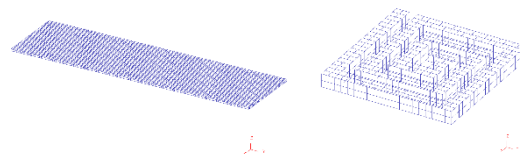


Figure 1. Hexahedral mesh slab and coil model

1.2 Model Establishment of Induction Heating Temperature Field

The induction heating process of the simulated workpiece is a nonlinear transient thermal analysis. For a three-dimensional induction heating process, the temperature field equation is [3]:

$$C\rho \frac{\partial T}{\partial t} = \lambda \left[\left(\frac{\partial^2 T}{\partial x^2} \right) + \left(\frac{\partial^2 T}{\partial y^2} \right) + \left(\frac{\partial^2 T}{\partial z^2} \right) \right] + Q \quad (1)$$

ρ is the object density, the unit is kg/m^3 ; C is the specific heat capacity, the unit is $\text{J/kg} \cdot ^\circ\text{C}$; t is the time, the unit is s ; λ is the thermal conductivity, the unit is $\text{W/m} \cdot ^\circ\text{C}$; Q is the heat source intensity, the unit is W/m^3 . The above formula can be transformed into the extremum of the function according to the variational principle. The function

Y [T (x, y, z)] is:

$$Y(I) = \int \int \int_R \left\{ \frac{\lambda}{2} \left[\left(\frac{\partial T}{\partial x} \right)^2 + \left(\frac{\partial T}{\partial y} \right)^2 + \left(\frac{\partial T}{\partial z} \right)^2 \right] + \left(C\rho \frac{\partial T}{\partial t} - Q \right) T \right\} dx dy dz + \int \int_{\Delta s} \left[\alpha \left(\frac{1}{2} T^2 - T_j T \right) - \bar{q} \right] dS \quad (2)$$

In this way, it can be similarly inferred that in the field E, the field to be sought is divided into n_i units, the number of nodes is k , and the temperature value of the node is used to represent the temperature value in the unit, which is:

$$T(x, y, z, t) = \sum_{i=1}^k N_i^n T_i = [N]^n \quad (3)$$

2. SIMULATION RESULTS AND ANALYSIS

2.1 Analysis of Heating Frequency

The heating frequency is an important parameter of induction heating, which has an important influence on the temperature uniformity and heating efficiency of the slab. In the design of induction heating, the reasonable choice of heating frequency is particularly important. Therefore, at a heating current of 900 A, the relative permeability of the coil is constant at 1, the resistivity is constant at $1.17 \times 10^{-8} \Omega \cdot m$, the distance between the coil and the slab is 10 mm, and the relative permeability is 0. Next, explore the effects of frequencies of 4000 Hz, 6000 Hz, 8000 Hz, and 10000 Hz on the heating result, as shown in Figure 2. It can be seen from the figure that the heating frequency is positively related to the temperature of the upper and lower surfaces of the slab. As the frequency increases, the temperature difference between the upper and lower surfaces is also increasing. According to the Joule heating effect, the more heat it generates, that is, the faster the temperature rise, the target temperature needs to be reached quickly according to the process requirements. It is difficult to achieve if only considering increasing the frequency to achieve the desired target, because the increase in frequency also will cause the temperature difference between the upper and lower surfaces to be too large, greatly reducing the efficiency. Based on the above analysis, it is preliminarily determined that the heating frequency 8000Hz is an appropriate process parameter.

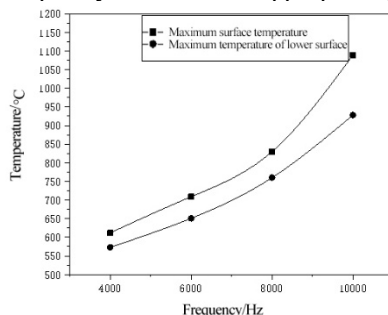


Figure 2. Slab lateral temperature distribution

2.2 Analysis of Current Strength

The heating frequency 8000Hz remains unchanged, and the effect of different currents on the temperature field distribution is further analyzed. Induction heating simulation calculations with current strengths of 600

A, 700 A, 800 A, and 900 A are performed. Figure 3 shows the change of the maximum temperature of the upper and lower surfaces of continuous induction heating under different current values. It can be seen that with the increase of current, the temperature of the entire core heating zone and heat-affected zone of the slab is increasing, and the temperature difference between the upper and lower surfaces is small. It can be seen that in addition to increasing the frequency will increase the temperature difference between the upper and lower surfaces of the slab, the increase in current will also increase the temperature difference, but the relative frequency has a small increase in temperature difference, so the actual processing At the same time, to increase the maximum temperature of the slab, in order to avoid excessive temperature difference between the upper and lower surfaces, it can be achieved by increasing the current value. Therefore, it is determined that the current intensity 900A is an appropriate process parameter.

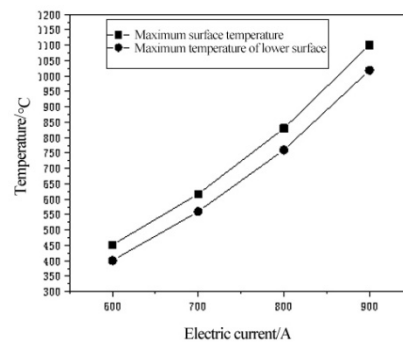
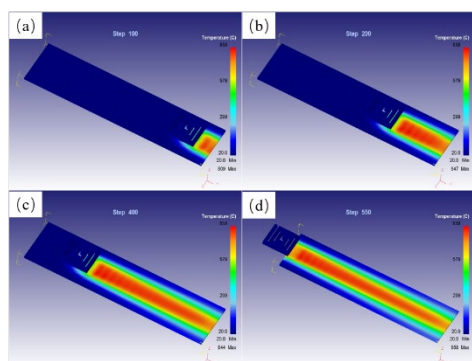


Figure 3. Maximum temperature change of slab under different currents

In the actual process, in addition to the influence of heating frequency and current intensity on heating, the size of air interval is also very important. Too large air interval will lead to the reduction of heating efficiency, uneven heating of slab, resulting in waste of resources and many other problems; too small air interval will affect the relative motion of slab and coil during production, and too small may lead to contact between the two, affecting the heating process. so the slab and coil should be kept at a suitable distance.

2.3 Analysis of The Temperature Field Distribution

Fig. 4 shows the heating temperature field distribution at different times when the heating frequency is 8000 Hz, the current is 900 A, the coil moves in the + y direction, the speed is 10 mm / s, and the air interval is 10 mm. It can be seen from the figure that the temperature field distribution range is roughly the same as the projection area through which the coil moves at a constant speed. In the initial stage of induction heating, the temperature changes more drastically and the workpiece heats up more quickly. When the coil moves to a certain node, the temperature at and around the point rises sharply, and the temperature at the node at the center of the coil projection area is the highest. After the coil leaves, the temperature at that point gradually decreases.



(a) temperature distribution at 5s;(b) temperature distribution at 10s;
(c) temperature distribution at 40s;(d) temperature distribution at 50s;

Figure 4. Time history of temperature distribution

3. TEST VALIDATION

3.1 Test Materials and Induction Heating Tests

The slab material is Q235A hot-rolled sheet, its chemical composition is shown in Table 1, and its size is 500mm × 140mm × 4mm. The coil material is T1 copper, its size is 80mm × 80mm × 8mm, and the number of turns is 3. The gap between the slab and the coil is 10mm. The test uses HD-35KW high-frequency induction heating equipment for induction heating. During operation, a circulating cooling fluid is passed through the copper tube of the induction coil to prevent over-burning caused by the copper tube near the high-temperature slab. The temperature meter is fixed on the bracket, and is aligned with the central area or the edge area of the heating area, and the surface temperature of the slab at different positions is collected.

Table 1. Chemical composition of sulfuric acid dew point corrosion resistant steel Q235A (wt%)

Steel No.	C	Mn	Si	S	P
Q235A	0.15	0.55	0.2	0.02	0.03

3.2 Comparison of Calculation Results and Test Results

The induction heating process test is conducted according to the process parameters determined by the aforementioned numerical simulation analysis to verify the correctness of the simulation calculation results. In the mobile induction heating test, static local induction heating was carried out under the conditions of a heating current of 900A, a frequency of 8000Hz and a distance of 10mm between the coil and the slab. /s, use infrared thermometer to measure and record the temperature value of the center point of the slab geometric position, the time interval of each data measurement point is 2 seconds, and the temperature value of the point under the finite element simulation is compared, as shown in Figure 5. It can be seen from the figure that the temperature change trend of the finite element simulation with time is approximately the same as the actual heating. The temperature starts to rise at 14s. In the finite element simulation, the temperature is rapidly increased, and the heating rate is basically constant. During the heating process, the

heating speed is changed from slow to fast. This is because in the actual heating process, the induction heating power supply has a stage of power increase. At 25s, the simulated value and the test value of the slab temperature at this point reached the maximum, respectively 872°C and 823°C, the difference is 49°C, within the allowable error range. After 25s, this point maintains a relatively high temperature for a period of time, and then the temperature of this point slowly decreases under the condition of air cooling. It can be seen that the experimental and simulated temperature change trends are basically the same, proving the accuracy of the finite element model and the feasibility of mobile online induction heating.

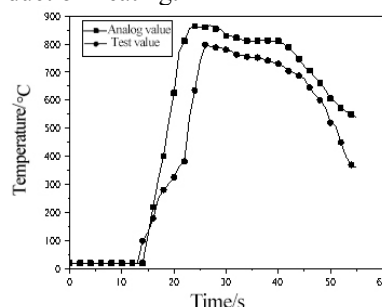


Figure 5. Test and simulation of temperature change of slab center point

4. SUMMARY

(1) A transverse magnetic induction heating coil for heating thin slabs is designed, and the movement of the slab in the actual process is simulated by translating the coil in the length direction of the slab to achieve continuous online heating of the slab. Induction heating is performed under different process parameters, the temperature difference between the upper and lower surfaces of the slab is small, and a coil is arranged above the slab to meet the heat penetration. The heating frequency, current intensity and space separation distance in the induction heating coil have a significant effect on the temperature of the slab heating zone. Comprehensive numerical simulation analysis and actual test verification confirm that the heating frequency $f = 8000\text{Hz}$, current intensity $I = 900\text{A}$, and air interval 10mm in this paper, the best process parameters of local induction heating of strip steel.

(2) The numerical calculation of the induction heating of the steel plate is carried out by the finite element numerical simulation method. The temperature changes of the test and the simulation are basically the same, which proves the accuracy of the finite element simulation and the feasibility of the mobile online induction heating. The numerical calculation results can be It reflects the local induction heating behavior of the actual strip, and provides a reference for the practical application of the process.

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Analysis of the Marketing Strategy of Pu'er Tea E-Commerce

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Abstract: Because of the impact of the network environment, consumers' consumption habits and orientations have changed. Therefore, modern Pu'er tea enterprises began to actively seek change, vigorously develop the network market, and establish an e-commerce marketing system. However, according to common cases, the e-commerce marketing system of modern Pu'er tea enterprises comes from the subjective thinking of operators. Therefore, influenced by the factors of operators themselves, the e-commerce marketing system of most Pu'er tea enterprises is not perfect and needs to be improved. In this paper, we will analyze the e-commerce marketing system of Pu'er tea enterprises and put forward the corresponding marketing strategies.

Keywords: Network Environment; Pu'er Tea; E-Commerce Marketing

1. INTRODUCTION

Although Pu'er tea industry since ancient high-quality, but the development of the industry's development trend began to decline, compared with its development situation is much worse than before. The reason for this is that the emergence of the network marketing model hit the market, that is, the network changed people's living habits, so that consumers are more willing to shop from the network, and many modern Pu'er tea enterprises still use traditional physical stores to operate, which do not meet the needs of modern consumers, leading to the decline in the development curve of enterprises and even the industry. Therefore, modern Pu'er tea enterprises should develop towards e-commerce, and adopt the corresponding strategy to ensure the stability of development, and the strategy is the defect in the development of modern Pu'er tea enterprises, for which the study has a certain practical significance.

2. PROBLEMS OF E-COMMERCE MARKETING SYSTEM OF PU'ER TEA ENTERPRISES

2.1 Concept issues

Concept is the main factor that affects the development direction of Pu'er tea enterprises, that is, what kind of concept will determine the direction of development of enterprises. Under this condition, the development concept of most modern Pu'er tea enterprises is still traditional, focusing on "sales" in e-commerce marketing, and advocating the development tenet of

"business first". But this concept is not recognized in the eyes of modern consumers, that is, focusing on sales will lead to a very "naked" marketing intention of Pu'er tea enterprises. This makes consumers alert to the marketing behavior of enterprises. Meanwhile, in order to develop business vigorously, the frequency and strength of marketing personnel's behavior will increase. For consumers, there will be a lot of junk information, which is very disturbing. Consumers' impression of Pu'er tea enterprises will worsen, which will adversely affect the development of Pu'er tea enterprises [1].

2.2 Inappropriate method

Most modern Pu'er tea enterprises still have a superficial understanding of the concept of e-commerce marketing, and they think that e-commerce marketing is a marketing method that moves the traditional marketing means to the network. This understanding leads to the relatively simple e-commerce marketing mode of relevant enterprises, which is to use network tools to contact users and promote transactions through network communication. When a transaction ends, the next transaction will be carried out, so repeatedly. It can be seen that the e-commerce marketing mode of modern Pu'er tea enterprises is relatively simple. In the correct e-commerce marketing concept, the effect of this way is very poor, that is, consumers will not be more optimistic about Pu'er tea enterprises because they are in the network environment. It still maintains a large sense of distance from the enterprise, so the success rate of the transaction will not be significantly improved [2].

2.3 Structural issues

Almost all Pu'er tea enterprises are keen on e-commerce marketing concept. They believe that the Internet market can provide enterprises with broader development space. There is nothing wrong with this kind of cognition, but some enterprises' cognition is too strong. In the process of development, they abandon offline completely and develop online business in an all-round way. As a result, the online and offline structures are separated from each other, and the online structure is unique. Although this situation makes Pu'er tea enterprises enter the network market, it will weaken the development momentum of enterprises in the market. That is to say, in the case of weak offline, consumers' trust in the enterprise will further decline, which leads to the increase of transaction difficulty again.

3. PU'ER TEA ENTERPRISE E-COMMERCE MARKETING STRATEGY

In view of the current situation of the e-commerce marketing system of Pu'er tea enterprises, the following will put forward three main strategies.

3.1 Concept Twist

The traditional concept of modern Pu'er tea enterprises can be "sales" concept, the structure is only composed of sales, sales behavior, and have a series of negative effects, so in the development of e-commerce, Pu'er tea enterprises should reverse the current concept, correctly recognize the correct concept in marketing, that is, "marketing" concept. The core of the concept of "marketing" is to improve products, service quality, through high-quality services to attract consumers to understand their own products, then the product advantages, characteristics can be displayed to consumers, and thus promote transactions, this concept of the mode of operation is gentler, meticulous, fully in line with the needs of consumers to carry out. Therefore, it will not bring bad experience to consumers, can effectively improve the success rate of transactions. At the same time because of the "marketing" concept to improve the success rate of transactions, so there is no need to carry out frequent operations, eliminate the impact of junk information, can play a role in maintaining the image of the enterprise.

3.2 Way of transformation

Communication is the main way to achieve business objectives, which is the same in the concept of "sales" and "marketing". However, in the concept of "marketing", the communication between relevant personnel and consumers needs to be more in-depth. Instead of communicating for the purpose of selling products, it is necessary to focus on closer relationship and transfer product characteristics, so as to make consumers interested in Pu'er tea, and then use their interests to promote transactions. For example, in the process of communication, operators can convey the history and culture, origin environment, taste characteristics, health preservation function of Pu'er tea to consumers, and attract consumers through diversified information.

3.3 Structural optimization

Although e-commerce marketing advocates the

transfer of Pu'er tea enterprise marketing behavior to the network, but does not mean that offline business does not exist. On the contrary, in e-commerce marketing, offline business plays a vital role. Such as the online business development, enterprises can open branches by way to display corporate image, strength, and so on, thus establishing a market reputation, and then a large number of offline business to the line, the formation of corporate image, word-of-mouth online integration structure, which can bring great impetus to enterprise development.

4. CONCLUSION

To sum up, although modern Pu'er tea enterprises have high enthusiasm in e-commerce marketing, due to the lack of awareness of business operators, the current situation of development is not good, and there are many problems. This paper lists some common problems, and puts forward countermeasures, which can improve the current situation of e-commerce marketing of Pu'er tea.

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Application of Animation Video Education in The Operation Nursing Management of Patients with Spinal Anesthesia

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Abstract: Objective: To study the effect of animation video education in the operation nursing of patients with spinal anesthesia. Methods: 60 patients with spinal anesthesia in our hospital were selected. The control group received routine nursing. The observation group increased the use of animation video education and compared the satisfaction of the two groups. Results: in the control group, 23 cases (76.7%) were satisfied. The satisfaction degree of the observation group was 30 cases (100.0%), and the difference between the two groups was significant ($P < 0.05$). Conclusion: during the nursing period of patients with spinal anesthesia, the application of animation video education can effectively improve the quality of health education, promote the smooth implementation of surgery, and improve the postoperative rehabilitation and prognosis of patients.

Keywords: Intravertebral Anesthesia; Surgical Care; Animation Video Education

1. INTRODUCTION

Intraspinal anesthesia is mainly to inject anesthetics into the subarachnoid space of the spinal canal to realize anesthesia in the area controlled by the spinal nerve root of the human body. After anesthesia, the human body will have stress reaction, and the vital signs of patients will change to some extent, which will affect the rehabilitation and nursing after operation [1, 2]. In general, oral health education is often given before and after operation. The language is boring, and the anesthesia mechanism cannot be explained vividly, so the effect of health education cannot be achieved. Using animation video in health education is helpful to relax patients' psychological pressure, facilitate patients' understanding of disease knowledge, and improve the effect of education more effectively. From February 2019 to February 2020, 60 patients in the hospital were randomly selected for analysis

2. INFORMATION AND METHODS

2.1 General information

Taking 60 patients in our hospital as samples, 30 patients in the control group, gender: Male / female = 17 / 13, age (56.17 ± 7.23) years old. 30 patients in the observation group, gender: Male / female = 16 / 14, age (56.35 ± 7.38) years old. The two groups were

comparable ($P > 0.05$).

2.2 Methods

The control group was given routine nursing, the specific methods were: preoperative: one day before the operation, the patients were informed of the operation plan, anesthesia methods and precautions, the emotional state of the patients was understood through chatting, and the preoperative psychological counseling was given if necessary. Emphasize the precautions during the operation, improve the patients' understanding of the operation, and keep the patients optimistic. Intraoperative: give patients intraspinal anesthesia, build a good operating atmosphere, play soft and easy music during the operation, and promote patients to always maintain a positive physical and mental state. Cooperate with the doctor to give intraspinal anesthesia, and closely monitor the patient's physical signs. Postoperative: the patient may have side effects such as nausea and blood pressure reduction after anesthesia, which need to be treated actively. The patient should be told to keep lying on his back, and the postoperative drainage nursing should be strengthened. The patient should be told to keep lying on his back, and the postoperative drainage nursing should be strengthened. Patiently explain the key points of postoperative nursing, pacify patients' mood, keep patients in a relaxed state of mind, and cooperate with nursing work. TV plays, music, etc. can be played in the ward to distract patients.

The observation group and the control group were given the same nursing methods, and added animation video education. According to the disease knowledge and nursing experience, the nurses should make animation education videos. Ensure the scientific and practicability of video through expert guidance. Pull the patients in the same period into a WeChat group, and send the pre-operative and post-operative education videos to the WeChat group according to the operation time of the patients. The patients can use their mobile phones to view the videos at any time. If the elderly patients do not have mobile devices, the nursing staff can use their own mobile phones or ward TV to play videos. During preoperative and postoperative nursing, the nursing staff can further explain with animation video to ensure that patients can master disease knowledge and nursing knowledge, improve their anxiety and fear, and improve compliance.

2.3 Statistical methods

SPSS 21.0 software was used to process the data, t and χ^2

test data were used, $P < 0.05$ was regarded as the difference was statistically significant.

3. RESULTS

3.1 Comparison of patient satisfaction in both groups

Table 1. Comparison of patient satisfaction in two groups

Group	Satisfied(n/%)	General satisfaction(n/%)	Dissatisfied(n/%)	Overall satisfaction of patients(n/%)
Control group(n=30)	10(33.3)	13(43.3)	7(23.3)	23(76.7)
Observation group(n=30)	21(70.0)	9(30.0)	0(0)	30(100)
P				<0.05

The difference between the observation group and the control group was significant ($P < 0.05$), as shown in Table 1:

4. DISCUSSION

General anesthesia methods include epidural block, subarachnoid space and lumbar - epidural combination. Anxiety, fear and other emotions often exist in patients before operation, which are affected by anesthesia, and stress reaction occurs during operation, which is not conducive to the smooth implementation of the operation, but also not conducive to postoperative care and rehabilitation. In clinical nursing, through health education, patients' negative emotions can be alleviated, patients' understanding of disease and operation scheme can be improved, and then their emotional problems can be alleviated [2]. Animation videos convey health knowledge in a vivid and simple way, improve the vividness of health education and make it easier for patients to understand. In this study, 30 patients (100.0%) in the observation group were satisfied with the results, which was significantly different from that in the control group ($P < 0.05$). It is proved that the application of animation education video can effectively improve the quality of education

and improve the emotional problems of patients.

5. CONCLUSION

In conclusion, during the nursing period of patients with spinal anesthesia, the application of animation video education can effectively improve the quality of health education, promote the smooth implementation of surgery, and improve the postoperative rehabilitation and prognosis of patients.

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On the Development and Integration of Online Music Education Resources

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Abstract: The network is one of the great products in the world today. The emergence and development of the network not only brings great benefits to people's daily production and life, but also injects new educational forces into the education field. The educational resources on the network bring more learning possibilities to students. As the network music gradually enters people's life, it also becomes a kind of music education Resources, and in the face of so many online music education resources, how to develop and integrate them is a problem for music educators.

Keywords: Online Music Education; Resource Development; Integration; Discussion

1. INTRODUCTION

1.1 Network music education resources are wide and scattered

As we all know, the role of the Internet is to narrow the distance between people or people and information resources. Even in many cases, the Internet breaks the barrier between people or people and information resources. Through the network, people can retrieve all kinds of resources they need. It is based on the characteristics of the network that the network music resources also have a wide range and scattered characteristics [1-3]. The uploaders of online music resources come from all over the world, and the uploaded music also involves all countries and regions. Different languages and types of music resources can be contacted by users through the network. In this case, music educators may face the problem of resource location and selection. They should choose the music resources they need from many retrieval results.

1.2 Diversity of online music education information resources

The diversity of online music education information resources is not only reflected in its content, classification and presentation, but also in its carrier. Different types of online music education information resources can be presented to people through different carriers, whether static pictures or dynamic pictures, whether audio without images or specific videos can become online music the carrier of educational resources. The diversity of network music education information resources also provides teachers and students with more choices, which is beneficial to teachers' teaching, but to a certain extent, it increases the difficulty of teachers' integration of resources.

1.3 Sharing and instantaneity of online music education information resources

The characteristics of network music education information resources also reflect the characteristics of the Internet to a large extent. The music information resources uploaded to the network can be downloaded and shared by all network users. In general, the network music education information resources will not disappear without any foundation. Relevant users can enjoy and download the music resources anytime and anywhere.

1.4 Interaction of information resources of online music education

The network is an extremely open place, so people who enjoy and quote the network music resources can also have real-time communication and Discussion on the network. This interaction is not limited by practice and space, and people can recommend and share music resources with each other.

2. LACK OF DEVELOPMENT AND INTEGRATION OF ONLINE MUSIC EDUCATION RESOURCES

Although there are many kinds and a large number of online music resources, they cannot easily obtain the resources for music education in real life. Many online music resources need to be redeveloped and integrated before they can be used in music education, and there are many problems in the process of development and integration

2.1 The number and coverage of regional online music education resource sites are small

In the analysis of the development and integration of network music education resources, it can be found that in some developed cities, there are base stations specially built for music education resources, which brings a lot of convenience to the development and integration of teachers' network music education resources, but in some underdeveloped or more remote areas, there is no such special base station, network music education resources The number of source sites is small, which cannot fully cover the needs of the place, but also causes great obstacles to the development and integration of resources.

2.2 The search function of online music education resource site needs to be improved.

The search function of the website affects the user's experience to a great extent. At present, the development of our country's online music education resources website is not perfect, and the search function cannot meet the user's requirements of accurate search, cannot accurately locate the music education resources required by the user, and there is also a lack of music education resources required by the user, which gives the user The collection and arrangement of online music education resources has caused a great negative impact.

2.3 Single form and insufficient interaction of online music courses

As the implementation of music education is quite diverse, the forms of online music education resources that educators need are also different. However, at present, our country's online music education resources are mainly presented in the form of video. If music educators need corresponding audio or pictures, they need to carry out their own later technical extraction and processing, which gives them work Increased the burden.

3. DEVELOPMENT AND INTEGRATION OF ONLINE MUSIC EDUCATION RESOURCES

After analyzing and investigating the current situation of online music education resources in China, more and more researchers pay attention to these problems and actively find many ways to solve them. However, there are still several aspects to be strengthened in the development and integration of online music education resources:

3.1 Improve the search settings of music resources

On the basis of the network music education resource site that has been built, the relevant researchers must revise and perfect the resource retrieval of the site. The improvement can be carried out from two aspects: the first is to expand the scope of retrieval, that is, to expand the scope of retrieval of complex sentences, for example, to enable users to search by inputting a song lyrics Songs related to the lyrics can alleviate the situation that users cannot retrieve the required resources because they are not clear about the specific song name; the second is to improve the accuracy of advanced retrieval to help users quickly and accurately find the music education resources they need.

3.2 Build self-expanding network music education resource library

For the development and integration of network music education resources, the staff need to clearly understand that the number of network music resources is increasing gradually over time, so there will be a situation that the resources in the existing network music education resources sites cannot meet the needs of users. In this case, the corresponding base station maintenance and management staff should pay attention to the network music education resources in

the sites the source is supplemented in time, and the resources available for music education on the network are regularly transmitted to fixed music sites for users to search and access.

3.3 Standardized management of local library resources

Due to the huge number of online music education resources and the large number of users, the actual needs of different users are different. In order to improve the use efficiency of the local online music education resource library, the relevant technical personnel should carry out standardized management of the resources in the local site, strengthen the classification of different types of online music education resources, improve the clarity of classification as much as possible, and establish A perfect and standard classification mechanism helps users to accurately access and then more easily use the network music resources for music education. Under its continuous standardization, the use frequency of the network music education resources will be greatly improved.

4. CONCLUSION

For many years, due to the unremitting efforts of the network music education resources development and integration staff, combined with the specific investigation of the use of the network music education resources by the music educators, it can be clearly known that the development and integration of the network music education resources have achieved remarkable results by integrating various research data. In the actual music education process, the network music education resources the use of source has become the choice of most music educators.

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The Application of Multi-Dimensional Interactive Teaching Mode in College English Teaching

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Abstract: With the continuous development and progress of society, people from all walks of life are increasingly demanding for talents. The cultivation of talents must be based on the education of the school, and the teaching mode of the school is also constantly innovating with the reform and development of the education system. English, as an international language, has a very important position and practical significance in the form of global economic integration. How to improve the quality and practicability of English teaching through reasonable and effective teaching methods and means is also a topic that the education departments and relevant institutions have been concerned about. Next, we focus on the application of multi-dimensional interactive teaching mode in College English teaching, to carry out a detailed analysis and discussion, hoping to bring inspiration and reference to the majority of educators.

Keywords: Multidimensional Interactive Teaching; College English; Teaching Application

1. INTRODUCTION

The multi-dimensional interactive teaching mode refers to the classroom teaching mode with students as the main body. In the actual teaching activities, teachers usually divide students into several learning groups, and complete the teaching tasks assigned by teachers or achieve specific goals through the division of work and cooperation and interactive participation among group members. The multi-dimensional interactive teaching mode pays more attention to the good interactive relationship between teachers and students as well as between students and students in the process of classroom teaching. By building a good learning environment and learning atmosphere, the teaching quality and efficiency can be continuously improved, and the teaching tasks and objectives can be achieved. The traditional college English teaching mode usually takes teachers as the theme of classroom teaching, and students can only passively accept the knowledge that teachers instill. This teaching method has a very bad impact on improving students' initiative and enthusiasm in learning. The application of multi-dimensional interactive teaching mode in College English teaching is to take students as the main body of classroom teaching, pay more attention to the effective interaction between teachers and students as

well as between students and students, and stimulate students' enthusiasm and active initiative through the lively classroom atmosphere. The students like and approve this teaching mode, which is very good for teachers to complete teaching tasks and teaching objectives. Through the application of multi-dimensional interactive teaching mode, the effectiveness and quality of College English teaching can be continuously improved, and students can have more opportunities to use English for communication, which has a very good role in promoting the mastery of students' English knowledge and the improvement of the practical application ability of oral English [1].

2. THE SPECIFIC APPLICATION OF MULTI-DIMENSIONAL INTERACTIVE TEACHING MODE IN COLLEGE ENGLISH TEACHING

2.1 To Achieve the Goal of Multi-Dimensional Interactive Teaching by Enriching the Teaching Content and Teaching Methods in College English Class

College English teaching is different from the students' previous English Teaching in all stages. It will not be affected by the examination-oriented education, and teachers' teaching contents and forms will be more flexible and richer. By constantly enriching the teaching content and teaching form, the multi-dimensional interactive teaching mode can be better developed and implemented. Students' learning process can also be more relaxed and enjoyable, and their acceptance and mastery of knowledge are more profound. Rich and flexible teaching contents and forms can greatly stimulate the improvement of students' comprehensive ability and personalized development, and effectively enhance students' enthusiasm and initiative in learning. The multi-dimensional interactive teaching mode can make the communication between teachers and students smoother, and make the relationship between teachers and students more harmonious, which has a very good role in promoting the development and promotion of teachers' teaching work. The communication between students will not be hindered by age and emotion. They can speak freely and communicate more effectively, which is also the environment and atmosphere that language learning and communication should have. College English teachers can also carry out some activities in the process of English classroom teaching, such as English speech, English debate, etc., to continuously improve students' ability to master and use English, improve students' frequency of use of English and enhance students' ability in oral English expression. These abilities will help them enter the society or participate in work in the future. It has a very important role and

significance.

2.2 The Effective Application of Multi-Dimensional Interactive Teaching Mode in College English Teaching Must Take Students as The Main Body in The Classroom Teaching Process

In the traditional teaching process, teachers are the main body of classroom teaching, and students can only passively accept the knowledge instilled by teachers, which has a very negative impact on the cultivation of students' active thinking ability and learning initiative. Therefore, in order to meet the needs of the development of the times and the cultivation of talents, we should gradually realize the transformation of taking students as the main body of classroom teaching in the process of College English teaching, so that students can have more opportunities to play their own space and show their own abilities in the process of classroom teaching, which has a very obvious promotion for improving students' initiative and teaching quality Progressive action. The effective application of multi-dimensional interactive teaching mode in College English teaching can greatly change the traditional teaching mode and teaching situation. Teachers' teaching ideas and attitudes are constantly changing, so that they treat students as equal individuals in the process of English teaching, and through this harmonious and equal teaching method to achieve effective interaction and communication with students, and change the dull environment and atmosphere of English classroom teaching. To make the development and promotion of teaching activities more relaxed and effective, students can also experience the fun of learning English in a relaxed and happy teaching atmosphere [2].

2.3 Encourage and Promote the Development of Students' Extracurricular Teaching Interaction, Enhance Students' English Practical Application Ability and Confidence In Learning English

Colleges and universities have a variety of campus activities. Therefore, teachers in English teaching, not only in the classroom to carry out teaching interaction, but also should effectively use students' extracurricular activities to carry out teaching tasks. Encourage and promote students to actively participate in campus activities related to English and communicate with students in a timely and effective manner through Internet chat tools, so as to help students solve various difficulties in participating in

activities in a timely manner, and actively promote students' enthusiasm and enthusiasm for participating in activities. Through the relevant English activities, students' English practical ability can be improved, and students' enthusiasm for learning English can be further improved. Students can also make more friends in the process of interaction, which has a very positive significance for their future growth and development.

2.4 Teachers Can Take Advantage of Various Conditions to Provide Students with Opportunities for Social Practice and Accumulate Experience and Life Experience for Them to Enter the Society in The Future

After entering the University, students should gradually start to contact the society and accumulate experience and life experience for them to enter the society. Teachers should also provide social practice opportunities for students in various ways, such as volunteer activities related to the use of English. Through the participation of these interactions, students can not only cultivate their ability to communicate and interact with people, but also greatly promote their ability to express and practice English. In the process of participating in activities, students can also improve their ability to deal with people and things, increase their life experience, and accumulate enough experience for entering the society in the future [3].

3. CONCLUSION

College English teaching should pay more attention to the cultivation of students' practical ability, so that students can use English for communication. In order to achieve this teaching task and goal, teachers in Colleges and universities should also constantly change the traditional teaching mode in the process of English teaching, and use the multi-dimensional interactive teaching mode to improve the quality of teaching and stimulate students' enthusiasm for learning.

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Research on The Strengthening Effect of Micro Course Teaching on Police Physical Education

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Abstract: The physical education of police can guarantee the physical quality of police in our country, and the overall quality of education can determine the comprehensive quality of talents cultivated in the later stage. In order to improve the quality of classroom education, at this stage, the micro class education mode is adopted so as to guarantee the professional education of police. This paper analyzes the current situation of police physical education, through showing a new education mode, improving the flexibility of time and other aspects to do in-depth discussion, hoping to provide effective reference for the relevant people.

Keywords: Micro-Classes; Police Education; Innovative Tutorials

1. INTRODUCTION

At this stage, because of the progress of science and technology, adding advanced scientific facilities and technology in the current police physical education process will help to improve the overall quality of police physical education. In this environment, in the process of designing micro courses, researchers should consider many obstacles faced by police physical education [1]. Through in-depth study of the details, improve the quality of the curriculum in an all-round way, control the reasonable allocation of time, and ensure that the talents cultivated can meet the needs of the society.

2. THE CURRENT SITUATION OF POLICE BODY EDUCATION AT PRESENT

First, the curriculum planning is relatively backward, the overall content involved in the curriculum design is not standardized and perfect, the curriculum and the actual needs are far from each other, and the actual training will cause a strong separation. Too much attention to sports training is essentially a copy of high school sports, which is difficult to focus on the control of the police link. The overall education is lack of systematization and application effect, the overall technical support is not comprehensive, and the later education mode is too single and inflexible to play a substantive role. Secondly, in the actual process of police physical education, there is a lack of professional police physical teaching materials in Colleges and universities, which makes the education lack of systematic integration. In the process of education, because of the fewer opportunities and

training times of teachers. Therefore, during the period of centralized and specialized cultivation of students, there is a lack of regulation on professional details and educational process, the progress of police physical education curriculum is not obvious, and the overall quality is always difficult to improve. Third, because the police in the process of daily training, often involves a large number of appliances and facilities. However, in the management stage, because the investment funds in the early stage are limited, the investment cost of human resources is more, so that the subsequent control of practical auxiliary equipment will be reduced. The lack of perfect infrastructure planning in the equipment of appliances and facilities makes the actual education quality difficult to be improved efficiently, and the curriculum will be hindered and restricted by many factors [1]. However, the use of micro course education will ensure that the management department will reduce the investment in human resources, allocate funds reasonably, and provide auxiliary facilities in the later stage.

3. THE INFLUENCE OF MICRO-TEACHING ON POLICE TEACHING

3.1 Showing a new educational model

Compared with the previous police physical education, the micro class education can ensure the diversity of content and the overall flexibility. The methods and methods adopted will be refined and concentrated. At present, micro course education is being implemented in the process of police physical education, which will adjust the passive status of students in traditional education mode, and promote them to become active learning subjects. Because of the diversity of the content above the micro class, and the specialty, the topics involved are more detailed, students can combine their own preferences to achieve a reasonable selection of the content of interest, and cooperate with the later training, in this process, students will be inspired to learn the subjective initiative, to do an effective selection of knowledge. After learning knowledge points, students can also achieve practical training of knowledge in private life through benign competition. In addition, under the auxiliary control of the Internet, students will take the initiative to search for the corresponding extended knowledge on the Internet after knowing the corresponding knowledge, which is helpful to expand the knowledge system structure of students, effectively adjust the more rigid and single situation in traditional education, and ensure that students can learn professional knowledge under the background of this era. This kind of education mode is relatively novel and diverse, which can improve the interest and diversity of the

overall education curriculum, guarantee the learning experience of students, and expand the scope of the overall content without the restrictions of form and time. In the learning process of students, through the alternate use of video and text, students will be able to make clear the connotation of internal knowledge points and extend the imagination of thinking. Part of the action training through the real action explanation of the network video helps to improve the analysis of it in an all-round way. The overall education form realizes all-round innovation and extension. There will be a lot of content involved in the education, and the overall diversified education form is obvious. It can take the actual education goal as the main body, stimulate the subjectivity of students, ensure their interest in learning, and promote the later cultivation quality.

3.2 Increase time flexibility

Traditional education often stays in the process of classroom education, students are in a passive position for a long time, only relying on the teacher's single knowledge indoctrination, can complete the whole knowledge learning. In this process, middle school students will have a variety of negative emotions, which leads to the limitation of the ability and enthusiasm of active learning. However, in the way of micro class education, students can master the initiative in the learning process. By using Internet technology, they can download micro class videos on mobile phones or computers, which can be played back and forth at will without the limitation of time and region. In combination with their own learning time and plan, they can reasonably arrange and improve their learning tasks and control the actual learning progress. Because of the perfection of knowledge theory, students choose the time point which is consistent with their own time, carry out follow-up training, and make full use of their fragmented time. In addition, although the use of

micro courses will lead to the lack of teachers, students can use Internet technology at any time to seek solutions to knowledge difficulties on the network, realize online access and record, directly enter the post bar and community, and carry out exchanges and discussions with other students to ensure the overall learning quality. For example, because of the emergence of micro courses, students will have more opportunities for online activity training. In order to master the learning status of students, teachers can check the overall learning quality of students through the way of Internet punch in practice. Although teachers will not directly appear in the education link, they can use the sign in on the network to understand the learning progress of students and realize efficient time planning [2].

3. CONCLUSION

To sum up, there are still many deficiencies in the process of police physical education at this stage, which is limited by the traditional education form, resulting in the actual learning quality of students is not high. In view of this kind of situation, using the education mode of micro class can perfect and adjust the current education situation, improve the students' subjective initiative, guarantee the overall learning quality, stimulate the practical effect and interest points, and effectively control the distribution of time, so as to complete the whole course education without the guidance of teachers.

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Research on The Modeling of Teaching Incentive Mechanism of University Teachers

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Abstract: Teachers play an important role in the teaching of colleges and universities, and they are the guide of students' learning. The level and quality of teaching will directly affect students' learning achievements. Therefore, strengthening the training of teachers will be conducive to improving the comprehensive strength and competitiveness of colleges and universities, and occupy an important position in the campus of colleges and universities. However, in the current campus environment, there is a phenomenon that university teachers attach importance to research rather than teaching. The lack of teaching practice and the implementation of related work are not in place, which is not conducive to the sustainable development of students and the solution of related teaching problems. It is necessary to strengthen the research on the teaching incentive mechanism of university teachers, attach importance to and strengthen the teaching incentive problem of university teachers, and promote the creation of new teaching incentive mechanism. New, make it better used in the teaching of university teachers, and make the incentive teaching become the driving force of teachers' development, standardize teachers' teaching behavior and teaching mode, drive the overall development of teachers' level, and promote the improvement of teaching quality.

Keywords: Teaching; Universities; Incentive Mechanism

1. INTRODUCTION

In the current teaching situation of colleges and universities, the teaching level of teachers will affect the students' class situation. If the teacher's teaching level is high, it will improve the students' enthusiasm in class to a certain extent. Through the rich and interesting education mode and classroom atmosphere, it will effectively improve the students' subjective initiative, make the students really participate in the classroom, promote the improvement of classroom efficiency, and play a role of half work for teachers' teaching and students' learning. On the other hand, teachers' wrong teaching methods and incorrect teaching and thinking concepts will affect students' normal cognition, make students produce resistance, not conducive to the development of the classroom, and cultivate a good relationship between teachers and students. In addition, they are not conducive to the cultivation of students' correct thinking concepts and learning habits, and have a negative impact on the

realization of students' values and growth education. Therefore, it is necessary to improve the quality of teachers' teaching, promote the improvement of teachers' teaching level, and enable teachers to use correct attitude and professional quality in the process of teaching, so as to play the role of teachers. The use of teaching incentive mechanism will be an effective means to promote the improvement of teachers' teaching level, as well as an important way to improve teachers' teaching level and teaching quality, which can make students achieve real learning and obtain corresponding teaching results. Therefore, to give full play to the role of teachers, we should fully improve the research of teaching incentive knowledge, promote the exploration of teachers' potential, so that teachers can really improve the level of teaching, to a greater extent, play a positive role in teaching.

2. THE CURRENT SITUATION OF COLLEGE TEACHERS' TEACHING

The teaching of college teachers and the cultivation of their professionalism is a systematic process, so it is difficult to apply the teaching incentive mechanism of college teachers to college teaching. According to the relevant research, the teaching incentive mechanism plays a practical role in the teaching of colleges and universities, in which the teaching level plays an important role in the evaluation of the relevant teachers' level, which is the key element of the teachers' teaching level. Therefore, in the teaching incentive mechanism, we should take targeted measures to improve the quality of teaching. In the current situation of teaching, there is a phenomenon of attaching importance to research rather than teaching, which is mainly reflected in the evaluation of professional titles based on papers or scientific research topics, which has certain limitations, imperfections in development and application, is not conducive to the promotion of teaching achievements, and has some disadvantages such as formalization, so it cannot really play the strength of teachers, Cannot really improve the level of teaching. Therefore, in the current situation of College Teachers' teaching, we should continue to strengthen the modeling research on the incentive mechanism, promote the improvement of the incentive mechanism, make it better applied in College Teachers' teaching, improve the enthusiasm of teachers' teaching, and truly play the teaching advantages of teachers [1].

3. RESEARCH ON THE MODELING OF TEACHING INCENTIVE MECHANISM OF UNIVERSITY TEACHERS

3.1 Only "Famous Teachers of Teaching" Can Consider Upgrading Their Titles

Colleges and universities usually evaluate famous teachers

once a year. In the process of evaluating famous teachers, it is necessary to evaluate teachers in class. Teachers are required to take notes of lectures, and then the participants record them. The main evaluation subjects are students, peer teachers and leaders. Under the condition of meeting various teaching requirements, according to the students' listening reaction and teaching the efficiency and mode of learning should be scored objectively to realize the evaluation of the title of famous teachers. In addition, in the evaluation process of famous teachers, the anonymous evaluation method is usually used to screen the scoring situation, remove the lowest and highest scores, avoid the phenomenon of irresponsible scoring, and get the average score. The teachers with the highest average score are evaluated as famous teachers. This method is widely used in the evaluation of famous teachers and has certain application advantages. Reflecting the principles of objectivity and fairness is the premise of professional title evaluation. The promotion of professional titles is considered by famous teachers, which is closely linked to provide an effective channel for them to upgrade their professional titles. Pay attention to the formation process of famous teachers, reflecting the practicality of teaching, which shows that the promotion of professional titles requires teachers to strengthen efforts. In the daily teaching process, prepare lessons carefully, focus on improving teaching experience and strength, implement relevant work, and promote the improvement of classroom efficiency.

3.2 Improve the Position of Teaching Reform Achievements in Teachers' Achievements

With the reform of the education system, to a certain extent, the status of teachers has been strengthened, so that teachers can be better used in the teaching system and improve the quality of teachers. However, the status of teaching reform achievements in Teachers' achievements is still the key to the evaluation system of teachers' achievements. It is necessary to improve the quantity and quality of the teaching reform results, so that teachers can fully pay attention to the whole process of teaching, promote the optimization of the teaching reform papers, strengthen the thinking and Research on the problems and phenomena in teaching, promote self-improvement, and effectively solve the problems in teaching, which plays an important role in promoting the sustainable development of teachers. Therefore, it is one of the conditions for the selection of teachers to attach importance to the papers and topics of teaching reform. It plays a more and more important role in the teaching evaluation system. To improve the position of teaching reform achievements in Teachers' achievements, we need to base on the current situation of teaching and make comprehensive and objective evaluation through comprehensive and

detailed analysis. Improve its scientific effectiveness, so that the teaching reform results in the teaching results occupy a suitable proportion [2].

3.3 To Improve the Development Space of Teachers, We Should Also Take Famous Teachers as Candidates

To a certain extent, famous teachers reflect the quality and standard of current teaching, and attach importance to the process and ability of teachers' teaching. Therefore, to improve the development space of teachers, we should also take famous teachers as candidates, so that teachers can keep pace with the times, combine the current situation and the current situation of teaching, promote the improvement of teaching methods, and make them have the spirit of continuous progress. Even with a high degree, we should continue to learn, promote greater self-improvement, and improve the development space of teachers. At the same time, improving the development space of teachers will be an important part of the teaching experience. The main ways of training are to strengthen the cooperation and learning between colleges and universities, carry out the exchange of relevant arguments, find out the deficiencies in their own teaching in time, promote the improvement of teachers' standards, have an important guidance for the development direction of teachers, and improve the competitiveness of teachers. Knowledge, with corresponding standards, promotes the improvement and standardization of teacher qualification selection, adjusts the direction and focus of teaching, improves the problems in teaching, and strengthens the research on teaching incentive mechanism [3].

4. CONCLUSION

To sum up, college teachers play a major role in the process of teaching, and it is necessary to promote the research on the teaching incentive mechanism of college teachers. Based on some problems existing in the teaching of college teachers, this paper suggests that only famous teachers can improve the teaching results and the development space of teachers by appreciation, and should take famous teachers as candidates, so as to promote the development of teaching. Improve the incentive mechanism of teaching.

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The Value of Traditional Culture in Ideological and Political Education in Colleges and Universities

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Abstract: In recent years, with the continuous increase of the propaganda and education of traditional culture in China, the ideological and political education classroom in Colleges and universities is also constantly introducing the learning elements of traditional culture. We can not only educate them to learn scientific and cultural knowledge, but also strengthen their sense of traditional cultural identity and love, so as to truly become a college talent who understands Chinese excellent traditional culture. In this paper, the author will discuss why to add traditional cultural elements to ideological and political education in Colleges and universities.

Keywords: Ideological and Political Education; Colleges and Universities; Traditional Culture; Value

1. INTRODUCTION

We should not only stay in all kinds of political knowledge systems, but also learn to guide students to gain inspiration from the excellent ideological spirit of these historical figures. College students are in the stage of only stepping into the society. They need to complete a good transition from the classroom to the society. Among them, China's traditional culture is full of excellent ideas and principles. For example, all kinds of sentences about kindness in the Analects of Confucius let us learn how to respect teachers, advocate goodness and live in peace [1-3]. All kinds of war related stories and philosophies in the war policy tell us how to fight and survive in this cruel environment. The author will discuss the disadvantageous factors of the integration of the traditional cultural elements into the ideological and political classroom in Colleges and universities at this stage, and how to better integrate them into the classroom.

2. THE DISADVANTAGEOUS FACTORS OF THE INTEGRATION OF TRADITIONAL CULTURAL ELEMENTS INTO THE IDEOLOGICAL AND POLITICAL CLASSES IN COLLEGES AND UNIVERSITIES

In the ideological and political class in Colleges and universities, because some teachers do not have too strict requirements on the attendance rate of students, the attendance rate of students in many ideological and political classes is not high. In addition, the ideological and political teachers in Colleges and universities are not clear about the framework of the basic political

knowledge system, resulting in no spare time in the classroom to teach traditional culture. Some ideological and political teachers' professional knowledge level is not high, so they cannot combine ideological and political classroom content with traditional culture organically.

2.1 The Attendance Rate of Students in Ideological and Political Classes in Many Universities Is Not High

In the ideological and political class in Colleges and universities, because the relevant ideological and political knowledge is too abstract, many stubborn political theories make students feel that the ideological and political class is boring. Moreover, in the process of preparing for the examination of Ideological and political related subjects in Colleges and universities, students only need to recite some knowledge points a few days before the examination. Basically, the examination of Ideological and political related subjects can pass smoothly. These factors lead to a lot of Ideological and political classes, students' attendance rate is greatly reduced, so the effectiveness of the integration of traditional cultural elements and ideological and political classes in Colleges and universities is weakened.

2.2 There Is No Spare Time to Teach Traditional Culture in Ideological and Political Classes in Colleges and Universities

Because the relevant theoretical knowledge system of Ideological and political subjects in Colleges and universities is too large, if some teachers cannot well summarize the key and difficult points of Ideological and political knowledge and simplify the content of classroom teaching, then there will be no extra time to intersperse the relevant traditional cultural knowledge, or they can only bring the traditional cultural knowledge one at a time, and cannot explain it in depth.

2.3 Ideological and Political Teachers in Colleges and Universities Should Not Organically Combine the Content of Ideological and Political Classes with Traditional Culture

If the ideological and political teachers in Colleges and universities don't understand and pay attention to the traditional culture, it will be difficult to organically combine the ideological and political classroom content with the traditional culture, or give some inappropriate examples to support their arguments, which will only make students more difficult to understand the abstract ideological and political classroom teaching content and reduce the interest of the ideological and political classroom in Colleges and universities.

3. HOW TO BETTER INTEGRATE TRADITIONAL CULTURAL ELEMENTS INTO THE IDEOLOGICAL

AND POLITICAL CLASS IN COLLEGES AND UNIVERSITIES

Teachers of Ideological and political class in Colleges and universities should strictly control students' attendance, improve their ability to control the classroom rhythm, deepen their understanding of the knowledge system of Ideological and political class, and learn excellent teaching cases, so as to better integrate traditional cultural elements.

3.1 Teachers in Ideological and Political Classes Should Strictly Control Students' Attendance

If you want to improve the attendance rate of the ideological and political classroom, teachers can use the help of the teaching guidance app to release the sign in, and include the attendance rate and class participation degree of students in the term assessment. In the ideological and political class, teachers can also actively discuss some traditional cultural knowledge with students, so as to make students interested in the organic integration of Ideological and political knowledge and traditional culture.

3.2 Improve Their Ability to Control the Rhythm of Ideological and Political Class in Colleges and Universities

Before the beginning of the class, the ideological and political teachers in Colleges and universities should carefully pre lecture the ideological and political content of each course, improve the ability to control the rhythm of the class, and make a detailed distinction between the key and difficult points of each ideological and political class, so as to better combine the traditional cultural elements based on the basic political theory.

3.3 Deepen the Understanding of The Ideological and Political Classroom Knowledge System and Better Integrate Traditional Cultural Elements

If we want to improve the traditional culture learning atmosphere of the ideological and political classroom in Colleges and universities, teachers should constantly deepen their understanding of the knowledge system of the ideological and political classroom, really pay attention to the learning of traditional culture, and actively learn and master those excellent ideological and political classroom teaching skills. When preparing the content of each lesson, the ideological and political teachers in Colleges and universities should repeatedly consider whether the relevant ideological and political arguments are consistent with the expression attitude of traditional cultural stories. For example, in recent years, China and the United States trade war and other diplomatic competitions, we can well quote the famous saying of "the Analects of Confucius" about the quality of being and doing things. Cowards who do wrong will not admit their own faults generously, but will choose to pour dirty water on the aboveboard people. And if this kind of unjust behavior is too much, it will inevitably lead to the dissatisfaction of other countries and eventually bring more hidden dangers to itself. In the

current international situation, hegemonism and power politics have been gradually weakened. Instead, cooperation among countries has been replaced. When teaching students about the development of our country after the founding of the people's Republic of China, the ideological and political teachers in Colleges and universities can quote Mencius' famous saying: only in adversity can people stimulate their potential and make themselves move forward towards a better life, instead of being like people in the greenhouse, blindly arrogant and full of the present happiness. Finally, those who strive to be strong in adversity will be better than those who are in good condition. People who are willing to degenerate in the environment have achieved greater success. When arousing the patriotic enthusiasm of the students, the ideological and political teachers in Colleges and universities can quote the poet Lu You's sentence in the book "sick from memory": no matter how small their strength and how low their position in the crowd, they should always care about the future and destiny of our country. In addition, they can quote Lu Kun, a scholar of Ming Dynasty, from the sentence in "moaning. Volume 1": when the country needs us Even if there is danger, we should be brave to protect the interests of the country and the dignity of our nation. When the teacher's guide the students to set up a magnificent outlook on life, they can quote the famous saying of Sima Qian, a historian of the Han Dynasty: there will always be an end to human life, but we can choose the quality and significance of our life, which may be more important than Mount Tai, or even more humble than feathers.

4. CONCLUSION

In a word, by organically integrating the traditional cultural elements with the ideological and political classroom teaching in Colleges and universities, we can not only enhance the persuasiveness of the ideological and political point of view, but also enable students to have a deeper understanding of some political situations. The ideological and political teachers in Colleges and universities should constantly improve their traditional cultural literacy, learn excellent teaching skills, simplify the abstract theory explanation in the ideological and political classroom, so that the relevant ideological and political teaching content can be better close to the traditional cultural background.

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On the Reform of Tourism English Teaching in The Context of Internationalization

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Abstract: Based on the background of internationalization, the tourism specialty of higher vocational education is gradually rising. The education department has carried out a comprehensive and in-depth study on the tourism specialty of higher vocational colleges. Combined with the analysis of the current international development situation, tourism major will occupy a large proportion in the future innovation and development, and gradually become one of the hot majors in higher vocational colleges, bringing good benefits for the development of China's market economy.

Keywords: Internationalization Background; Higher Vocational Colleges; Tourism Major; English Teaching; Reform and Innovation

1. INTRODUCTION

In recent years, our country pays more and more attention to the development of Higher Vocational Colleges and the teaching quality of tourism specialty. Aiming at improving the teaching efficiency of higher vocational tourism specialty, the traditional teaching mode of tourism specialty is reformed and innovated. At present, the English teaching efficiency of tourism major in higher vocational education is relatively low. Therefore, we must strive to improve the quality of English teaching and innovate the English teaching mode, so as to effectively improve the efficiency of English Teaching of tourism major in higher vocational education.

2. MARKET DEMAND FOR TOURISM PROFESSIONALS IN THE CONTEXT OF INTERNATIONALIZATION

With the rapid growth of social economy, China has ushered in a new era of development background, and the trend of internationalization has gradually penetrated into the reform and innovation of many industries in China. The growth of social economy improves people's quality of life, and provides people with more ways of entertainment, among which tourism has become a hot topic in the current social leisure and entertainment. It can be seen that the economic market in the context of internationalization puts forward higher requirements for application-oriented talents of tourism major, so the teaching of tourism major in Higher Vocational Colleges bears more pressure. Based on this, higher vocational colleges should judge the situation, make clear the future development trend of the current society, and strive to innovate their own teaching mode of tourism English, truly achieve international standards, and

promote the overall economic development of the country.

3. THE CURRENT SITUATION AND PROBLEMS OF TOURISM ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

Since the implementation of the new curriculum reform, the tourism management major in higher vocational colleges has gradually started the reform and innovation in content and links. At this stage, the tourism major in higher vocational colleges can be roughly divided into two directions, namely, travel agencies and hotels. Then the main personnel training direction is the basic service management personnel of star hotels, tour guide staff of travel agencies and planners. Combined with the current social development needs, higher vocational tourism specialty must develop its own teaching mode, improve its teaching efficiency and teaching quality. Therefore, the excellent completion of the seamless connection with the modern society, and strive to explore the actual needs of the international tourism market for application-oriented professionals. Up to now, the English teaching efficiency of tourism major in higher vocational colleges is relatively low, which leads to a linear decline in teaching quality. Therefore, higher vocational colleges must attach importance to the improvement of English teachers' teaching ability, strengthen the examination of English teaching materials, and reconfigure the proportion of English courses of Tourism major in higher vocational colleges, so as to achieve the improvement of English teaching efficiency and the consolidation of teaching quality. Although the field of education is in a state of reform and innovation, there are still some negative problems in Tourism English Teaching in higher vocational colleges, as follows:

3.1 Lack of Systematic Teaching Content

Combined with the analysis of the current situation of tourism English Teaching in higher vocational colleges, the current content of tourism English Teaching in higher vocational colleges is seriously lack of systematizations. As an important part of the new curriculum reform in higher vocational colleges, English teaching must be clear about its own development status and future development trend, establish a teaching system with strong structure, and improve its teaching efficiency. In fact, English teaching and Chinese teaching have a high degree of similarity, and they also follow the teaching of sentence patterns and grammar. In order to learn English, we need strong logical thinking ability and thinking structure, so English classroom teaching should have corresponding systematization, so as to ensure the English learning quality of tourism students [1].

3.2 Single Teaching Method

Up to now, the English Teaching in many higher vocational colleges has not reached the expected stage teaching goal,

that is to say, the current English Teaching of tourism major in our country cannot meet the international market demand standard, so it can be seen that the tourism English Teaching in our country is deeply influenced by the traditional teaching mode, which leads to the reduction of teaching efficiency and teaching quality. With the further implementation of the new curriculum reform and the vigorous implementation of the reform and opening up, most of the tourism majors in domestic higher vocational colleges began to reform and innovate their own English teaching mode in combination with the international market demand, but there are still problems such as relatively backward and single teaching methods [2].

3.3 The Assessment Method Is Not Flexible

Influenced by the traditional teaching mode, examination-oriented education has existed for decades in China. In recent decades, some higher vocational colleges have never changed the traditional assessment mode, which eventually makes some higher vocational colleges unable to reform the assessment mode in time after the arrival of the new era, thus greatly reducing the efficiency and quality of Tourism English Teaching in higher vocational colleges. At present, our country is trying to advocate the comprehensive quality development, aiming to cultivate the moral consciousness of vocational college students, improve their learning ability and practical ability, so as to promote the progress of comprehensive reform in our country. Under the traditional education background, the assessment method is relatively rigid, only the final results of students are valued, and the efforts of students in daily learning and life are ignored. As a result, it is easier to crack down on the students' self-confidence, thus reducing the efficiency of tourism English Teaching in higher vocational education.

4. DIRECTION OF REFORM

4.1 Integrate Teaching Content to Meet the Needs of The Industry in The Context of Internationalization

As we all know, teaching material is the carrier of teaching content. No matter which major or subject, teaching material plays an irreplaceable key role in the process of classroom teaching, especially in the English Teaching of tourism major in higher vocational education. Combined with the new era development background, English Teaching in tourism major is very important. China's tourism industry is gradually in line with the international standards, and English, as an international language, will inevitably play an important role in communication. Therefore, tourism major in higher vocational education must make every effort to develop its own English teaching and improve the efficiency and quality of English teaching. As mentioned above, there are some problems in Tourism English Teaching in Higher Vocational Colleges in China, such as the lack of systematic teaching content. In view of such problems, higher vocational colleges

can consider to improve the systematic, reasonable and structural English teaching content through the integration of English teaching content. In addition, in order to ensure the seamless connection between the tourism specialty of Higher Vocational Colleges and the international market, it should adapt to the development standards of the tourism industry in the context of internationalization as soon as possible, so as to meet the actual needs of the international market for tourism professionals.

4.2 Actively Use the Advantages of Network Teaching and Explore the Synergistic Effect of Various Teaching Methods
At present, the teaching method of tourism English in Higher Vocational Colleges in China is single, and the assessment method is old and rigid. In view of these problems, higher vocational colleges can actively use computer technology, information technology, network technology and other scientific and technological advantages, strive to explore a variety of teaching methods, and give full play to the self-synergy, so as to improve the efficiency of tourism English Teaching in higher vocational colleges. In addition, it is necessary to expand the content of tourism English assessment in higher vocational colleges, and bring the corresponding independent evaluation of students into the assessment standard [3].

5. CONCLUSION

To sum up, this paper mainly discusses the current situation and existing problems of tourism English Teaching in Higher Vocational Colleges under the background of internationalization. Based on the new era development background, the international market demands more and more application-oriented talents in tourism major. Therefore, higher vocational colleges must seriously analyze the future development prospects of the international market and explore the truly suitable ways and means for their own innovative development Law. However, due to the lack of systematic teaching content and the single teaching mode, the quality of tourism professionals is plummeting, and they cannot be seamlessly connected with the international market, which has caused a certain degree of loss to China's economic development. This paper is for the reference of the relevant personnel, in order to contribute a little to the improvement of the efficiency of tourism English Teaching in higher vocational colleges.

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Exploration and Practice of Teaching Internationalization in Western Food Service Course of Higher Vocational Colleges.

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The Influence of The World Skills Competition on The Training of Hotel Management Professionals and Countermeasure Research: Taking Restaurant Service (Western Food) As an Example

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Abstract: World skills are conducive to transforming the development of China's hotel management industry, which can achieve the training of China's professional and technical personnel, and realize China's hotel management to the direction of modernization. This paper discusses the influence and countermeasure of the world skills competition on the training of hotel management professionals: taking the restaurant service (Western food) as an example, and puts forward its training strategy, so as to provide reference for people concerned about this topic.

Keywords: Skills Contest; Hotel Management; Restaurant Service

1. INTRODUCTION

The World Skills Competition is known as the "Olympics" in the field of skills, and its level of development can reflect the advanced level of the world's industry. Therefore, China should realize the transformation of hotel management, and move towards modernization and skill, so as to realize the cultivation of hotel professionals and promote the modernization of the hotel management industry. Therefore, it is necessary to analyze the impact of the World Skills Competition on the hotel industry.

2. RESEARCH AND ANALYSIS OF PROFESSIONAL TALENT TRAINING IN THE RESTAURANT SERVICE (WESTERN FOOD) OF THE WORLD SKILLS COMPETITION

2.1 Competition content

Vocational skill training is conducive to the development of professional skills and technical means of talents, and it is an important form of talent education. This form of education is conducive to the modernization of hotel personnel training in China, and then improve the level of professional service skills, to achieve the advancement of hotel skills training in China. The world skills competition mainly includes four modules: bar service, leisure restaurant service, Western banquet service and Western dinner service. It includes various service links and contents, which can comprehensively improve the level and means of talent restaurant service, realize the

modernization development of China's hotel service industry, promote its professional skills, and improve the management of hotel service industry.

2.2 Technical standards and professional competence

Technical standards are conducive to the development of unified standard service industry, the realization of the hotel service industry unified standardized management, the World Skills Competition is conducive to the cultivation of professional talents, so that its working methods in line with the normative process. For example, coffee production needs to refer to the world coffee production standards and processes to make, and thus achieve the standardized development of hotel service processes [1]. At the same time, professional ability is also one of the important standards for hotel service talents, can realize the ability of its employees to control the knowledge and skills of related posts, promote their comprehensive and comprehensive training of talents, realize the implementation of modern means of hotel service development, thus promoting the modernization of China's hotel industry.

2.3 Service skills and contestants

Service skill is one of the indispensable professional skills of hotel service personnel. When participating in the world skills competition, there are clear requirements and regulations for the participants to standardize their working methods, so as to improve their working skills in the service industry. For example, sales skills, social skills, etc., to achieve the timeliness of communication between employees and customers, and improve the interaction between employees and customers. In addition, most of the contestants in the world skills competition are young people, the maximum age should not exceed 22 years old. They are more targeted to carry out personnel training, realize the modern development of hotel service personnel training, and promote the more standardized development of the hotel management industry.

3. STRATEGIC ANALYSIS OF THE TRAINING OF PROFESSIONALS IN HOTEL MANAGEMENT IN THE WORLD SKILLS COMPETITION

3.1 To improve the modern means of hotel management and the professional level of talent management

The World Skills Competition is conducive to improving the modern means of hotel management, which can connect

China's hotel management industry with the direction of modernization, realize the efficiency of its development and keep pace with the times, and promote the innovative development of hotel management industry. Among them, in preparation for the competition, it is necessary to practice according to the relevant documents required by the competition, to achieve the player's mastery of service skills, is conducive to improving the standardized management of hotel services. For example, when the contestants are training, they need to understand the service skills of the industry, and then form a professional service consciousness and service habits, so as to enhance their psychological identity for the service work, realize the modernization of their development and the standardization of technical means, and promote the transformation of China's hotel service industry to the direction of modernization [1, 2].

The World Restaurant Service Skills Competition simulates different scenarios for service, enhances the familiarity of relevant management personnel with their work, and promotes the upgrading of their professional knowledge skills. World Restaurant's skill service requirements for hotel services have a comprehensive coverage, can enhance the professional skills and comprehensive quality of relevant personnel, while the participants in the preparation and management of hotel services in the process of integration and standardization of their own skills according to their corresponding requirements, such as, catering management and service learning, cocktail production, and so on, and thus promote the hotel for talent management thinking change, to achieve the modernization of hotel service management. In this process, the hotel staff can also change their own thinking, enhance their sense of active service, enhance their psychological identity and sense of responsibility for the work of hotel services. The professionalization level of talents can realize the modernization of hotel development management and promote its development with the times.

3.2 To improve the level of hotel management professional construction and the level of participating teachers

Participating in the World Skills Competition is conducive to improving the management level of the hotel and the skill level of the relevant practitioners, thus realizing the modernization of the hotel service industry development process. Because the age limit of its participants is under 22 years of age, it is necessary to strengthen the training of school hotel management personnel, realize the modern

development of hotel management personnel, realize its development with the times for the cultivation of talents, and promote the comprehensive development of enterprise talents. In addition, the hotel can also work together with related enterprises to fully cultivate its management talent, with the help of enterprises, the hotel's related facilities will be upgraded and updated, and thus to achieve the modernity of talent cultivation.

In addition, for the level of teachers training is also important, the promotion of relevant teachers can achieve the efficiency and management of talent cultivation, conducive to the formation of a standardized service system, in order to achieve the development of the modernization process of hotel talent. Schools can improve the quality and comprehensive level of their teachers' teams by recruiting relevant talents, realize the practical development and technical means of the school's cultivation of relevant technical talents, which is conducive to the training of management talents, and also promote the professional skills of school teachers, promote the development of teaching reform, and realize the training of professional and normative talents in china's service industry. At the same time, in the practice of the World Skills Competition, it is also possible to enable the relevant talents to apply the industry standard requirements of the competition to the actual, to realize the cultivation of skills for professionals, and to promote the modernization of China's cultivation.

4. CONCLUSION

To sum up, the World Skills Competition is conducive to improving the professionalism of China's talent development and service standards of the standard, which can achieve the standard development of hotel service talent. On this basis, the professional training of hotel service personnel is conducive to improving the modern means of hotel management and the professional level of talent management, and then to achieve the level of professional construction of hotel management, and promote the development of the modernization of China's hotel management industry.

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On the Application of Strength Training in Basketball Training of Undergraduate Colleges

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Abstract: In the new situation, with the increasing emphasis on basketball training in Colleges and universities, the reform of quality education in China has been further deepened. Basketball belongs to a sport with a broad base of the masses and is popular among young people. It can not only improve the physical fitness of human body, but also promote the corresponding sports spirit. In the process of basketball, core strength is an important source of ability, and the training of core strength is an important link in the process of basketball strength training. Only by increasing the flexibility and innovation of the core strength training course, can we enhance the comprehensiveness of students' training and reflect the strong application space.

Keywords: Strength Training; Undergraduate Colleges; Basketball Training

1. INTRODUCTION

In recent years, with the continuous promotion of quality education, the development of physical education in full swing in undergraduate colleges has been presented to everyone's vision, and has attracted more and more attention. Among them, in the process of college basketball training, more people realize the importance of core strength training. The main purpose of core strength training is to help athletes to maintain the balance of upper and lower limbs, and further enhance the corresponding sports level. However, in the current situation, although many people have begun to pay attention to the training of core strength, they are still in a state of insufficient understanding [1]. And there are many colleges and universities, in the implementation of basketball training, stay at a shallow level, it is difficult to fully show its role. Therefore, in the process of basketball training in Colleges and universities, how can colleges and universities actively explore the foundation of core strength training?

2. THE NECESSITY OF BASKETBALL CORE STRENGTH TRAINING

2.1 Complete basketball

To a certain extent, a qualified basketball player not only needs to have a strong body, but also needs to have sufficient physical fitness, stable technical action and sensitive response. From the perspective of core strength anatomy, the enhancement of core strength can not only maintain the stability of spine and pelvis,

but also maintain the body center of the trainer and the importance of maintaining body posture [2]. In other words, with the help of core strength training, not only can reduce the ability consumption of muscle area, but also can further strengthen the physical skills of athletes, so as to maintain the integrity and stability of basketball movement during the game.

2.2 Improve exercise efficiency

From another point of view, basketball belongs to a whole-body sport, which requires all parts of the body to achieve the main role of action transmission in the process of mutual coordination. In other words, all parts of the body are inseparable from the support of core strength, so as to improve the ability output of individuals and maintain the smoothness and rationality of technical actions. It is not only necessary to have the ability of "seeing and hearing", but also the ability to grasp the changes of the course in time and show the dynamic connectivity [3]. The core strength is an important "medium", which can prepare for the enhancement of muscle efficiency.

2.3 Prevention of sports injury

Basketball is a sport with high technical difficulty and competitive level. In the confrontation, the performance is more intense. Participants not only need to abide by the rules of basketball, but also need to do the corresponding offensive and defensive work. In the case of many participants, athletes will inevitably have sports injuries. If we want to minimize the probability of damage, we need to do the corresponding prevention work. The training of core strength can not only optimize the balance and stability of human body, but also reduce the probability of sports injury.

3. APPLICATION MEASURES OF STRENGTH TRAINING IN BASKETBALL TRAINING OF UNDERGRADUATE COLLEGES

3.1 Understand the role of core strength and define training objectives

From the current situation, many colleges and universities add the main content of core strength training in the process of basketball training. The training of core strength can not only improve the physical quality of basketball players, but also increase the corresponding sports ability and achieve better results. Therefore, in the implementation of Basketball Teaching in Colleges and universities, physical education teachers need to adhere to the main idea of scientific development concept, clear the main goal of core strength training, training methods and content. The core strength training is actively used in the training process of upper and lower limb strength, waist, abdomen and back

muscle group [4]. In this way, we can enhance the physical quality of college students in the overall system, and effectively play the positive role of core strength training.

3.2 Innovative core strength training methods

Now, with the further development of science and technology, the training of core strength has begun to extend towards the direction of diversification. In general, the training of core strength can be divided into two types, one is the way of equipment training, the other is the way of non-equipment training. Therefore, in the process of basketball core strength training in Colleges and universities, teachers need to combine the actual development needs of students, use different ways to formulate targeted personality training. For example: in the process of implementing the core strength training of legs, the teachers of undergraduate colleges can let students add barbell pieces on specific benches. Next, students can use their feet to hook the roller and keep it in good condition of 90°. In the case of exertion, keep the contraction of quadriceps femoris, keep the knee joint upright, and keep the leg straight. After the action is completed, the original state can be restored by keeping it for 1 second. In this repeated process, we should strengthen the training and improve the pertinence and innovation of the training.

3.3 Improve the core strength training model

The core strength training of undergraduate colleges needs to be based on the training mode and keep good training effect. That is to say, it is necessary to meet the effective development of students' physical quality under the basic training principles. However, the training mode is not fixed, only in the dynamic process, continuous optimization, can explore the effective training mode of travel. For example, when students carry out the core strength training of arm muscles, they do not directly enter the training process at the beginning, but after the "warm-up" exercise, step by step increase the difficulty and intensity of core training [5]. Create a good training environment, let students feel the value of core strength training, in the process of imperceptible influence, produce the corresponding sense of achievement.

3.4 Pay attention to and strengthen the management of

core strength training

From the current situation, many colleges and universities have insufficient teachers. In the process of basketball strength training, randomness is strong. In such a training environment, it is not conducive to the sustainable development of basketball players, and even causes the problem of far mobilized muscle injury. Therefore, at this time, the physical education teachers of the undergraduate colleges need to choose the appropriate training methods according to the agility of the students' muscle groups. Create an effective training environment, respect the individual differences of students, and implement scientific core strength training management. In the role of effective communication, scientific communication and positive feedback, good basic preparation is made for the development of practical work.

4. CONCLUSION

With the development of society, there are many new methods and techniques in basketball teaching and training. Core strength training not only needs to achieve effective balance and stability, but also can maintain the coordination of the body and the flexibility of the body. Therefore, the relevant personnel need to build a scientific and reasonable training application model and innovative training methods on the basis of scientific theory. Let students enjoy the fun of basketball, and achieve the main purpose of strengthening body and improving professional skills.

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Thinking About Big Data Promoting Smart City Management

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Abstract: With the improvement of China's economic level, urbanization has developed and made some achievements. But in the process of development, there are some problems, which lead to the process of urbanization is hindered. For example, the scale of the city continues to expand, the number of people is too large and so on. This article briefly introduces the smart city, analyzes the role of big data in smart city management, and hopes to improve the level of urban management in China.

Keywords: Big Data; Smart City; Management; Thinking

1. INTRODUCTION

With the development of urbanization in China, there is a higher demand for urban management. The original urban management work is no longer suitable for modern urban development. There are some changes in the content and nature of urbanization management, including more aspects. Not only to meet people's demand for water resources, electricity and communication, but also to ease the current traffic tension. From a certain point of view, it can improve the urban environment, maintain the stability of the ecosystem, and provide support for the smooth development of smart city management.

2. SMART CITY AND BIG DATA

2.1 Smart city

Smart city mainly refers to the development and innovation of all walks of life on the basis of knowledge society with the help of modern information technology, providing support for urban informatization construction, achieving the goal of urban industrialization, informatization and urban-rural integration, alleviating problems such as overpopulation and traffic congestion in large cities, providing support for fine management and making urban management more efficient To provide better services for urban residents [1].

2.2 Big data

Big data refers to the inability to collect, process and manage information by using traditional software within a specified period of time. It is necessary to create a new model to collect and process a large number of valuable and diverse data.

3. BIG DATA BOOSTS SMART CITY MANAGEMENT

In recent years, with the continuous development of cities in China, digitalization has become the main

trend of urban management, replacing the original way of urban management, providing support for big data to boost smart city management. With the help of advanced information technology, digital city management can create a special platform in the Internet to collect, process and upload information to the cloud for backup. For example, recording the natural resources, national resources and economic level of cities, collecting different types of information in cities, can make the big data system contain more comprehensive content. Relevant departments can use big data management system to collect information in the city, so as to make the urbanization management work more efficient [2].

4. THE ROLE OF BIG DATA IN SMART CITY MANAGEMENT

4.1 Can improve the environment of the city

Applying big data to smart city management can effectively improve the management level of smart city and protect and restore the local environment. At present, China's urbanization construction has made some achievements, but also led to some problems. For example, due to the increasing population and the increasing demand for urban natural resources, the number of urban natural resources has decreased dramatically. Garbage and pollutants caused by people's life in the city are increasing day by day, almost in line with the pace of urbanization. In addition to the waste caused by people's daily life, the urban industrial production also brings a lot of waste, which causes the urban environment to be affected and damaged. In addition, the urban industry in the process of production and the operation of traffic vehicles will emit exhaust gas, which leads to the decline of air quality, and a large number of dusts, which is not conducive to people's health. According to the investigation and analysis of the data, it is found that the areas with more developed transportation and industry are more likely to have lung cancer, which is mainly related to the amount of some particulate matters in the air, such as PM2.5. Therefore, in order to protect people's physical and mental health, it is necessary to strengthen the protection of the environment, recover and improve the environment through smart city management [3].

Applying big data to smart city management can improve the environmental quality of the city. First, with the help of big data management system, the causes of environmental pollution can be analyzed, and the existing environmental problems in the city can be found in time, so as to provide support for the staff who improve the urban environment to carry out prevention work. For example, with the help of big data system to analyze the data, find out the factors that lead

to PM2.5. For example, automobile exhaust emission, coal combustion, dust in the air, etc., and take targeted measures according to different problems to reduce the PM2.5 content in the air, so as to provide people with better air; with the help of big data management system, you can understand the local weather conditions, understand the occurrence of pollution, and formulate countermeasures, such as the workers that will cause serious pollution Relocation or shutdown of the plant. The Department in charge of the city can install a large number of cameras as electronic eyes to monitor the garbage treatment of urban residents and enterprises, timely record the behavior of urban residents throwing garbage at will or enterprises discharging waste water and gas at will, and criticize the behavior of throwing garbage at will, or impose a fine on those who are serious. In addition, it can also adjust the location of the garbage can, make the garbage can look more beautiful, and effectively improve the overall environment of the city.

4.2 Improve the current tense traffic situation

Big data system can improve the situation of traffic progress caused by urbanization in China to a certain extent. The first research and use of cars is to shorten the time spent on people's appearance and provide convenience for people's travel. However, due to the continuous development of society, the improvement of people's economic level, the increase of the number of cars and the unreasonable road planning, a series of traffic problems arise, and people need to spend more time on the road than before. The application of big data system can analyze the situation of traffic congestion and make relevant measures according to the actual situation. Compared with the traditional mode of data collection and processing, big data system can analyze and process data more quickly, and according to the analyzed data, provide users with more suitable routes for users, effectively reduce congestion.

At present, some cities in China have used the big data system to build the traffic information platform, so that

people can understand the situation of the road in more detail, and according to the reality of the road and the travel objectives of the residents, develop the most appropriate scheme to provide support for people's travel and reduce road traffic congestion [4]. In addition, it can also understand the situation of the road. If there is a traffic accident, it can quickly inform the relevant departments, and protect the scene of the accident to avoid more serious accidents. The traffic tension in the city is relieved, which can make the intelligent management work of the city more efficient and provide support for the further development of the city.

5. SUMMARY

Applying big data system to the construction of smart city management can change a series of problems caused by the continuous development of urbanization in China, such as reducing air pollution and waste water and exhaust emissions, restoring the urban environment, changing the damage to natural resources caused by the excessive population in China and the situation of traffic tension in the process High management level of the city provides support for the efficient development of smart city management.

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Comparison of The Therapeutic Effect of Rosuvastatin And Atorvastatin on Coronary Heart Disease

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Abstract: Objective: To explore the effect of two therapeutic schemes of rosuvastatin and atorvastatin in the clinical treatment of coronary heart disease. Methods: 62 patients with coronary heart disease were selected from our hospital, and the time was from March 2019 to January 2020. According to the different application of the clinical treatment plan, they were divided into groups to carry out the experiment. In this treatment, it mainly involves two types of drugs: atorvastatin and rosuvastatin. The former is used in the clinical treatment of patients in the control group, with 31 members in the group. The latter is used in the clinical treatment of patients in the observation group to observe the application effect. Results: after the treatment, from the comparison of the total effective rate of the two groups, the treatment effect of the observation group was better, and the difference of indicators was statistically significant ($P < 0.05$).

Keywords: Coronary Heart Disease; Rosuvastatin; Atorvastatin; Application Effect

1. INTRODUCTION

Coronary heart disease is a cardiovascular disease with high incidence rate. The main reason is coronary heart disease, ischemia and hypoxia. In addition, the stenosis of lumen caused by inflammation and embolism may also cause coronary heart disease. Under different pathogenic factors, the clinical symptoms of patients may also have some differences, such as angina, sudden death, myocardial infarction and other types of symptoms. In order to alleviate the disease and improve the clinical symptoms of patients, in the clinical treatment, it is necessary to carry out a comprehensive analysis of the disease situation of patients and take targeted treatment measures. At present, rosuvastatin and atorvastatin are two common treatment drugs for patients with coronary heart disease. In order to understand the effect of drugs on the treatment of the disease, 62 patients with coronary heart disease in our hospital were selected for the experiment to observe the changes of each index, hoping to provide more reference for the development of the treatment of coronary heart disease.

2. DATA AND METHODS

2.1 General Information

In this study, 62 patients were enrolled in our hospital from March 2019 to January 2020. According to the

different application of clinical medication plan, it was divided into groups for treatment. Among them, the number of patients in the observation group and the control group was equal, 31 cases each. Among them, the ratio of male to female in the observation group was 20:11, and the mean value of age and course of disease were (59.68 ± 5.62) years and (5.14 ± 1.36) years, respectively. In the control group, there were 21 males and 10 females. The mean age and course of disease were (60.54 ± 4.63) years and (5.34 ± 1.47) years, respectively. Under the ECG and other related examination methods, all patients have been confirmed, and the clinical symptoms are chest pain, hypotension, dyslipidemia, etc. This study was carried out with the knowledge of all patients. The patients' liver function is normal, and there is no chronic hepatitis. From the sorting of the basic data of patients' age and gender, the difference is not statistically significant ($P > 0.05$).

2.2 Method

In the clinical treatment of two groups of patients with coronary heart disease, routine treatment measures such as anticoagulant and antiplatelet preparation were taken. On this basis, different drug treatment schemes were selected [1].

Atorvastatin was used in the control group. The dosage of atorvastatin was 10mg once a day. Rosuvastatin was used in the observation group. The dosage of rosuvastatin was 10mg every time, once a day, and a course of treatment lasted for 2 weeks.

2.3 Observation Index

The clinical treatment effect of the two groups was evaluated, including three indicators: effective, effective and ineffective. If the degree of angina is reduced after treatment, and the corresponding grade is below level 2, under the monitoring mode of ECG, the condition has been significantly improved, which is regarded as significant effect; if the degree of angina is large after treatment, the corresponding grade is less than or equal to level 1, and the ST segment of ECG has been significantly improved, which is regarded as effective; if before and after treatment, angina If the symptoms are not relieved and there is no sign of improvement in ECG, it is regarded as invalid. In the observation of clinical test indexes, we also need to count the changes of blood lipid indexes after treatment, including triglyceride (TG), high-density lipoprotein (HDL-C), etc.

2.4 Statistical Treatment

The arrangement of data in this study depends on spss20.0 statistical software, ($\bar{x} \pm s$) is the unit of measurement and % is the unit of counting. T and X² are used to test respectively.

When the difference between groups meets the requirements of $P < 0.05$, it is considered to have statistical significance.

3. RESULT

Table 1. total effective rate of treatment (n, %)

group	Number of cases	Markedly effective	Effective	invalid	Total effective
Observation group	31	17	12	2	93.55
control group	31	12	10	9	70.97
X2 value					25.19
P value					<0.05

The Total Effective Rate of The Two Groups Was 93.55% In the Observation Group And 70.97% In the Control Group ($p < 0.05$). See Table 1 For Detailed Data.

There Was No Significant Difference Between the Two Groups in Hdl-c, Tg And Other Blood Lipid

Indexes ($p > 0.05$). See Table 2 For Detailed Data.

Table 2. Comparison of blood lipid levels in patients (mmol/L)

group	TC	HDL-C	TG	LDL-C
Observation group (n = 31)	3.35±0.25	1.89±0.14	1.46±0.25	1.28±0.34
Control group (n = 31)	4.98±0.34	1.06±0.13	1.89±0.54	1.87±0.26
T value	5.623	5.142	5.283	5.284
P value	>0.05	>0.05	>0.05	>0.05

4. DISCUSS

In recent years, with the continuous improvement of the medical level and the deepening of the clinical treatment research of coronary heart disease, we strive to develop a more efficient treatment plan to alleviate the patients' pain and make them get rid of the disease as soon as possible. Atorvastatin and rosuvastatin are both statins, which belong to the clinical treatment of coronary heart disease. In clinical practice, it is found that rational use of statins can reduce the level of LDL and enhance the ability of liver cells to absorb LDL cholesterol. In this mechanism, it can reduce the level of cholesterol in patients with coronary heart disease and reduce the cardiovascular mortality. From the perspective of drug use, atorvastatin has a wide range of applications. Under the effect of drug efficacy, it can improve the cholesterol and lipoprotein indexes in patients, reduce the safety risk in the process of vascular reconstruction, and at the same time, it can also help to reduce the degree of angina pectoris in patients. However, compared with the therapeutic effect of atorvastatin, rosuvastatin is more effective and has a significant advantage in the persistence of blood concentration [2].

In this study, from the comparison of the total effective rate of treatment, the treatment effect of the

observation group is better than that of the other group, and the difference of indicators is statistically significant ($P < 0.05$). However, there was no statistical significance in the comparison of blood lipid indexes ($P > 0.05$). It can be seen that the effect of rosuvastatin is relatively good in the clinical use of coronary heart disease patients, which has a high value.

5. CONCLUSION

Compared with atorvastatin, rosuvastatin is more effective in the clinical treatment of patients with coronary heart disease, the improvement of HDL-C and TG is more significant, and the total effective rate is higher, which is worth promoting and using.

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The Infiltration of Moral Education in College English Class

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Abstract: With the continuous development of market economy, the quality and level of people's life has been greatly improved, and the baby has gradually begun to realize the importance of moral education in the education of college students. Moral education is the education of students' Ideological and political. At this stage of economic development, the society ignores the cultivation of this education, which results in the moral education of college students Generally low. Now people are gradually aware of this, so they begin to pay more attention to moral education, more attention to the cultivation of college students including quality.

Keywords: College English; Moral Education; Infiltration.

1. INTRODUCTION

It is the requirement of university education to put education first and moral education first. The cultivation of college students in culture has reached a certain standard, but the moral education may not reach the standard, so we should pay more attention to the ideological and moral cultivation of college students in the university stage. College English is different from the teaching of other subjects. In College English class, we should not only talk about one problem, such as grammar and intonation, but also combine the learned materials, strengthen the learning of the culture behind the language, and integrate education into the teaching process, so as to improve students' ideology, morality, self-cultivation and quality cultivation.

2. FIND OUT THE RELATIONSHIP BETWEEN ENGLISH EDUCATION AND MORAL EDUCATION

English is an international universal language. If students want to have a broader development, they need to fully realize the importance of English and the role that this language can play in communication. The integration of moral education into English teaching is to integrate the contents of patriotism education and the macro socialist theoretical system into the actual English teaching work, which is also known as the idea of moral education, integrating this idea with English teaching. This kind of language course is the easiest to assist students in the process of continuous accumulation and learning Only in this way can the substantive meaning of English be fully reflected. This is the ultimate purpose of English courses in Colleges and universities [1-3]. After exploring the true meaning of this subject, students will be more

interested in this subject. In this more active learning state, students will be able to overcome difficulties and obstacles, and then strengthen their inner quality to make their willpower stronger and desire for continuous learning Hope. It can be seen that a large amount of education funds issued by the state are applied in the process of English teaching reform, so that we can understand the great expectations placed by the state on the moral education English curriculum. Combining moral education with English curriculum will promote students to keep their own uniqueness in the process of in-depth learning English, and lead by patriotism, with Chinese people the spirit of the Chinese people will go out of the country in a high-spirited manner, thus stepping into a broader world [4-6]. Therefore, College English classroom is a very inclusive classroom, and the combination of moral education ideas and it has gradually formed a new English teaching mode. This new teaching mode can not only help students to improve their English level, but also promote students to get some sense of life and life, in addition, it can also broaden students In order to avoid only focusing on the teaching content of the textbook, which deviates from the essence of moral English teaching, students should follow this new teaching mode in-depth, and the learning methods explored are more feasible.

2. FIND THE STARTING POINT OF MORAL EDUCATION

2.1 The main reason why moral education teaching has such important characteristics and is integrated into the reform process of various subjects by the state as a leading thought is that the content it wants to convey echoes with the socialist values of our country, and by integrating it into the College English classroom, students can learn from English majors At the same time of professional knowledge, we should establish a firm belief, and its moral concept will be gradually deepened in the process of continuous learning. The university stage is the key stage for students to move towards the society. Therefore, teachers should always pay attention to their own words and deeds, avoid the long-term and young sequence form presented by teachers and students in the past when they interact with each other. They should take students as the main body in the teaching process, interact with students with their friend relationship, and then make students more uncomfortable to care and love from teachers in this way, students will open their hearts and understand the good intentions of teachers. As time goes by, in this new moral English teaching mode, students can participate in it with extremely positive learning attitude, and then can carry out moral education to the extreme.

2.2 At present, Chinese colleges and universities mainly take patriotism education as the basic point of penetration, while English, as a foreign language, seems to have no

relationship between the two. However, after in-depth exploration, we can see that in English classroom teaching, the main reason for the infiltration of moral education is that students in the process of foreign culture input in China do not forget their original intention. In order to keep the country in one's heart at all times and give a sense of identity from one's heart, university teachers should think deeply. In the process of teaching, they should remember their sense of mission and integrate the content related to patriotism into the actual English classroom teaching so as to really avoid the situation. Taking the College English textbook as an example, in the second volume of the textbook, there is an article about the implementation of the text of the declaration of independence is understood by President Jefferson of the United States. It has a profound significance for the United States. At the time of drafting the declaration, it coincided with the death of Jefferson's daughter and mother. Under this double blow, Jefferson still endured great grief. He focused on the national justice, fought for the freedom and equality of the American people, endured the great desolation of family destruction and death when his wife was seriously ill, and put all his spiritual trust in bearing the rise and fall of the nation. In Ren's sense of mission. Teachers can explain this article in detail, so that students can understand that patriotism is the most glorious character. In the dark and dark background of the times, even if you have to endure great sorrow, you still have to put the national righteousness in front of you. This patriotic feeling is bound to be respected.

College stage is the key period for students to form their behavior habits. If they want to learn English well, they must form a set of fixed learning mode. Over time, this mode will gradually affect their own behavior and become the prescribed thinking mode for their future learning. Moral education is a relatively relaxed way of Ideological and political education, which is different from other disciplines. It only conveys the opinions contained in the text to the students, and does not require the students to maintain an identity attitude towards this view, to impose the stereotyped views on others, because it should let the students understand the ideological character of the text in an edifying way, such as university textbooks. How to improve your study Habits is an English article. It mainly presents the importance of learning English and the correct way to learn English, and then extends it. It becomes a good habit of learning English, arouses students' thinking, and urges students to use the high-quality learning habits listed in the article in the future English course learning process, combined with their own learning characteristics. This kind of guiding moral education is more suitable for students to enter the course content of English learning.

Students can gradually develop their own cooperative ability by learning English. The new language teaching mode is mainly interactive teaching. Therefore, students will gradually develop their own sense of team cooperation in the learning process, and

develop special team activities by observing the characteristics of students' personality in time, so as to mobilize the transferred classroom atmosphere to the highest point.

3. THE REASON WHY THE MORAL EDUCATION LEVEL OF CONTEMPORARY COLLEGE STUDENTS IS NOT ENOUGH AND THE MORAL QUALITY IS LOW

3.1 Moral education only stays in the classroom and has no effectiveness

Every university has now set up the course of Ideological and moral education, in order to improve the ideological and moral quality of students, and actively cultivate their moral psychology, but it has not achieved the ideal effect, because this kind of education only stays in the classroom, and has not been applied to the real life, we have not applied them to the real life. Therefore, in the society, a student in Peking University splashes pandas with sulfuric acid in the zoo, refuses to give up his seat on the bus and subway, litters everywhere and other things without moral quality. The course of Ideological and moral education has not achieved its due effectiveness.

3.2 The current social environment drives the loss of significance of moral standards

At present, we implement the market economy system, people are constantly pursuing their own economic interests, and to a certain extent, they also ignore the cultivation of moral education. In the society, the emergence of immediacy, individualism, and the original moral standards have been given another layer of negative significance. At the beginning of the "double standard" or "Multi Standard" opinions, people have their own opinions, everyone has their own opinions on the level of moral quality, and lacks a complete standard of moral standards.

3.3 Teachers' moral education is not thorough

In the process of university education, even if the course of Ideological and moral education is set up, it may also affect the moral quality of students due to some teachers' own behaviors. Because teachers have the greatest influence on students, and teachers' moral education work is not thorough, which will lead to the lower moral education of college students and the lower education level.

4. HOW TO PERMEATE MORAL EDUCATION IN COLLEGE ENGLISH CLASS

4.1 Actively guide students to establish a correct world outlook, outlook on life and values

To establish a correct world outlook, outlook on life and values are the basic moral standards of college students. In English class, teachers can use language learning to guide students in this aspect. In order to grasp the essence of moral education, teachers should make the best of moral education, so as to complete a series of training process, cultivate their own sentiment, and then infiltrate moral education into the English teaching process. In addition, the extremely noble personality characteristics, as well as the life-long education need to be experienced in the classroom. Only in this way, can we influence the students in a more in-depth form. If it is an article about love, the teacher should tell the students about a responsibility and obligation that both men and women need to pay in the marriage life, and teach them to

set up a correct idea. We should also teach them to treat people equally, to establish a correct view of money, and to establish a correct value orientation in combination with what they have learned in the textbook.

4.2 Teach students to establish a positive and optimistic attitude

College students are basically independent. They begin to face all kinds of pressures in life. They have their own ideas and opinions on all kinds of things. However, when they encounter certain difficulties, they may feel collapsed. After all, when they are first involved in the society, they have weak tolerance for some cruel facts in the society. What teachers should do at this time is to let students understand that life is not smooth, there will always be setbacks and difficulties, and what our school has to do is to face them correctly and find ways to overcome them, cultivate a positive and optimistic attitude, and face life better. Do a good job in lesson preparation and understand the contents of the textbook thoroughly. Language, created and generated for the purpose of cultural communication, and then to achieve the national and national integration, while English is the most common language in the country, and its ideological meaning is compatible and progressive, not only that, the content of the subject is relatively narrow, so students can learn the most from college English teaching Deep moral quality. English teaching materials, more like a theoretical tool, have a full understanding of the moral education knowledge expanded in the teaching materials, and then concentrate on learning. In this way, English teaching activities contain more knowledge related to the depth and breadth of English teaching, making the educators more comprehensive.

4.3 Moral education that teachers set an example and permeate the classroom with their morality

Teachers are the main body of a class and the intermediary for students to acquire knowledge. Teachers should not only teach knowledge to students, but also influence students with their own behaviors. A good teacher's morality is embodied in treating students as their own children, guiding them to recognize and correct their mistakes when they make them, and being willing to become friends with them, rather than insulting them in language or scolding them in body as soon as they make mistakes. If a teacher in class is such a performance, but also talk about what moral education, is not too ridiculous. Therefore, it is very important for teachers to set an example and infiltrate the moral education in the classroom.

5. THE SIGNIFICANCE OF MORAL EDUCATION IN COLLEGE ENGLISH CLASS

5.1 Conducive to the overall development of students English is a kind of language and a carrier of information. Therefore, the infiltration of moral education in College English teaching is to judge the culture behind English with a more moral standard, so

that students can cultivate good moral quality while learning knowledge, strengthen their own ideological and moral cultivation, treat foreign language and culture with a correct concept, and through teachers To guide students to set up a correct concept and strengthen the standards of moral evaluation in all aspects is conducive to the overall development of students.

5.2 Help students to better establish a correct world outlook, outlook on life and values

In College English class, teachers should use all learning contents and teaching activities to carry out moral education for students, so that they can understand the importance of moral quality, gradually improve their own moral cultivation, cultivate good ideological quality, which has a great incentive for college students, so that they gradually realize the importance of moral education, and constantly improve themselves, Pay attention to their own ideological and moral quality, so as to establish a correct world outlook, outlook on life, values.

5.3 Conducive to the formation of better moral standards

Understand that a person's moral level is affected by various factors. No one is born with a low or high moral level, which is a new moral quality formed by the influence of the acquired environment. University teachers carry out moral education while teaching professional knowledge, which not only cultivates students' moral quality, but also forms a series of standard moral standard evaluation in students' own heart Standards, which is also conducive to the formation of a better unified moral standards, but also conducive to improving the social moral level of college students in some low speech.

6. CONCLUSION

Contemporary college students are not well educated in moral education. The low moral quality is due to the fact that moral education still stays in the classroom and does not play its effective role. Moreover, the current social environment has not formed a good moral standard and lacks the standard of moral evaluation. In order to infiltrate moral education in College English classroom, we need to guide students to establish a correct three outlook world outlook, outlook on life, values, and teach students to establish a positive and optimistic attitude. In addition, we need teachers to set an example and infiltrate moral education with their own ethics. The infiltration of moral education in College English classroom can not only help students to master professional knowledge better, but also help students to develop in an all-round way, and establish a correct world outlook, outlook on life, values, and also help the society to form better moral standards and moral evaluation standards.

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Clinical Study on Emergency Medical Treatment of Elderly Patients with Severe Heart Failure

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Abstract: Objective: To explore the method and clinical effect of internal medicine in the treatment of senile severe heart failure. Methods: 80 elderly patients with severe heart failure who were treated in our hospital were selected as the main objects of analysis. The study was carried out from March 2019 to March 2020. All patients were divided into two groups for control. Using random number table method, they were divided into control group (n=40 cases) and observation group (n=40 cases); using different treatment methods, control group (routine medical treatment) Observation group (routine medical treatment + metoprolol + irbesartan hydrochlorothiazide treatment). The patients in the two groups were followed up after a period of time (1 year) of treatment, and the treatment status of the patients was counted, and the relevant data were recorded, especially the effect after treatment, (LVEF) left ventricular ejection fraction, (BNP) B-type brain natriuretic peptide, incidence of adverse reactions, recurrence rate and mortality, etc., which should be counted in detail. At the same time, the two groups of statistical data were compared. Results: compared with the control group, the treatment effect of the observation group was higher, the difference was statistically significant ($P<0.05$); after treatment, the LVEF score and BNP of the two groups were $(45.49\pm8.58)\%$ and $(795.66\pm69.34)\text{ng/L}$, respectively; $(42.06\pm6.59)\%$ and $(920.96\pm85.02)\text{ng/L}$; the difference was statistically significant ($P<0.05$); the incidence of adverse reactions of the two groups was ($P<0.05$) The recurrence rate and mortality rate in the observation group were lower than those in the observation group ($P<0.05$). Conclusion: routine medical treatment + metoprolol + irbesartan hydrochlorothiazide can not only improve the condition of heart failure, but also reduce the incidence of adverse events, which has a positive effect on the safety and effect of treatment.

Keywords: Emergency Internal Medicine; Elderly Severe; Heart Failure

1. INTRODUCTION

In order to clarify the treatment methods and effects of emergency medicine on the elderly severe heart failure, this study selects 80 patients who received treatment

in the emergency medicine of our hospital from March 2019 to March 2020 to analyze the methods and clinical effects of internal medicine on the elderly severe heart failure. The contents of the report are as follows: present.

2. DATA AND METHODS

2.1 General information

80 elderly patients with severe heart failure who were treated in our hospital were selected as the main objects of analysis. The study was carried out from March 2019 to March 2020. All patients were divided into two groups for control. Using random number table method, they were divided into control group (n=40 cases) and observation group (n=40 cases). The distribution of sex, age and course of disease in the control group were as follows: 22 males and 18 females; the oldest patient was 91 years old, the youngest 61 years old, and the median age was (72.29 ± 6.28) years old; the course of disease was between 1 year and 13 years, with an average of (6.08 ± 2.28) years. The number, age and course of disease of the patients in the observation group were as follows: 23 males and 17 females; the oldest patient was 92 years old, the youngest 61 years old, and the median age was (72.68 ± 6.72) years old; the course of disease was between 2 and 13 years, with an average of (6.33 ± 2.34) years. There was no significant difference between the two groups in terms of basic data ($P>0.05$).

2.2 Method

The patients in the control group were treated with routine medicine in emergency department. Vasodilators, diuretics and cardiogenic were used in the treatment process. The treatment time was two weeks.

The observation group was treated with metoprolol + irbesartan hydrochlorothiazide on the basis of the above treatment. Firstly, irbesartan hydrochlorothiazide tablets were selected for oral treatment. At this time, the dosage and method of the drug were well controlled, taking 12.5mg every day, once a day, one tablet per time. At the same time, the oral treatment of metoprolol tablet also needs to control the dosage and method of the drug, taking 12.5mg every day, twice a day; the treatment cycle is 2 weeks.

2.3 Observation indicators

The patients in the two groups were followed up after a period of time (1 year) of treatment, and the treatment status of the patients was counted, and the relevant data were recorded, especially the effect after treatment, (LVEF) left ventricular ejection fraction, (BNP) B-type brain natriuretic peptide, incidence of adverse reactions, recurrence rate and

mortality, etc., which should be counted in detail. At the same time, the two groups of statistical data were compared.

2.4 Statistical treatment

Count data and measurement data are important data in this study, which need to be analyzed and processed in detail. Therefore, all data are input by computer and analyzed by SPSS 23.0 statistical software. The data were described by n (%) and $(\bar{x} \pm s)$, and compared by χ^2 and t test respectively. If $(P < 0.05)$, the difference was statistically significant.

3. RESULTS

Table 1. Comparison of the total therapeutic effect of the two groups after treatment $n/\%$, $(\bar{x} \pm s)$

group	Number of cases	Cure	Markedly effective	Effective	invalid	Total effective
Observation group	40	10	15	13	2	38(95.0%)
control group	40	8	10	13	9	31(77.5%)
χ^2						11.368
P value						<0.05

Table 2. Comparison of LVDF and BNP after treatment $(\bar{x} \pm s)$

group	Number of cases	LVEF (%)	BNP (ng/L)
Observation group	40	45.49 \pm 8.58	795.66 \pm 69.34
control group	40	42.06 \pm 6.59	920.96 \pm 85.02
t		3.758	70.258
P value		<0.05	<0.05

Compared with the control group, the treatment effect of the observation group was higher, the difference was statistically significant ($P < 0.05$); after treatment, the LVEF score and BNP of the two groups were (45.49 \pm 8.58)% and (795.66 \pm 69.34) ng/L, respectively; (42.06 \pm 6.59)% and (920.96 \pm 85.02) ng/L; the difference between the two groups was statistically significant ($P < 0.05$); the incidence of adverse reactions and recurrence of the two groups were ($P < 0.05$) Compared with the mortality rate, the observation group was relatively low, the difference was statistically significant ($P < 0.05$), as Table 1 and Table 2.

4. DISCUSSION

In emergency clinical medicine, severe heart failure is more common, which belongs to cardiac dysfunction syndrome and is caused by a variety of reasons [1]. Patients with severe heart failure will have myocardial infarction, myocarditis and other heart diseases, the main symptoms of which are wheezing, dyspnea, fatigue and so on. In this case, the quality of life of patients is seriously affected, and the life safety of patients will be seriously threatened with the development of the disease [2]. At present, for the treatment of the disease, the emergency medicine often uses drug therapy, and diuretics and cardiotonic are the main drugs. Metoprolol + irbesartan hydrochlorothiazide can effectively reduce blood pressure, and has a positive preventive effect on the occurrence of hypobaric blood. Compared with the control group, the treatment effect of the observation

group was higher, the difference was statistically significant (P).

To sum up, the use of conventional medical treatment + metoprolol + irbesartan hydrochlorothiazide in the treatment of severe heart failure in the elderly can not only improve the situation of the patients with forest out, but also reduce the incidence of adverse events, which has a positive role in improving the safety and effect of treatment.

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International Comparison and experience of Higher Vocational Education

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Abstract: The work of higher vocational education will directly affect the social and economic development and the progress of modern science and technology in our country. All sectors of society pay great attention to higher vocational education, and even stop discussing this key issue all the time. This paper mainly discusses the development of higher vocational education, and makes a comparative analysis of the international education methods, so as to draw some suggestions and measures conducive to the development of Higher Vocational Education in China.

Keywords: Higher Vocational Education; Educational Reform; Comparative Study

1. INTRODUCTION

In the process of developing higher vocational education, our country has been following the development mode beyond the normal. At this stage, we should innovate this development mode, learn from the international education mode, improve the quality of Higher Vocational Education in China, so as to cultivate a number of talents and better participate in the process of national economic construction [1-3]. The following part mainly compares the Chinese and international higher vocational education modes, analyzes the advantages of the international education mode, and promotes the further development of China's higher vocational education.

2. COMPARISON OF HIGHER VOCATIONAL EDUCATION BETWEEN CHINA AND THE WORLD

2.1 Management System

China and the world are basically the same in education management, but they have their own characteristics. The United States and Canada follow an open system when running schools. The higher vocational education in the United Kingdom and Australia adopts the qualification system. Only students with qualification certificates can enter the school to study. However, Australia combines the general university system and vocational education system into one. At present, China's higher vocational education system is still lack of, there is no corresponding qualification certificate assessment system and diploma issuance system, there is no regional style, and the level of social recognition is low.

2.2 Teaching Mode

In the process of teaching, international higher vocational colleges mainly adopt the methods of unit system, occupation system, ladder system and

integration. They not only study the theoretical knowledge related to the course, but also learn the local economic development status, carry out teaching according to its status, and promote the joint development of theory and Practice. However, in the process of teaching, we mainly adopt the teaching method of ordinary full-time colleges and universities, which tells the students all the knowledge involved in the major and ignores the event teaching method.

2.3 Training Approach

Some foreign vocational colleges attach great importance to the combination of teaching and practice in the process of teaching. They set up their own practice teaching center, which can provide some preferential policies for enterprises combining production and learning. However, the combination of production and learning in our country is still in the exploratory stage, and the number of teachers who can carry out this kind of teaching method is very small. Most of the countries in the process of looking for this kind of teachers are required to be highly educated, double degree, and have professional certificates. There is still a certain gap between China and foreign schools in the selection of teachers.

2.4 Education Funds

In developed areas of foreign countries, higher vocational colleges and universities need funds provided by the government in the process of teaching. They seldom use the tuition and miscellaneous fees collected by schools, even the government of private colleges and universities has provided them. But the higher vocational colleges in our country are distributed by the local government. The education funds are insufficient, and the source is very narrow.

2.5 Student Employment

Some developed countries in foreign countries have provided many policies in the employment guidance of higher vocational college students, through the establishment of a certain cooperative relationship with the labor demand market, to help students better employment after graduation. But in our country, the development of this work is relatively weak and needs to be improved.

3. MEASURES TO CARRY OUT HIGHER VOCATIONAL EDUCATION

3.1 Find Out the Development Orientation, Train Professional Talents and Serve the Local Economic Development

In the process of higher vocational education, we must find out its development orientation, make full use of its own development advantages, and find corresponding development opportunities. In order to establish a first-class vocational college in the industry, the school itself must uphold a good school running style, cultivate talents with

strong professional skills, and help graduates improve their employability. All sectors of the society should also recognize the working ability of graduates of higher vocational colleges, and adopt certain talents with strong professional skills according to their own economic development and actual needs. Higher vocational colleges must reform and innovate their own actual teaching situation according to the economic development of the region, find a suitable school running mode for their own development, coordinate with the local ordinary undergraduate colleges and universities, give full play to their respective strengths, and promote the cultivation of talents.

3.2 Strengthen the Teaching Mode of Production, Learning and Research, And Innovate the Training Mode of Talents

In the process of teaching, we must take students as the main body, strengthen the reform of education and teaching, strengthen the teaching management mode of teachers, and cultivate the knowledge talents with strong professional skills. In the process of teaching, we must pay attention to the cultivation of practical content, so that students can quickly enter the first line of work after graduation. At the same time, we should strengthen the combination of production and learning, promote the practice of teaching content, help enterprises cultivate a number of available professional talents, and fully meet the goal of the common development of schools and enterprises.

3.3 Strengthen the Construction of Teacher Resources and Promote the Sustainable Development of Schools

In the process of teaching, higher vocational colleges must strengthen their own teacher resources, only in this way can they promote the sustainable development of the school. In the process of recruiting teachers, we should improve their standards, select some teachers with high education background and rich teaching experience to participate in the teaching work, which can promote the effective improvement of the overall teaching work of the school. When colleges and universities recruit teachers, they also welcome relevant social personages to apply for jobs. No matter what channels they use, they can teach in Higher Vocational Colleges as long as their professional knowledge and skills are excellent. Schools can also train teachers on a regular basis, constantly improve their teaching ability, and promote the cultivation of talents and the comprehensive development of schools.

3.4 Changing the Function of The Government and Improving the Employment Rate of The Students

In the process of teaching, colleges and universities in China must do a good job in the corresponding business cooperation to ensure the employment level of students and the overall employment rate of the

school. The government should also actively change its functions, help schools to play their own right to run schools, actively encourage local governments to strengthen their assistance to higher vocational colleges, promote the increase of local jobs and help students get better employment through the state's macro-control.

3.5 Strengthen the Evaluation of Higher Vocational Colleges and Promote Their Long-Term Development

Set up the corresponding quality evaluation standards, according to the specific teaching work of higher vocational colleges to evaluate whether they have the level of training higher professional knowledge and skills talents. In the process of evaluating the teaching work of higher vocational colleges, the first thing to see is whether the trained students can meet the needs of the labor force of the society properly, and then whether they can quickly integrate into the work when they enter the front-line posts. When carrying out the evaluation work, the external evaluation and the internal evaluation can be carried out at the same time to ensure the authenticity and effectiveness of the evaluation results. The external evaluation work is mainly handed over to the relevant departments to carry out, while the internal all is the overall investigation of the school's own teaching work to ensure that the trained talents can meet the needs of the society and promote the long-term development of colleges and universities Far development.

4. CONCLUSION

In order to promote the rapid development of Higher Vocational Colleges in China, we should not only take specific and effective measures according to the national conditions of our country, but also learn and learn from the education methods of international higher vocational colleges, so as to ensure that the students of Higher Vocational Colleges trained in our country have excellent ability and can make full contribution to the social and economic development. In the process of learning from the international vocational education mode, higher vocational colleges should also be based on their own teaching practice, only in this way can we promote the sustainable development of Higher Vocational Colleges in China.

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The Innovation of Management Mechanism in The Construction of Teaching Staff in Colleges and Universities

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Abstract: It is an important teaching task for colleges and universities to cultivate knowledge talents. Only a strong faculty can provide education support for talents training. The national development and Reform Commission clearly points out that in the aspect of college education, the construction of college teachers and the innovation of management mechanism are the primary goal of colleges and universities at present. Only by establishing a teaching team with exquisite teaching level and perfect knowledge and ability, and promoting its teaching work with innovative management mode, can more talents be better cultivated.

Keywords: Expectation Theory; Faculty Construction; Management Mechanism

1. INTRODUCTION

The cultivation of knowledge talents in Colleges and universities has a great influence on the improvement of the national education level. It is the key to the education work of colleges and universities to cultivate talents effectively and steadily for a long time. As an educator in Colleges and universities, the Faculty of colleges and universities undertakes the important task of training talents. To improve the teaching level and comprehensive quality of the faculty is the primary problem facing the Faculty of colleges and universities [1-3]. It can be seen that only by improving the college education environment, strengthening the supervision work and innovating the management mode, can we better build the college faculty, improve the teaching ability of the college faculty, develop continuously for a long time and train talents.

2.THE THEORY OF EXPECTATION IN THE CONSTRUCTION OF TEACHING STAFF IN COLLEGES AND UNIVERSITIES

The theory of expectation is also called "potency means expectation theory". It was first used to motivate people to work. Now, this theory can bring reform and innovation to the management mode of Chinese educators. The theory of expectation arouses the individual enthusiasm of the educators, stimulates the strong potential of the educators, makes the educators reach a higher expectation of their teaching objectives, strengthens the value cognition of the educators on the teaching tasks, creates a good teaching atmosphere in the teaching staff of colleges

and universities, promotes the internal communication of the team, and plays an external role Under such a management mode, it can maximize the effectiveness of the faculty.

3.THE IMPORTANCE OF TEACHING STAFF IN COLLEGES AND UNIVERSITIES FOR EDUCATIONAL WORK

3.1The construction of college teachers is the need of the development of higher education in the new era. With the change of China's economic structure and the transformation and upgrading of industries, the demand and requirements for human resources are constantly improving, and the supply of university knowledge talents is in short supply. In the face of the challenges brought by social development, as an important base for training talents, universities must improve the construction and management level of university faculty. Many colleges and universities still adopt the traditional methods of creating educational teams and educational management mode, which cannot closely follow the trend of the development of the times, and it is difficult to achieve the teaching objectives and cultivate university knowledge talents. Therefore, colleges and universities should combine the characteristics of the times and the actual situation of colleges and universities, reform and innovate the education management mode, and build the Faculty of colleges and universities into a strong education team with their own characteristics.

3.2The construction of teaching staff is an important guarantee of teaching in Colleges and universities. The key to the long-term development of a university lies in how many knowledge talents it can cultivate and whether its efforts in education can get corresponding returns. This process cannot be separated from the participation of university teachers. Often famous universities are famous among universities because they have achieved good results in education and gained good reputation in society. And these colleges and universities usually can get more attention, get the support of the state, society, individuals or groups, so that colleges and universities can develop for a long time. Therefore, we should optimize the educational environment, improve the treatment of teachers, provide more educational resources and learning opportunities, and stimulate the enthusiasm of teachers, so as to better maintain the development and progress of colleges and universities.

3.3The construction of college teachers is an important prerequisite for the enrollment of college students. After the college entrance examination, most students pay more attention to the construction level of the teaching staff in

Colleges and universities besides the standards of geographical factors and the popularity of colleges and universities when they choose colleges and universities, while those schools with better teaching staff have gained advantages and opportunities in the process of competing for the source of excellent talents. It can be seen that the construction of the teaching staff plays an important role in the enrollment of colleges and universities. We should cultivate the regional advantages of the teaching staff, innovate the teaching methods, and be able to excel in the teaching staff of colleges and universities, so that students can see the obvious advantages of the teaching staff of colleges and universities, which is conducive to the better enrollment.

3.4 The construction of college teachers is an important way for teachers to grow and progress. With the improvement of social welfare and employment system, the teacher industry has become a very popular occupation in the employment choice. With the increase of teachers' practitioners, the bad atmosphere is gradually emerging. Some people who only value the benefits brought by engaging in education work and do not pay for the education cause sincerely affect the progress and growth of the whole team of educators. They are content with the current situation and do not want to be enterprising, which makes some educators lose their enthusiasm for work, training talents and building teachers' team. All have had an adverse effect. Therefore, it is necessary to pay attention to the management and supervision of the teaching staff, correct the bad atmosphere, and create a good, positive and healthy teaching atmosphere.

4. THE INNOVATION OF THE MANAGEMENT MECHANISM IN THE CONSTRUCTION OF UNIVERSITY TEACHERS

College teachers play an important role in training high-quality talents and the development of college education. However, there are still some problems in the construction of college teachers, which reflects the imperfection of the management mechanism of college teachers. In order to let the teachers in Colleges and universities develop their abilities, it is necessary to innovate the management mechanism, improve teachers' enthusiasm for work, and lay the foundation for China's education.

4.1 Establishing and Perfecting the Mechanism of Increasing the Number of College Teachers

To attract talents for centralized development and add new blood to the teaching staff of colleges and universities, not only to promote the quality, but also to innovate the quantity. First of all, the establishment of the mechanism of teachers' incremental improvement can not only cultivate teachers, but also improve the development speed of education and improve the mechanism. On the basis of the old mechanism, the innovation mechanism can not only attract the inflow of talents, but also reduce the cost of cultivating talents, and select excellent talents to strengthen the faculty. Secondly, the promotion of

incremental mechanism attracts not only the inflow of talents from universities, but also the talents from higher vocational colleges, achieving the initial incremental purpose. Colleges and universities provide a good environment for excellent talents, and excellent talents train more pillars for colleges and universities. However, the innovation mechanism has both advantages and disadvantages. The talents introduced may not meet the initial expected standards, so we should be prepared for the risks.

4.2 Establish and Improve the Optimization Mechanism of Teachers' Stock

The optimization mechanism of teachers' stock is to reward teachers' teaching situation in a competitive way to meet the requirements of continuous optimization. Although some colleges and universities in our country use the teacher competition system, but the competition is not strong enough, it is difficult to fair the election. In classroom competition, open competition, fair competition and fair competition should be followed. Competitors have their own right to speak, and will not affect the final result because of external reasons. As long as they are good enough, they will be admitted. Secondly, the stock of teachers to optimize the incentive mechanism. The establishment of the incentive mechanism is mainly through the tenure system, welfare system, reward and punishment system to mobilize the enthusiasm and creativity of teachers. The establishment of incentive mechanism is to stimulate teachers' morale and make excellent self-become the benchmark of students. At the same time of updating teachers, we can receive a batch of excellent students who are also brave in innovation. It is found that talent appointment plays an important role in improving the ability of the whole teacher team, and also meets the needs of the development of colleges and universities.

5. CONCLUSION

The teaching staff is an irreplaceable role in the education of colleges and universities, but the lack of management and supervision, as well as the backwardness and corruption of teaching concepts and other factors affect the development of the education of the teaching staff in Colleges and universities. Therefore, it is more conducive for colleges and universities to improve the ability of education and promote the construction of the management mode and the teaching staff Long term development and personnel training.

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Analysis on The Innovation Strategy of Ideological and Political Education in Colleges and Universities

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Abstract: Colleges and universities are an important part of China's education system. In the process of work, colleges and universities constantly provide a large number of talents for China's social development, accelerate China's construction process, and promote China's rapid development. In the process of teaching, colleges and universities should not only improve students' learning ability and practical ability, but also improve students' ideological level, help students to establish good values, and ensure that students can make contributions to the social development of our country by their own ability. Therefore, in the process of teaching, colleges and universities should pay attention to the innovation of Ideological and political education, so as to promote the all-round development of students.

Keywords: University; Ideological and Political; Innovation Strategy

1. INTRODUCTION

In the process of construction, the state has gradually raised the importance of students' ideological education, requiring colleges and universities to constantly innovate ideological and political work in the teaching work, so as to ensure that relevant work can play a positive role in the development of students and promote the rapid development of students. In the teaching work, teachers should make a comprehensive analysis of its significance, make clear the problems existing in the ideological and political education in Colleges and universities, take targeted strategies for teaching innovation, and then improve the level of Ideological Education in Colleges and universities.

2. THE SIGNIFICANCE OF INNOVATION IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Stimulate Students' Interest in Learning

Colleges and universities should fully realize the significance of teaching work, on this basis, clear the direction of teaching innovation work, improve the quality of teaching innovation work, and promote the rapid development of students. The innovation of Ideological and political teaching methods can effectively stimulate students' interest in learning, provide students with a good teaching environment, ensure that students can fully realize the interest of Ideological and political teaching in the innovation of

teaching methods and teaching contents, and then strengthen the study of relevant knowledge, improve students' ideological level, and ensure that students can fully study ideological and political education To meet the needs of the society for talents [1]. And teachers in teaching innovation work continue to strengthen the importance of students' main position, through the use of flipped classroom and other teaching methods to improve students' subjective initiative, to ensure that students can gradually form good learning habits under the guidance of teachers, and promote the rapid development of students.

2.2 Improve the Comprehensive Quality of Students

The comprehensive innovation of Ideological and political teaching can improve the comprehensive quality of students to a certain extent, and promote the overall development of students. In the traditional teaching work, teachers often don't pay enough attention to the influence of students' ideological level and the cultivation of learning habits, and blindly pursue students to improve their own learning achievements, so as to limit the development of students. But in the innovation of teaching methods, teachers need to fully understand the learning needs of students, and carry out a comprehensive analysis of the national requirements for talents, strengthen the impact on students' thinking and learning ability in the teaching work, and constantly improve students' comprehensive quality [2].

3. THE MAIN PROBLEMS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Lack of Sufficient Understanding of Ideological and Political Education

In the teaching work, some teachers can't correctly understand the importance of their own work to improve students' comprehensive ability, think that the ideological teaching work can't effectively improve students' comprehensive performance, can't expand students' social competitive advantage, teachers lack enough understanding of Ideological and political education, so that teachers can't fully play their role in students' teaching work, which limits students The development of the theory has some negative effects on the formation of students' good ideas [3].

3.2 Network Impact

In recent years, with the rapid development of information technology in our country, the life and learning of students and teachers are increasingly dependent on the network. Therefore, the network has a certain impact on the ideological and political education. Although the network can bring convenience for students to find information and

obtain information, but students do not form good values, cannot correctly deal with the bad speech in the network world, which has caused some negative effects on students, reducing the ideological level of students.

4.INNOVATION STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

4.1 Teachers Renew Their Teaching Ideas in Time

In view of the problems existing in the ideological and political education in Colleges and universities, colleges and universities should take targeted measures to strengthen their own teaching work, so as to improve the comprehensive quality of students. Therefore, teachers should renew their own teaching ideas in time and pay more attention to ideological and political education in order to lay a solid foundation for innovation. Teachers should be clear about the importance of their own teaching work, realize the influence of Ideological and political education work on improving students' comprehensive quality, so as to improve the innovation of their own teaching work. In addition, teachers should make it clear that they should not only improve students' academic performance, but also help students form good values in teaching work and promote the rapid development of students.

4.2 Innovating Contents and Methods of Ideological and Political Education

Under the traditional teaching mode, the situation of teachers speaking and students listening is gradually formed. The teaching content and teaching mode are relatively single, which leads to students losing their enthusiasm for learning related knowledge, thus reducing the teaching level of students and limiting the development of students. In view of this phenomenon, teachers should innovate their own teaching contents and teaching methods to ensure that students can improve their enthusiasm for learning ideological and political courses. In the aspect of teaching content innovation, teachers can increase the links of social hot spot analysis, so as to increase the communication with students, mobilize students' learning enthusiasm, and improve students' awareness of social development in China, thus having a positive impact on students' thoughts. In terms of innovation of teaching methods, teachers can use flipped classroom, micro class and situational simulation to innovate teaching methods, improve students' initiative in classroom teaching, improve cooperation between students and teachers, constantly improve teaching efficiency, and promote the improvement of Ideological and Political Education [4].

4.3 Improve the Mental Health Education System

In order to improve their social competitiveness, students often bear great pressure in their study and life, which has some negative effects on their mental health. Therefore, the school should improve the ideological and political education work while improving the mental health education system, so as to

ensure that students can improve their mental quality and pressure resistance under the relevant system. In order to improve the mental health education system, colleges and universities should pay more attention to the role of counselors, ensure that counselors can find and correct students' mental problems in time, and ensure that students can gradually improve their ideological level. In addition, colleges and universities should set up professional psychological counselors to prevent students from mental illness and improve their comprehensive quality.

4.4 Strengthen the Utilization of Network Resources

With the rapid development of science and technology in China, all industries have strengthened the use of information technology and network resources in order to improve the development speed of the industry. Colleges and universities should strengthen the analysis of the development trend of the times, strengthen the use of network resources in Ideological and political education, establish a certain learning platform, reduce the influence of time, place and other factors on Teachers' ideological education, strengthen the communication between students and teachers, students and students, so as to improve students' knowledge of Ideological and political courses, and establish correct ideas Concept, in order to promote the rapid development of students.

5.CONCLUSION

The ideological and political teachers in Colleges and universities should make it clear that the innovation of Ideological and political education has the significance of stimulating students' interest in learning, improving students' comprehensive quality and promoting the development advantages of colleges and universities, and correctly understand that there are some problems in the ideological and political education work at this stage, such as colleges and universities ignore the importance of teaching, the impact of network environment on students' ideology, and the lack of effectiveness of related work, etc Problems, in view of the relevant problems and significance, teachers should update their own teaching concepts in teaching work, strengthen the innovation of teaching content and teaching methods, and constantly improve the level of teaching work, so as to promote the rapid development of students.

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Discussion on The Teaching Reform of Analog Electronic Technology

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Abstract: With the advent of the information age, students are promoted to apply for the examination of the major of electronic computer in Colleges and universities, and the course of analog electronic technology is one of the main courses. Because the traditional education mode of our country pays attention to the teaching of theoretical knowledge, while the teaching of electronic computer is mainly to train students' practical ability, so it is difficult to achieve efficient teaching effect in actual teaching. This paper discusses and analyzes the teaching of analog electronic technology course, hoping to find innovative practical teaching methods and improve teaching efficiency.

Keywords: Analog Electronic Technology; Teaching Reform; Practice Discussion

1. INTRODUCTION

With the rapid development of the Internet, the electronic technology specialty is rising in an all-round way, and the demand for social IT talents is large, and the computer specialty in Colleges and universities has become a hot course. Electronic technology course covers a lot of computer professional knowledge, among which analog electronic technology is the basic course of computer. It is widely used in the current society. In the information age of the whole people, how to train simulation electronic technology courses efficiently has become the focus of teachers' innovative teaching [1-3]. Professional education in Colleges and universities is to cultivate employment talents for the society, and many courses focus on the practical ability of students. If teachers still stick to the teaching of theoretical knowledge, the practical operation ability of students is not kept up with, and the development of social production will be limited. Teachers in Colleges and Universities should actively reform and innovate teaching according to the actual situation of students, and effectively improve analog electronic technology the practical teaching quality of the course.

2.A BRIEF ANALYSIS OF THE CURRENT TEACHING SITUATION OF ANALOG ELECTRONIC TECHNOLOGY

2.1 Teaching content is too theoretical

Because the analog electronic technology course is to be taught in the computer, to learn to apply to various codes, the theoretical knowledge is abstract, the learning difficulty coefficient will be relatively large, the students are difficult to understand the content covered by the theoretical knowledge, and the learning

enthusiasm will be hit. Moreover, there are many kinds of derivation formulas in the course of analog electronic technology. If students only rely on theoretical knowledge to study and deduce, they can't grasp the rules of the formula effectively, and can't get effective data when calculating the formula. Students don't understand how the data is derived and converted completely, so the teaching effect is difficult to guarantee.

2.2 Too single teaching mode

The learning of any course starts from theoretical knowledge. The teaching basis of analog electronic technology course is mainly to understand theoretical knowledge. Only when students master the law of theoretical knowledge, and then start to practice, can the course be more efficient. However, when teachers are teaching theoretical knowledge, they cannot escape the limitations of traditional indoctrination teaching. The teaching mode is rigid and dull, and cannot be changed flexibly, and cannot stimulate the development of students' innovative thinking. Moreover, many computer major students are not strong in mathematical calculation ability. If the teacher can't go deep in theoretical knowledge teaching, the students can't understand all kinds of formulas, and it's difficult to go deep in later practical operation. In the long run, the students' professional learning ability will be depressed, and the students feel that they can't understand the knowledge points, so they won't put too much energy into the course, I just want to mix my diploma.

2.3 Lack of rationality of laboratory opening

As a basic course of computer major, in the first stage, analog electronic technology involves a lot of professional theoretical knowledge. Teachers also focus on the popularization of theoretical knowledge, with less experimental operation time, so it is difficult to improve the practical efficiency of basic courses. The number of electronic experiment classrooms equipped in Colleges and universities is limited, which are generally used for senior students. Because senior students are about to enter the social employment, more practical teaching space is needed. However, the lack of time and space conditions in the experiments of basic courses results in the limitation of the practice ability of primary students in analog electronic technology, and the quality of practice teaching cannot be improved.

3. BRIEF INTRODUCTION TO THE REFORM OF ANALOG ELECTRONIC TECHNOLOGY COURSE

The teaching of modern analog electronic technology course generally uses software to carry out simulation experiments, so that students can more intuitively feel the powerful function of computer technology through simulation synthesis experiments, and improve students' desire to

explore and interest in learning. Teachers should pay attention to the theoretical knowledge teaching and not adopt the indoctrination mode. With the help of simulation software, they should analyze and deduce the formula specifically, so that students can clearly observe the different effects of understanding the formula evolution and promote the development of students' innovative thinking.

4. PRACTICAL TEACHING REFORM MEASURES OF ANALOG ELECTRONIC TECHNOLOGY COURSE

Science and technology promote the comprehensive popularization of electronic information technology in China, all kinds of electrical products are gradually turning to information intelligence, and the demand for talents in the electronic computer industry is also rising. Analog electronic technology course is the basic course of electronic computer. In order to ensure that students can fully grasp the knowledge of the introductory course, promote the improvement of students' innovative thinking and practical ability, and meet the high demand of social talents, it is urgent for colleges and universities to carry out the practical teaching reform of electronic computer. Teachers should plan teaching programs scientifically and reasonably according to the actual situation of students' ability, and gradually deepen practical teaching from the beginning of the course of elementary theoretical knowledge, so as to improve students' comprehensive quality and ability.

4.1 Reform of teaching methods

In recent years, with the rise of computer courses, college teachers have not yet found a suitable method for modern teaching. The traditional instillation mode is adopted in the theoretical knowledge education of basic courses. Students' learning thinking is in a passive state of acceptance, unable to give full play to their own consciousness to think. Teachers should make full use of information technology, carry out vivid multimedia courses, and make the boring theoretical knowledge clearer at a glance, so that students can understand the course knowledge more deeply and master the learning law of analog electronic courses.

In the course of analog electronics, the teacher will explain the knowledge of application circuit. When teaching on blackboard, the teacher will first analyze and discuss the theoretical knowledge of circuit principle for the students. When the circuit is concretely operated and connected, the multimedia teaching demonstration can be improved. By using the analog synthesis technology of computer, the abstract concept circuit can be visualized, and the students can observe the circuit diagram in more detail. In terms of details, it promotes the comprehensive extension and expansion of thinking logic.

Analog electronic technology course itself is a course combining theory and practice. Only by making students fully understand and digest the course, can

students stimulate their innovative thinking and improve their practical operation ability, so that the follow-up study of complex and deep electronic technology courses can be smoother and more high-quality professionals can be trained for the society.

4.2 Reform of teaching content

When carrying out the course teaching of analog electronic technology, teachers should make full use of the teaching of simulation software to simulate and synthesize the abstract theoretical knowledge in the course, so that students can make in-depth analysis of the course knowledge through the synthetic effect of the software. For example, when learning the knowledge of semiconductor devices, to understand their working principles, we need to understand the composition and structure of the amplification circuit of semiconductor concept, master its working principles, as well as the operating frequency of integrated operational amplifier circuit, the law of response generated waveform, etc., which need to be analyzed step by step, and then combined with layer by layer reasoning to know the working principle of electronic semiconductor. So as to get the law of practice. Because the derivation process of electronic technology course is complex and abstract, it requires students to have a high ability of reasoning and thinking. If there is no simulation software teaching, only relying on theoretical knowledge teaching, students' enthusiasm for learning is easily frustrated, and it is difficult to improve teaching efficiency. Therefore, all colleges and universities should pay attention to the practical teaching reform of the electronic computer specialty, strengthen the practical ability training of students, let the professional ability of students be substantially improved, promote the development of students' innovative thinking, and obtain greater growth space in the social competition.

5. CONCLUSION

In order to ensure the practical teaching effect of the analog electronic technology course, college teachers should constantly reform the teaching mode, use the new trinity teaching concept, take the students' practical application as the teaching guidance, train the students' practical ability as the main teaching idea, innovate and reform the theoretical knowledge teaching of the analog electronic technology course, and improve the abstract knowledge of various formulas to the computer. The synthesis of the course has become visualized, so that students can master the main contents of the course more clearly.

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The Combination of Simulation Teaching and Problem Teaching in Rehabilitation Teaching

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Abstract: With the application of rehabilitation medicine in clinical practice more and more widely, major hospitals are also actively carrying out courses on rehabilitation medicine. This paper will mainly analyze the combination of simulation teaching mode and problem-based teaching mode in rehabilitation teaching, explore its role in rehabilitation teaching, so as to provide reference for relevant people and promote the reform of rehabilitation teaching.

Keywords: Simulation Teaching; Problem Teaching; Rehabilitation Teaching

1. INTRODUCTION

The application of simulation teaching and problem teaching in rehabilitation teaching is an important development trend, which has been applied to the teaching of medical specialty. In the rehabilitation teaching, the most prominent feature is the cultivation of event ability. The teaching quality directly affects the work effect of students in the future. Therefore, it is necessary to analyze the application of simulation teaching and problem-based teaching in rehabilitation teaching, and put forward reasonable rehabilitation plan in the future work, so as to improve the level of rehabilitation treatment in China.

2. CREATE A RELAXED LEARNING ATMOSPHERE

The combination of simulation teaching and problem teaching can create a relaxed learning atmosphere in rehabilitation teaching. In the process of rehabilitation teaching, through the introduction of exaggerated, interesting situation, can create a relaxed learning atmosphere, increase the interest of the classroom. For example, when teachers explain disability levels in orthopedic wards, students can be divided into different groups, playing different levels of disabled personnel, their vivid images of the simulation, by the members of other groups to observe, to determine each student simulated disability level, and find problems. Through the whole process, through simulation teaching and problem teaching, so that all students can participate in, not only to learn theoretical knowledge, but also to learn clinical experience, in the active classroom atmosphere at the same time can enable students to firmly grasp the knowledge of rehabilitation treatment. In addition, in the use of simulation teaching and problem teaching mode, but also pay attention to the quality of students, at the same

time in the equipment and other hardware facilities, should be based on the content of the teaching reasonable arrangement of the corresponding configuration. Teachers should abandon traditional teaching methods, have the corresponding professional teaching quality, keep pace with the times, constantly innovate their own teaching methods, change teaching attitude. And after-school design questionnaire, compare and analyze the teaching methods, investigate the students' attitude towards simulation teaching and problem-based teaching in rehabilitation teaching, so that it can meet the needs of students in classroom teaching, and create a relaxed classroom atmosphere [1].

3. STIMULATE STUDENTS' ABILITY OF AUTONOMOUS LEARNING

The use of simulation teaching and problem teaching in rehabilitation teaching stimulates students' ability to learn independently. On the one hand, the combination of simulation teaching and problem teaching is mainly student-led, teachers only play a guiding role, changing the traditional teaching model to teacher-led phenomenon. Through this teaching mode, students can greatly exercise their clinical thinking ability, and constantly improve their practical ability, the theoretical knowledge is better applied to practice. At the same time in the classroom teachers through continuous questioning can exercise students' thinking ability, so that in the future work to maintain a stable state of mind, in the face of unexpected situations can be calm to deal with. On the other hand, the use of simulation teaching methods, students are divided into patients who need rehabilitation treatment and doctors two groups, teachers specify scenarios, promote student interaction, in this way can strengthen communication between doctors and patients, so that doctors understand the patient's ideas, psychological guidance for their targeted psychological guidance, for the future rehabilitation training to lay the foundation, reflecting the doctor's humanistic care in the work. At the same time, when the two groups of students interact, teachers should point out the shortcomings of students, so as to be targeted, to avoid the traditional teaching "indoctrination" teaching model. Rehabilitation teaching is different from other disciplines, is a very practical application ability of the subject, so, students only master the theoretical knowledge in the classroom is far from enough, teachers should continue to inspire students, enhance their ability to learn independently, set up different scenarios to exercise students' thinking ability, through continuous operational training to enhance the classroom

fun. The combination of simulation teaching and problem teaching, in improving students' learning initiative, also makes students master the relevant technical operation, in line with the requirements of rehabilitation medicine professional training technical personnel [2].

4. IMPROVE STUDENTS' ENTHUSIASM FOR LEARNING

The combination of simulation teaching and problem-based teaching can improve students' learning enthusiasm to a certain extent. On the one hand, by arranging the roles of "doctor" and "patient" in turn and simulating the situation in the ward, students can learn based on clinical cases and working environment. Turn the boring classroom into a "Ward", and carry out basic rehabilitation teaching and standardized training for students. In this process, students can constantly ask questions. Teachers can answer the questions and ask the students back at the same time, so as to fully mobilize the enthusiasm of students. On the other hand, teachers should take students as the main body, try to make students speak freely in class, fully express their views, and communicate with teachers and students. By demonstrating the video of typical cases' rehabilitation methods, teachers can effectively solve the problems in class and deepen the impression of students. The application of the method of combination of simulation teaching and problem-based teaching in rehabilitation teaching is conducive to alleviate the contradiction between patients and doctors, and at the same time, it can make students understand typical cases deeply, be good at finding problems, improve students' enthusiasm and creativity in learning. Through this teaching method, students can be trained to form correct clinical thinking habits, which will lay a foundation for future clinical

rehabilitation work. Because of the late development of rehabilitation medicine in China, it is a new subject, so it has a great development space. By using the combination of simulation teaching and problem-based teaching to change the traditional single teaching method, we can improve the classroom effect, at the same time, cultivate students' humanistic quality, broaden students' thinking space, gradually turn the learning of basic theoretical knowledge to the training of clinical practice ability, improve students' ability of independent learning, and improve the teaching effect.

5.CONCLUSION

To sum up, rehabilitation teaching attaches great importance to the cultivation of practical ability. The combination of simulation teaching and problem-based teaching can not only enable students to master more knowledge and specific operation methods about rehabilitation medicine in a limited time and place, but also create a relaxed learning atmosphere and improve students' enthusiasm for learning, so as to train a large number of rehabilitation medical talents and promote the continuous development of rehabilitation medicine in China.

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Research on The Construction of Changzhou Intangible Cultural Heritage Display Platform and The Education of Intangible Cultural Heritage Protection

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Abstract: Changzhou intangible cultural heritage display platform construction and intangible cultural heritage protection education work is more important, has become the focus of intangible cultural heritage protection work in the region. This paper will focus on the construction of Changzhou intangible cultural heritage display platform, analyze the specific content of intangible cultural heritage protection education in detail, adhere to the basic principle of seeking truth from facts, in order to lay the foundation for the future research work.

Keywords: Intangible Cultural Heritage; Exhibition Platform; Protection Education

1. INTRODUCTION

Accelerate the construction of Changzhou intangible cultural heritage display platform, analyze the regional intangible cultural heritage display and industrial intangible cultural heritage display, organically combine the excellent intangible cultural heritage projects in the region, and strengthen the platform intangible cultural heritage protection education. Combining with the actual situation of the intangible cultural heritage display platform, various forms of intangible cultural heritage protection education activities are carried out to meet the actual needs of the construction of the regional intangible cultural heritage display platform.

2. ANALYSIS OF THE CONSTRUCTION OF CHANGZHOU NON-RELIC DISPLAY PLATFORM

2.1 Comprehensive Non-Residual Display

The comprehensive intangible cultural heritage exhibition mainly includes Changzhou intangible cultural heritage and Changzhou University intangible cultural heritage exhibition hall. First, Changzhou intangible cultural heritage exhibition hall is a public comprehensive intangible cultural heritage exhibition platform, which is rich in resources and displayed in the form of words or pictures. Second, the intangible cultural heritage exhibition hall of Changzhou University started in 2010. The internal exhibits of the exhibition hall are presented in the form of words, videos and other forms, mainly managed by the library of Changzhou University. The introduction of intangible cultural heritage is relatively

comprehensive (as shown in **Table 1**).

Table 1. Comprehensive intangible cultural heritage exhibition project

Comprehensive residual display platform	non- Main projects
Changzhou Intangible Cultural Heritage Exhibition Hall	City 48 national, provincial and municipal intangible cultural heritage protection projects.
Changzhou University Intangible Cultural Heritage Exhibition Hall	The number of national non-relic projects, provincial non-relic projects and municipal non-relic projects is 9, 30 and 57.

2.2 Regional Intangible Cultural Heritage Exhibition

The scope of regional intangible cultural heritage display is relatively wide. In this link, counties, districts, townships and towns carry out a series of publicity activities to integrate the construction of cultural institutions in each region, and it can be found that the number shows an increasing trend, so as to realize the effective integration of intangible cultural heritage resources in each region (as shown in **Figure 1**). For example, the intangible cultural heritage exhibition hall of Chunjiang town is the most distinctive. It was officially opened in 2010, mainly in the primary schools in the area, to fully show the characteristics of Chunjiang Town, including local dance, music, art and traditional skills. The full presentation of Folk Customs provides a platform for the audience to understand the intangible cultural heritage of the region. The exhibition area is rich in internal themes, mainly including Chunjiang people, folk art and Chunjiang stories, which fully demonstrate the regional characteristics of Chunjiang and gain the consensus of the audience.



Figure 1. Changzhou Museum Interior Hall

2.3 Industrial Intangible Cultural Heritage Exhibition

The industrial intangible cultural heritage display mainly includes the display platform of pharmaceutical industry,

the display platform of Arts and crafts industry, etc. First, the exhibition platform of the pharmaceutical industry mainly refers to the Menghe Medical School Museum, which has a long history of development and has a profound impact on the domestic and foreign medical industry. In the process of intangible cultural heritage platform display, it pays attention to the promotion of Menghe medical school culture. The exhibition hall shows different themes such as the source of medical school and the succession of medical school, and guides the audience to understand the origin and prosperity of Menghe medical school. Second, there are many exhibition platforms for arts and crafts industry, among which Huaxia arts and Crafts Industry Expo Park is located in Xuejia town. There are traditional arts and Crafts categories such as green bamboo carvings and needle embroidery in the interior, and intangible cultural heritage projects show clustering [1].

3. THE CONSTRUCTION OF CHANGZHOU INTANGIBLE CULTURAL HERITAGE DISPLAY PLATFORM AND THE SIGNIFICANCE OF INTANGIBLE CULTURAL HERITAGE PROTECTION EDUCATION

3.1 Helps to Learn and Study

Changzhou is rich in intangible cultural heritage, highlighting the local regional characteristics. The effective combination of the construction of intangible cultural heritage display platform and intangible cultural heritage protection education helps to realize the mutual development of learning and research. From the perspective of current intangible cultural heritage in Changzhou, traditional culture is extensive and profound. In the process of effective combination with intangible cultural heritage protection education, it highlights the advantages of the essence of traditional culture, actively carries out exchanges and cooperation with the local campus, and realizes the introduction of intangible cultural heritage into the campus, which to some extent helps enrich the campus culture. In the process of the combination of intangible cultural heritage display platform and intangible cultural heritage protection education, a good campus cultural environment will be created in combination with the actual situation of Changzhou social environment development. At the same time, the scientific research force in campus is relatively rich, and the academic research atmosphere is relatively strong. The scientific research team can deeply understand the intangible cultural heritage, and carry out research and development, which is conducive to the effective inheritance of Changzhou intangible cultural heritage.

3.2 Helps Inspire Geographic Feelings

To some extent, Changzhou intangible cultural heritage display platform and intangible cultural heritage protection education can help stimulate regional feelings, and promote the construction of local campus culture in the process of carrying out intangible cultural heritage protection education. It is

the key to enhance the centripetal force of regional culture to give full play to the positive role of intangible cultural heritage in the region and adhere to the development principle of adjusting measures to local conditions. With the help of intangible cultural heritage display platform, we can carry out different forms of intangible cultural heritage activities and go deep into the campus. Organize the relevant social practice of intangible cultural heritage display regularly to go deep into the local people's life, so as to stimulate the people's recognition of intangible cultural heritage, gradually stimulate the national spirit, establish a correct world outlook, outlook on life and values, and actively promote the positive energy of society. With the gradual development of the times, the construction of intangible cultural heritage display platform is also gradually updated, highlighting the spirit of the times, making it adapt to the actual needs of regional cultural development, and stimulating the local feelings of the people.

3.3 Helps Widen the Channels of Inheritance

Changzhou intangible cultural heritage display platform and the development of intangible cultural heritage protection education is a systematic project. In the practical operation, we should pay attention to strengthening the education of intangible cultural heritage protection, which can be carried out with the help of the advantages of campus platform. Taking primary and secondary school students as an example, the students in this stage are in the critical period of physical and mental development. We can grasp the characteristics of students to carry out intangible cultural heritage protection education, so that students can be identified psychologically. To a certain extent, it can stimulate the enthusiasm of students to actively participate in the protection of intangible cultural heritage and deepen the understanding and recognition of Changzhou intangible cultural heritage. As for college students, the knowledge level of students in this stage is relatively high, and they can make correct judgments and choices on external things. Therefore, in the process of intangible cultural heritage display platform and intangible cultural heritage protection education, the advantages of primary and secondary schools and colleges and universities are used to expand the Intangible Cultural Heritage Inheritance platform. Organize activities related to different forms of intangible cultural heritage protection on a regular basis to enrich students' social practice of intangible cultural heritage.

4. RESEARCH ON THE EDUCATION OF INTANGIBLE CULTURAL HERITAGE PROTECTION IN CHANGZHOU INTANGIBLE CULTURAL HERITAGE EXHIBITION PLATFORM

4.1 Education on The Heritage of Professional Skills

In the process of education, the inheritance of professional skills is mainly realized by oral and psychological education. Based on the analysis of the intangible cultural heritage display platform of Arts and crafts industry, we should pay attention to the advantages of itself as a carrier of cultural heritage, and take the inheritance of intangible cultural heritage as the focus of education. Among them, the most representative changzhou fine arts and Crafts Museum and Jintan paper carving Research Institute are responsible for

the task of inheriting intangible cultural heritage, and pay attention to the cultivation of talents. For example, Jintan paper carving Research Institute has carried out paper carving activities, set up training bases in primary and secondary schools and high schools in the city, set up special "paper carving" teaching content, and taught and guided by professional teachers. Guide middle school students to understand the future development of Jintan carving paper, a solid reserve force that is growing, as the inheritor of Jintan carving paper in the future, so as to realize the protection and inheritance of Jintan carving paper [2].

4.2 Experiential Training Education

The experiential training and education work has been carried out in succession, in which the advantages of intangible cultural heritage platform are played, the experiential training service is carried out, the social audience is guided to personally understand the intangible cultural heritage culture, and the sense of identity of intangible cultural heritage culture is enhanced. For example: hold the training and experience activities for the intangible cultural heritage of the green bamboo carving, under the personal guidance of the professional inheritors of the intangible cultural heritage, teach the carving skills to the audience, the audience can play an innovative thinking in the experience activities, match different forms of patterns, and explain the basic techniques of the green bamboo carving in detail, guide the audience's attention to the carving art. At the same time, we also set up a training course of random needlework technology to actively encourage teachers and students in the area to participate widely, understand from the basic needlework, and attract the widespread attention of the social audience.

4.3 Local Culture Education

Focus on local cultural education activities, with the help of intangible cultural heritage platform, in view of the physical and mental development of primary school students in the region to strengthen local cultural education. Carry out publicity and education activities in primary schools on a regular basis, gradually cultivate the national cultural awareness of primary school students, and guide students to receive traditional cultural education from childhood. Taking Chunjiang primary school as an example, focusing on the "Chunjiang intangible cultural heritage culture", the intangible cultural heritage culture display is divided into three parts: campus intangible cultural heritage environment culture display, student intangible cultural heritage community display and integrated classroom teaching display, characteristic culture construction forum, etc. Among them, teachers guide students to set up a theme activity "talk about Chongyang", guide students to taste the beauty of poetry in the process of reading poetry, understand the diet culture of Chongyang, and educate students to know how to appreciate and improve their cultural quality. Through the study of picture text, students are guided to combine "character" and "painting", so that

students can understand the evolution history of picture text and feel the charm of Chinese characters, so as to improve students' humanistic feelings as a whole.

4.4 Academic Lecture Education

In Changzhou intangible cultural heritage display platform, the education of intangible cultural heritage protection needs to pay attention to the role of academic lecture education. In this link, we can actively carry out exchanges and cooperation with enterprises, and work together for the construction of Changzhou intangible cultural heritage display platform and the smooth implementation of the education of intangible cultural heritage protection. For example, in 2019, Changzhou technical education group and Changzhou intangible cultural heritage protection center jointly held the "brand culture and cultural innovation code" academic lecture activity. In the process of the activity, Changzhou intangible cultural heritage protection center and Changzhou fitness and Bodybuilding Association, Changzhou Taekwondo Association, Changzhou luotie Painting Association exchange and share experiences with each other. In the course of the activity, focusing on the idea of "brand culture and cultural and creative code", this paper makes an in-depth discussion from three perspectives of "brand culture background", "building brand with strategy" and "spreading brand with creativity". Various experts and scholars have expressed their own opinions. A series of topics, such as brand totem, brand image, brand value, brand promotion and development, brand creativity and design, are explained in the application of design cases, which enriches the form of lectures. To a certain extent, the development of this lecture is in line with the background of art design development and innovation in the new century.

4.5 Implementation of Development and Innovation Education

In the process of Changzhou intangible cultural heritage display platform and intangible cultural heritage protection education, we should always adhere to the spirit of innovation, actively collect internal and external resources in this link, and take advantage of the discipline advantages of Changzhou. In the process of creating the intangible cultural heritage display platform, we should fully display the display function, so as to lay the foundation for the cultural communication in the region, and provide theoretical basis for the innovation and development of intangible cultural heritage. For example, in order to effectively inherit the intangible cultural heritage of Changzhou City, Changzhou University gives full play to its own initiative, adheres to the innovative education principle of "bringing in" and "going out", and pays attention to communication and cooperation with Changzhou Art University. At this time, Changzhou art college is rich in professional types. With its own advantages in graphic design and public art design, it goes deep into the development and innovation of intangible cultural heritage. During this period, students and students, students and teachers, teachers and teachers communicate with each other, especially in the process of designing professional courses, pay attention to the effective combination with intangible cultural heritage education. In order to stimulate the enthusiasm of students to participate in the education

activities of intangible cultural heritage protection, students are regularly organized to visit the exhibition hall of intangible cultural heritage, which is led by professionals and explained in depth, so as to understand the production process and design concept of intangible cultural heritage crafts. At the same time, in the actual teaching process, we should integrate professional education into it. For the college students who are about to graduate, we should focus on intangible cultural heritage research in the design of the project. Students can play their own initiative in this link, integrate the intangible cultural heritage resources of Changzhou with the help of the advantages of modern science and information technology platform, and start from the advertising and product design of intangible cultural heritage.

5.CONCLUSION

There are various ways of intangible cultural heritage protection education in Changzhou intangible cultural heritage display platform. In this link, we need to combine the inheritance of professional skills, experiential training education and local culture education. Strengthen the publicity of intangible

cultural heritage resources, guide the audience to understand the history of intangible cultural heritage, and focus on improving the audience's cultural literacy, so as to enhance the social influence of intangible cultural heritage.

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Based on the studio (workshop) mode, design majors are integrated into the curriculum system of Intangible Cultural Heritage: Taking Changzhou intangible cultural heritage as an example 2019 Changzhou Engineering Vocational and Technical College.

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Analysis of The Impact of Tourism Traffic on Tourist Destinations

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Abstract: In recent years, economic development has driven the development momentum of tourism. In the process of tourism development, strengthening the control of tourism traffic and ensuring the smooth flow of travel routes will contribute to the stable development of tourism. Tourism traffic is an important part of the development of tourism industry, and the improvement of transportation facilities is closely related to the attraction of tourists. Based on the reality of the development of modern tourism, this paper expounds the influence of tourism traffic on tourist destinations.

Keywords: Tourism; Transport; Destinations

1. INTRODUCTION

Tourism is based on eating and living, shopping and entertainment, these factors are indispensable. The infrastructure of tourism transportation is very important for the development of tourism. It is a prerequisite for the development of tourism economy. Traffic level has a great impact on tourist destinations, tourist attractions gather tourists are based on the development of tourism traffic, so the development of tourism traffic is conducive to regional tourism economic development.

2. THE MEANING OF TOURISM TRAFFIC TO THE TOURISM INDUSTRY

Tourism traffic is the basic condition for the development of tourism industry, an important factor to achieve the economic prosperity of the tourism industry, and a link between tourists and destinations. The rapid development of tourism industry is bound to derive tourism traffic problems, tourism traffic based on the existence of tourism is meaningful, and the level of tourism traffic construction is related to the development direction of tourism industry. The high level of tourism traffic construction can effectively reduce the unnecessary waste of tourists' traffic time, spare more time for tourists to choose attractions, reduce the worries of tourists, and ensure the number of tourists in tourist destinations. The smooth travel road is not only convenient for tourists to travel, but also conducive to the development of tourism activities.

3. THE IMPACT OF TOURISM TRAFFIC ON TOURIST DESTINATIONS

First, the construction of tourism traffic to a certain extent can meet the needs of tourists in time and space, so that tourists have more choice of targets. To achieve a seamless docking between tourism enthusiasts and tourist destinations to be developed, if the impact of

docking during this period, so that the flow of tourism is not balanced, will seriously restrict the development of local tourism, but also affect the development of the local economy. Under the basic conditions of convenient transportation, these problems are solved, and the original deserted attractions is a rescue act that can bring them back to life.

The development of tourism traffic should be combined with the actual development of the local reasonable planning and construction plan, combined with the local tourism characteristics, grasp the focus of the tourism market, with sustainable development as the construction goal, build a tourism traffic platform, promote the common development of transportation and tourism.

(2) Perfect tourism transportation facilities can promote the good development of tourism, transportation conditions affect the development of tourism one of the factors, but also the protection of its development. Wherever traffic extends, tourism resources can be exploited. Tourist attractions with the popularity and landscape and other factors spread, will usher in a large number of tourists, do not do a good job of tourism and transportation infrastructure, cannot provide tourists with smooth traffic conditions. Therefore, in the tourism industry, it is particularly important to build a smooth tourist traffic route, which has a direct impact on the local tourism economy.

The relevant departments of tourism and traffic construction should strengthen supervision during the construction period, strengthen the management of the construction link, increase the training and education work for the construction personnel, improve the sense of responsibility of the construction personnel themselves, attach importance to the quality of construction, do a good job in route planning, so that it can drive the development of tourist attractions, ensure the full play of the role of tourism traffic, and contribute to the tourism industry [1].

(3) The tourist transportation infrastructure is perfect, will not interrupt the tourists to provide a complete travel plan, so that visitors have an unimpeded travel experience. Most travel agencies offer tourist attractions that are decentralized, and some even cross-regional, and in the process, the frequency of tourist migration is quite frequent. The quality of tourism traffic can be improved to connect the scenic routes of many places, relying on the effective connection between the various scenic spots, reducing the time consumption of tourists travel, as well as the choice of transportation, will focus more energy on the viewing links of tourist attractions, to ensure that tourists have a perfect travel experience.

Connecting tourist attractions can lead to better development of the region, but at this stage the level of

tourism traffic construction shows a lag, so we should speed up the speed of local traffic construction. Under the premise of ensuring that the quality of construction meets the standards, the construction speed is improved and the traffic conditions can be met with the actual needs of the local tourism industry and tourists. Full use of modern management concepts, the introduction of advanced technology, improve the level of tourism traffic construction, construction and construction to follow the principle of road networking, according to the existing technology and traffic conditions, as fast as possible to create a convenient road to various scenic spots, through the route. Taking into account the various factors that may arise in the future traffic development, optimize the traffic routes near the main scenic spots. Adhere to the principle of matching tourist attractions with traffic routes, so that scenic spots along the route construction, routes around scenic construction, reasonable layout of local scenic routes, reasonable links to scenic spots.

(4) Tourism resources are based on the number of tourist's travel, without convenient transportation conditions for the protection, cannot develop the tourism economy on a large scale. On the contrary, tourism resources are rich again, no traffic for its introduction, cannot play an advantage [2]. From the above content cans can be seen, the impact of tourism traffic on the tourism economy is very obvious, from the current situation of tourism in China to analyze, good traffic construction can help tourists in the choice of tourist destinations to make a clear judgment, more

selective, help to promote tourism on the original basis to a higher level of development, thereby driving local economic development.

4.CONCLUSION

To sum up, in the process of social development, the basic condition of transportation infrastructure cannot be separated. The rise of tourism economy makes tourism traffic unable to meet its demand, affects tourist destinations and hinders tourists' choice of places of travel. And perfect transportation can promote the tourism industry and regional economic development, and promote urban economic development.

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The Application Research of Computer Course Teaching Method in The Era of Internet Plus

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Abstract: With the continuous development of modern technology, the Internet industry has developed rapidly and widely used in all walks of life. Internet plus technology is playing a very important role in the teaching of universities. In order to enable students to master the theory of "Internet plus" and ensure their computer practice level is constantly improving, universities should pay more attention to the application of computer teaching method.

Keywords: Internet Plus; Computer Courses; Universities and Teaching Methods

1. INTRODUCTION

"Internet plus" is actually a combination of Internet technology and traditional economy to form a new model to promote the continuous development of social economy. Internet plus Internet plus Internet plus concept was introduced in 2012, and later in the NPC and CPPCC sessions, it also submitted proposals on "Internet +" as a driving force to promote the development of China's economic and social innovation. In addition, the government also put forward a plan to promote the Internet plus in the government's report. In the era of rapid development of information technology, in order to promote the development of large and medium sized enterprises and traditional industrial chains, and accelerate the upgrading of industrial development and efficiency, and enhance the innovation and competitiveness of all trades and professions, the implementation of Internet plus is a good strategy. Nowadays, most enterprises and companies can also take a certain position in the same industry, and can also ensure their competitiveness and the continuous development of the company's economy. The Internet plus technology has been introduced as an important decision [1-4].

2. THE CURRENT SITUATION OF COMPUTER COURSE TEACHING IN COLLEGES AND UNIVERSITIES

2.1 Teachers are promoters rather than leaders of students' learning

In most classes, teachers are leaders in students' learning. Generally speaking, the teacher is speaking on the platform, and the students listen as if they don't understand. Some students are already drowsy, which is very common in the university classroom. In domestic universities, the classroom space is large, and there are many students. Teachers can't take every

student into account in the classroom, so it's difficult to mobilize the enthusiasm of students' learning. At the same time, there is a lack of communication and exchange between students and teachers. In this learning environment, it's very unfavorable for students' learning, and it will also make their learning performance continuously decline.

2.2 Ways and methods of education and teaching should be innovated continuously

In the modern development of science and technology, there are many ways to acquire knowledge and master skills, but the fastest way is to practice. But in the university classroom, many tutors and professors are accustomed to show the knowledge to be taught through lesson plans or presentations, which not only makes students feel boring in the classroom, but also reduces students' understanding and mastery of knowledge.

2.3 Students' differences should be considered in education and teaching

Although with the development of science and technology, computer has been very extensive, most of the primary and secondary schools in China have also carried out computer courses, but there are still some students in remote areas who do not understand computer very well. Even if the students have been exposed to the Internet course before they go to university, it does not mean that the degree of contact with each student is the same, but also consider the different abilities of students themselves, so we should improve the difficulty and depth of the Internet course in Colleges and universities, to ensure that each student can master the computer knowledge well. But for the students whose computer foundation is relatively weak, these knowledges may have some difficulties, but after continuous practice and operation, the degree of mastery will gradually deepen.

2.4 The role of Internet plus in computer teaching in Universities

With the rapid development of information technology in today's society, the students' thinking is relatively divergent and rich in imagination. Once there is a question, the answer can be found on the Internet quickly. Therefore, when the teacher cannot answer the students' questions in time, the students can check it through the computer, which greatly improves the learning efficiency of the students themselves, and to a certain extent improves the students' learning efficiency Compared with teachers' traditional curriculum education, computer storage in universities is more suitable for [2] in classroom education than in the era of Internet plus.

3.IMPROVING THE APPLICATION STRATEGY OF COMPUTER COURSES IN UNIVERSITIES IN THE

ERA OF INTERNET PLUS

3.1 Innovation and reform of teaching mode

In the past of economic backwardness, students' learning media can only be limited to books, even presentations are developed later, so many old teachers are more conservative in the concept of education and teaching. However, with the development of network technology, internet education is particularly important for college students. Of course, it is not limited to the learning of basic knowledge, but the ability of practical operation should be stronger and stronger. In order to ensure that the theoretical knowledge and practical ability of students can be improved, colleges and universities combine the two together, through some interesting tests or pizza, to improve the participation rate of students and the mastery of computer practical knowledge. For example, some colleges and universities organize students to participate in network technology competitions, which can arouse students' curiosity and desire to win or lose, and also let many students in their Stand out from the rest.

3.2 Adjustment of computer course

Nowadays, the society is still short of computer talents. In order to prevent the loss of network technology talents, colleges and universities should speed up the adjustment of computer courses, not only from the process of teaching, but also to increase the learning of students' network courses. In the era of Internet development, if they do not have certain computer ability, it is easy to be eliminated by the society. Therefore, colleges and universities should promote the common development and progress of students' theoretical knowledge and practical ability of the Internet.

3.3 Fully understand the differences of students and make education models according to different people
In fact, the primary task of a teacher is not to teach knowledge, but to fully understand each of his students. Of course, it is not only about learning, but also about his family situation and students' own ideas. If the teacher just indoctrinates the knowledge, but does not understand the students' real ideas, it will only make education counterproductive. Therefore, after understanding the situation of the students, teachers can make a suitable education model for each student on this basis, so that students can fully integrate into the learning environment. Colleges and universities should improve students' practical opportunities in computer courses, let students find their own problems,

and find solutions, or directly ask questions in the classroom to speak out boldly. Before, the domestic teaching mode was dominated by teachers, but now teachers should return the main position to students, become the guide, guide students to think and express their views actively. In the process of learning, students have unsolvable problems and wrong situations, and teachers give appropriate advice [3].

3.4 Optimize internet education

With the development of social economy, every big enterprise has more or less connection with the Internet, so colleges and universities should pay attention to the education of students' computer, especially for the students who have poor knowledge of computer, we must develop perfect teaching methods and methods, so that these students can better understand the importance of learning computer, and fully mobilize the students to learn Positive. Of course, in order to help them improve their learning efficiency, we should also make a clear learning direction and grasp the degree, so that students can find their own position to learn more quickly and avoid detours. In order to improve the utilization rate of the classroom, the professor or tutor will share the teaching plan to everyone through the Internet, so that students can have a goal and direction for preview, at the same time, establish different learning groups, let students communicate and discuss their own suggestions and questions online, the professor can also answer questions online, and actively encourage students not to know how to actively put forward.

4. CONCLUSION

from this point of view, the traditional education mode of domestic colleges and universities has not kept up with the trend of the development of the times, keeping to the old will only lead to brain drain, and the innovation and reform of education mode is also imperative. Now the era of "Internet plus" has arrived. Only by strengthening the cultivation of Internet talents can we not be left behind by society.

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Online Teaching in Colleges and Universities During the Epidemic: Issues and Reflections

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Abstract: In accordance with the guidance on the organization and management of online teaching in Colleges and universities during the period of epidemic prevention and control issued by the Ministry of education of the people's Republic of China, college teachers actively responded to the call of "no suspension of classes" during the period of epidemic prevention and control, and adopted online teaching and other methods to teach and guide students across regions and expand time and space. Based on the experience of online teaching for two months, the author combs the problems faced by online teaching and the thinking caused by online teaching, aiming to further improve the quality of online teaching and give full play to the positive role of online teaching.

Keywords: Thinking; Online Teaching; Epidemic Universities

1. INTRODUCTION

The global outbreak has disturbed people's orderly work and study life. In order to avoid the spread of the new crown epidemic to the campus and ensure the health and safety of teachers and students, the Ministry of Education issued the notice on the extension of the spring semester in 2020. The opening of school can be postponed, but students' learning and growth cannot be postponed. Colleges and universities around the world have launched online teaching resources, or have launched various forms of teaching on the ground. Under the background of the epidemic situation, online teaching is not only a challenge for teachers, but also an opportunity for teaching reform, and also a promotion for the development of teachers and education.

2. PROBLEMS FACED BY ONLINE TEACHING DURING THE EPIDEMIC

2.1 Online teaching preparation

It is relatively urgent for "no suspension of classes" to be deployed to the opening of online teaching. How to complete online teaching preparation in a limited time is a serious problem for university teachers. In this regard, teachers should first determine the teaching method, which is to choose online live broadcast, video broadcast, MOOC teaching, seminar teaching? Or compatible teaching methods? At present, there are many live platforms available for teachers to choose, such as rain class, nail, Tencent conference, Tencent class, super star learning, QQ group screen sharing, etc. since it comes to choice, teachers need to have a certain understanding of several platforms, which puts forward higher requirements for teachers' information

literacy. Combined with the feedback of online teaching teachers and students, the author thinks that a university should guide teachers to master at least two kinds of platform operations, which can not only make alternative plans for platform emergencies, but also make students not worry about switching back and forth between multiple platforms selected by multiple teachers! The author's school used superstar learning before, and this online teaching of epidemic situation trained the use of nails. Secondly, it is about teaching resources. We should prepare electronic teaching materials for students and PPT for teaching [1-4]. At the same time, we should make full use of the existing high-quality online course resources, such as editing or editing resources such as wisdom tree, love course, MOOC, etc., so as to do a good job in the course introduction or extension.

2.2 Teaching implementation process

Whether it is traditional teaching or online teaching, teachers are faced with the problem of how to be student-centered in the teaching process. Before the class, teachers should contact the group through the course to understand the mastery level of students' target knowledge, and let students know the online learning platform, learning time, learning tasks, etc., to guide students to do a good job of offline preview! In class, we should make full use of the "three points" technology, that is, time-sharing, grouping and task sharing, which can effectively avoid students' distraction and low participation in class. At the same time, in order to promote interaction, we can add selective activities of objective questions and classroom tests, so as to better grasp the classroom rhythm and improve the quality of classroom teaching. After class, try to choose the subjective homework, and give students enough time to complete, so as to better internalize the classroom knowledge, at the same time, avoid problems such as network copy, lead students' autonomous learning to depth, and promote deep offline learning.

2.3 Learning effect evaluation

The final evaluation module and proportion shall be set up according to the online teaching mode for the assessment of students' learning effect. The author's teaching mode is "superstar Learning + QQ contact group + Tencent screen sharing", and the final learning evaluation shall be conducted according to the mode of classroom (Statistics of check-in and classroom interactive answer questions) * 30% + superstar online test and examination * 50% + homework * 20%. Online teaching teachers should make positive feedback on students' classroom situation according to data statistics, for example, 95% of the students answered the question correctly; many students in this class got full marks in the classroom test, etc., so that students pay more

attention to the learning effect of online teaching.

3. THINKING ABOUT ONLINE TEACHING DURING THE EPIDEMIC

3.1 The inevitable trend of improving teachers' Information Literacy

In the face of the deep integration of new media technology and education, it will become an inevitable trend for university teachers to improve their information literacy. Colleges and universities should take targeted and effective ways to improve teachers' information technology, actively improve the school's intelligent teaching and network teaching software and hardware conditions, provide teachers with a wider range of technical services and online support, so that teachers can build a new knowledge framework in a short time, free from the anguish of Technology application, and more confident to adapt to the high-quality requirements of teachers in today's era. To make big data, cloud classroom, Internet of things and other technologies better serve online teaching.

3.2 Effective application of hybrid innovative teaching mode

Under the pressure of the epidemic situation, the extensive online teaching experience in Colleges and universities is relatively short, and the online teaching experience of teachers is insufficient. But through this period of online teaching, I think we should fully see the actual role and intrinsic value of online teaching. "Online" has teachers' carefully prepared curriculum resources, which can realize classroom flipped pre learning. "Online" can break through the limitation of traditional learning time and space, and realize the students' decentralized anytime learning. "Online" can look back at teaching resources, which is conducive to repeated learning and deepening the understanding of key and difficult points. "Offline" has the teacher's key breakthrough, check the deficiencies and make up for the omissions, improve the practice, and then improve the understanding and application of knowledge from multiple perspectives. Compared with primary and secondary school students, college students have relatively strong independent learning ability. This global large-scale online teaching is an opportunity for teaching reform in the field of higher education. A new ecology of innovative "online" + "offline" hybrid teaching mode is emerging. The effective application of hybrid teaching mode is more conducive to improving the depth of students' learning.

3.3 Encourage the construction of sharing characteristic "golden course"

It is not difficult to find out that free online shared teaching resources are used during the epidemic period. The quality of "golden course" construction in many

colleges and universities is very high. The master's ingenious thinking and exquisite language are worthy of praise and learning. But before the data sharing between colleges and universities was relatively simple, "golden course" shared data was limited, so the state should vigorously encourage the construction of "golden course" and "excellent course" in Colleges and universities, actively promote the free connection and sharing of high-quality education resources, and build a high-quality digital resource platform that benefits teachers and students and the whole people.

3.4 Attention should be paid to humanistic quality education In the process of teaching college students, college teachers should make students internalize their knowledge, temperament and Cultivation in terms of ideas, value orientation, way of thinking and talent of learning, so as to form good internal quality and good humanistic quality. In the process of online teaching, it is very important for students to cultivate the spirit of self-discipline and self-examination. College teachers should not only pay attention to the teaching of professional knowledge, but also know how to educate students in humanistic quality according to the time and situation. The online teaching of the epidemic also has the responsibility to let students understand life and fear life; understand that one side has difficulties and eight sides help; understand the selfless dedication and gratitude of medical workers; understand that learning is accomplished and brave to take responsibility.

4. CONCLUSION

Online teaching is a challenge for students and teachers in Colleges and universities. As a new emergency of teaching in the current epidemic situation, all teachers and students will face many problems that need to be overcome and solved. However, online teaching is also the general trend of education reform. Therefore, every college teacher should actively change their thinking, adjust teaching methods in time, improve teaching quality, and make online teaching play the most important role. Great value.

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Japan's Smart Power Diplomacy to China in The Public Health Emergency of International Concern

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Abstract: Since the concept of smart power was proposed and developed, it has often been regarded as a theoretical tool for formulating national strategies. When formulating strategic goals, it is necessary to understand not only the definition of smart power and its constituent factors, but also its practical significance. Due to the lack of case studies of smart power in Asian countries, this article uses the evaluation criteria of the exercise of smart power proposed by Alagoz in 2018 to judge the effectiveness of Japan's aid diplomacy to China under the COVID-19. Alagoz's proposal is that the ability to achieve targeted objectives, the skill to use hard and soft power instruments in such a way that they reinforce each other, good interpretation of the existing regional and global contexts, time planning, and compatibility with long-term interests. In the early stage of the COVID-19, the "smart power" formed by the combination of hard power with "economy" as resources and soft power with "discourse" as resources by the Japanese government and people has won praise from the Chinese government and people and deepened the relationship of both countries. Therefore, Japan's smart power diplomacy is effective and achieves a win-win result for both countries.

Keywords: COVID-19; Smart power diplomacy; China-Japan relationship; Japan diplomacy

1. INTRODUCTION

The concept of smart power has attracted the attention of academia and practice in recent years. In national diplomatic strategies, smart power can more effectively achieve diplomatic purposes. In the COVID-19, Japan's aid to China has won unanimous praise from the Chinese government and people. This article explores Japan's use of smart power in this aid. Power is an important and widely accepted concept in international politics. Morgenthau states that 'the concept of political power poses one of the most difficult and controversial problems of political science'. [1] Therefore, many theories of international politics have different interpretations of the concept of power. Power usually has a deep connection with related words such as influence, control, and coercion. Due to the importance of the concept of power in international politics, most scholars try to further define the nature and role of the concept of power, such as structural power [2] (Strange, 1988),

normative power [3] (Manners, 2002), soft power [4] (Nye, 2004), smart power [5] (Nossel, 2004) and compulsory power [6] (Barnett & Duval, 2005). The concept of smart power is relatively new in international politics and is an important concept that this article focuses on. It was originally proposed by a scholar named Susan Nossel, and later developed by Joseph Nye into one of the main concepts in international politics. According to Nye smart power is defined as the ability to combine hard and soft power into a successful strategy. [7]

Susan Nossel, who originally proposed the concept of smart power, was put forward in the "Foreign Affairs" magazine in 2004 [8]. After analyzing the offensive attitude of the Bush regime since the 9/11 terrorist attack and the single action of the United States, she will focus on research Put on soft power. The heavy reliance of the Bush administration on hard power pushed Nossel to suggest focusing on the smart use of power to promote US interests through a stable grid of allies, institutions and norms, rather than the war on terrorism.

After the Bush regime implemented anti-terrorism policies, the US national power began to decline. Joseph Nye, like Susan Nossel, also began to reconsider the importance of soft power. He emphasized that effective foreign policy needs to combine hard power resources and soft power resources to form smart power, and expands the influence of the concept in the field of international politics. Smart power developed by him has been applied to case practice. This concept became popular following its use by Hillary Clinton, during her testimony as Secretary of State-designate in 2009. She said 'We must use what has been called smart power, the full range of tools at our disposal - diplomatic, economic, military, political, legal, and cultural - picking the right tool or combination of tools for each situation'. [9]

This article believes that there are two main points in understanding smart power: The resources related to hard power and soft power are not absolute; Hard power or soft power will be formed through different behaviors.

According to Nye, resources related to hard power are usually tangible, such as military power and economic power, and resources related to soft power are usually intangible, such as systems, ideas, values, culture, and policies. However, these resources are not absolute, that is, a certain resource does not necessarily lead to a specific power. Therefore, even resources closely related to hard power will generate soft power according to different ways of exercise.

According to Nye, resources related to hard power and soft

power can be formed into hard power or soft power through 9 actions, which are command, coerce, threat, payment, sanction, frame, persuasion, attract and co-opt. Among them, order, coercion, threat, payment, sanctions, and frame (it is inappropriate for the other party) are behaviors related to hard power, frame (it is proper for the other party), persuasion, charm, and attraction are behaviors related to soft power. [10] For example, when military power is used to combat counter-terrorism forces, "coercion" is implemented to stop terrorism. Therefore, military power forms hard power. When military power is used for rescue operations or humanitarian acts it forms soft power. Taking economic power as an example, a country with strong economic power, such as the United States, can use economic sanctions to "force" or "threat" other countries to generate hard power. If a country uses its economic power to achieve economic success, then the country's economic model will become a "charming" behavior, thereby generating soft power and being learned by other countries.

2. PRACTICALITY AND SIGNIFICANCE OF SMART POWER

So far, most studies have separated hard power from soft power and few studies focus on smart power for case analysis. Scholars who put smart power in the field of research include Ernest J. Wilson, III, [11] Joseph Nye, Mai'a K. Davis Cross, [12] and Emine Akcadag Alagoz. [13] Among these scholars, most scholars focused on the in-depth analysis of the components and definitions of the concept of smart power and achieved results, but ignored the practicality of promoting smart power, especially how to evaluate the effect of it. Based on the existing research, Algos has constructed a standard that can evaluate the use of skill in practice. The criteria are the ability to achieve the targeted objectives; the skill to use both hard and soft power instruments in a way that they reinforce each other; good interpretation of the existing regional and global context; time planning; and compatibility with long-term interests. [14] Since the five criteria was proposed in 2018, it is necessary to verify the practicability. In addition, since Alagoz emphasized that 'aforementioned scholars have analyzed this concept in the context of the US or Europe', [15] there are only a few case studies of smart power in Asia. Therefore, it is necessary to increase case studies to evaluate the implementation of smart power in Asia. On one hand, it can help improve the practicality of the criteria to assess smart power, on the other hand, it can help expand the scope of the description of smart power in the world and enhance its explanatory ability.

Based on the above explanation, the concept of smart power is not only at the theoretical level today, but is also more mature at the practical level than before. Due to the practical development of the concept of smart power in the future international society, countries must achieve a long-term strategic goal by combining hard power resources and soft power

resources to form smart power. For example, Russia merged Crimea through the use of military power in 2014 was subsequently sanctioned by the international community. These sanctions have severely damaged Russia's economic and political environment, proving that today's world cannot rely solely on hard power to perfectly achieve the country's strategic goals. It is also a typical case of underestimating soft power. This article takes the case of Japan's aid diplomacy to China in the COVID-19 as an example, and uses the five criteria proposed by Alagoz to discuss whether Japan's smart power strategy is "smartness" or not.

3. OVERSEAS ASSISTANCE TOWARD CHINA IN THE COVID-19

Since December 2019, there have been cases of pneumonia of unknown etiology in China, which was later determined to be the COVID-19. This virus is a virus spread from person to person. COVID-19 Mainly spread through droplets and contact infections, concentrated in the lungs of the body, causing fever and upper respiratory symptoms, and in some cases even leading to death. To prevent the spread of infection, Wuhan City was closed on January 23, 2020. The World Health Organization (WHO) announced on January 31 that the COVID-19 constitutes an "emergency public health incident of international concern", but it does not recommend travel and trade restrictions on China. In response to this emergency, the Chinese government has taken all possible measures to combat the virus. For example, within 10 days of Wuhan, "Huoshenshan", an emergency hospital for the treatment of patients was built, and the whole country quickly entered the management of an air defense epidemic city system. These prompt and adequate measures have been praised by WHO and countries around the world.

Many foreign countries have provided support to China's epidemic situation. For example, the South Korean government announced that it will provide China with relief materials worth a total of US\$5 million, and has sent a large number of masks, protective clothing, and detergents to other Chinese-affected areas to infected areas in China. [16] The Russian government sent an epidemic prevention expert delegation to China and supported 23 tons of medical relief materials. The Canadian government also provides another 2 million Canadian dollars in aid to China through the WHO. Not only the government, overseas civil society organizations and private organizations also have provided support to China. Until February 11, MedShare, a non-profit organization in the United States, raised aid materials worth US\$1.2 million from China. The Chinese government, through the Ministry of Foreign Affairs, expressed its appreciation for the outbreak assistance in various parts of the world.

Compared with other countries, Japan's aid to China this time is unique. Japan like other countries, not only has the government assisted, but also non-governmental organizations and Japanese companies have aided one after another. However, Japan has written warm poems on donated materials to Wuhan. Many Chinese netizens feel that it is apt, warm-hearted, and healing, which has made many Chinese people re-recognize Japan. For example, the materials donated to Hubei by the HSK Japan Affairs

Bureau, a Chinese language teaching and testing organization, printed for the first time the verse "Mountains and rivers, wind moon the same day", expressing that China and Japan have similar cultural foundations and interlinked historical and cultural bonds. This verse was immediately praised on the Internet and received 315, 000 praises from Chinese netizens in one day. The material donated by the Maizuru City of Japan to the friendly city of Dalian is also printed with a poem "Though separated by a mountain, we'll share the same clouds and rain. The bright moon belongs not to a single town.", which also resonated with Chinese netizens. As the Chinese Ministry of Foreign Affairs spokesperson Hua Chunying said at a regular online press conference on February 4, "Disasters have no emotion but people do. China has noticed the warmth of the Japanese people" The Chinese government, through the Ministry of Foreign Affairs, expressed the same gratitude to Japan as other countries, and even used the term "very moved" that was not used in other countries for its assistance to Japan. The praise that Japan received from all over China led to the jealousy of the Korean media. It can be said that Japan's aid to China has been recognized by the Chinese government and the Chinese people to the greatest extent.

4. JUDGING THE SMARTNESS OF JAPAN'S COVID-19 AID TO CHINA

Before evaluating the smart power use of Japan's epidemic support with China, this article first reviews the China-Japan relations from 2012 to the present. Since entering the second Abe regime in 2012, relations between China and Japan have been in a cold period. The main reason is that the Japanese government launched the Diaoyu Islands nationalization measures in September 2012. The Chinese government considers Japan's actions to be "in vain" and strongly protests the Japanese government. The Chinese people have expressed their determination to support national sovereignty. In 2012 and 2013, anti-Japanese demonstrations were held across the country to defend the Diaoyu Islands. The relationship between China and Japan fell into the worst state. Since the Diaoyu Islands nationalization incident, there has not been any major improvement in the bilateral relations between China and Japan, and the two sides have continued to compete for the national interest. In 2013, President Xi Jinping advocated the "Belt and Road" strategic concept. In 2015, the Chinese government implemented the "Belt and Road" concept and established the Asian Infrastructure Investment Bank (AIIB) with the international community. The infrastructure construction projects have aroused Japan's sense of vigilance and deepened Japan's confrontation with China. Therefore, many researches have highlighted and analyzed the "competitive" side of China-Japan relations because of the tension between both countries.

This China-Japan competitive relationship showed

marked improvement during Prime Minister Abe's visit to China in October 2018. During the summit meeting with Prime Minister Abe, President Xi Jinping stated that "current China-Japan relations are back on a normal track and regaining positive momentum." Prime Minister Abe also emphasized that China and Japan "should follow the spirit of mutually beneficial cooperation and not a threat to each other" to contribute to the international community. The talks ushered in an important opportunity to improve China-Japan relations.

Soon after, in December 2018, Premier Li Keqiang visited Japan to participate in the first China-Japan third-party market cooperation forum. In his speech, Premier Li Keqiang stated that "the cooperation between the two countries in the third-party market has great potential and broad prospects, and the "new pillar of cooperation" has promoted the improvement of China-Japan relations. The Japanese side has also expressed its willingness to establish good relations with China.

Besides, on the New Year's Eve of the Chinese Spring Festival in 2019, Prime Minister Abe specially recorded a video to pay homage to the Chinese people and expressed his wish to promote China-Japan relations. This shows that China-Japan relations have been significantly improved after 2018, and both sides are eager to further develop and stabilize bilateral relations in the future.

After giving an overview of improvement of the relationship between China and Japan, it is necessary to evaluate the effectiveness of smart power which has been applied by Japan in the COVID-19 to aid China. First look at Japan's aid capabilities. In this epidemic, as of February 7, Japan's total donation amounted to 30.602 million yuan (approximately 459.03 million yen), including 6.338 million masks, 1.047 million gloves, and 179, 000 protective clothing and Isolation clothing, 78, 000 pairs of medical goggles and other supplies. On February 13, the Japanese government decided at the cabinet meeting that it would allocate 10.3 billion yen (approximately RMB 650 million) from the 2019 budget preparation fee to implement the first wave of emergency response to the expansion of the new virus and this includes the production of more than 600 million masks and the development of virus vaccines.

Japan's ability to provide emergency assistance was also seen during the 2008 Wenchuan earthquake in China. At that time, the total amount of emergency assistance provided by Japan was approximately RMB 33 million (about 500 million yen). The Japanese rescue team was the first foreign professional rescue team to arrive in the disaster-stricken area of China after the Wenchuan earthquake in 2008. Japanese rescue workers know that the rescue work is difficult and there is a considerable danger, but they are not afraid of hardship or fatigue on the front line at the risk of life, help as many victims as possible. Sichuan Provincial Government made a high evaluation of the Japanese rescue team. Therefore, Japan not only has the economic strength of foreign aid, but also has a professional rescue team and relief materials. It can say that Japan has the ability to achieve aid in the COVID-19.

In terms of hard power, according to incomplete statistics, as of February 7, 2020, Japan has donated more than 6.338

million protective masks, more than 1.047 million pairs of gloves, more than 179, 000 sets of protective clothing and isolation clothing, goggles and More than 78, 000 frames, 1, 000 protective caps, 1, 000 shoe covers, 30 pairs of protective boots, 1 large CT testing equipment (worth 3 million yuan), more than 16, 000 thermometers, 1.15 tons of disinfection water, 1 ton of disinfection powder 2, more than 2, 400 disinfection supplies, with a total donation of approximately 30.602 million yuan (including 28.898 million yuan, 26.755 million yen). Japanese Liberal Democratic Party Secretary-General Toshihiro Nikai advocated at a press conference on February 10 that he would deduct 5, 000 yen (about 318 yuan) from each LDP congressman's funding for March and donate to China. He said that the neighbor is in trouble, and supporting him is a matter of course. "

That is to say, Japan's use of "economic power" as resources through its "payment to China" behavior has formed a hard power. In this epidemic assistance, South Korea also used its hard power. As of February 5, South Korean domestic companies provided China with relief materials worth about 1.404 billion yen (about 89.26 million yuan). Judging from the amount of aid provided, South Korea is twice that of Japan, but most Chinese people only remember China-Japan friendship. This article believes that this is Japan's full play of the role of soft power, which is to make good use of "discourse" as a resource to form a behavior that has "charm" and "attracts" to the Chinese government and people. This behavior is soft power.

According to Nye, power resources are the foundation of power. Different ways of utilizing resources can transform resources into nine actions, and these actions can be used to determine whether the formed power is hard power or soft power. Although discourse as a resource is not discussed deeply in Nye's writings, Janice Mettern used discourse as a hard power resource in her research. Using the events of 9/11 and the anti-terrorism policy of the United States as an example, she analyzed the Bush Administration's formation of hard power through anti-terrorism discourses, thereby restricting the counter-terrorism policy options of countries around the world, and also forcing countries to join the U.S. anti-terrorist camp Counter-terrorism activities. This article also believes that discourse is an important resource that can form hard power and soft power.

The discourse resources used as soft power in Japan's aid diplomacy to China are reflected in the verses written on Japanese donated materials. On January 31st, the materials donated to Hubei universities by the Chinese language teaching and testing organization HSK Japan Affairs wrote "Mountains and rivers are exotic, the same day the wind moon". This sentence carries the beautiful story of friendly exchanges between the Chinese and Japanese Buddhist circles in the Tang Dynasty. At that time, many Tang ambassadors requested the Tang Dynasty to send monks to Japan to teach Buddhism, but they were

always rejected for various reasons. The minister Nagayaou in Japan used craftsmen from all over Japan to make a thousand pieces of cassocks, embroidered on the robes with "The mountains and rivers are different, the wind and the moon are in the same sky; all the Buddhas are bound together." He entrusted the sending of Japanese missions to Tang China. Such sincerity and sincerity triggered the high priest Jian Zhen's determination to travel to Japan. Jian Zhen finally successfully traveled to Japan for the sixth time. Japan's rewriting of poems on donated materials this time not only shows manners as a big power, but also reflects the long-standing friendship between China and Japan.

On February 9, the government of Maizuru City, a friendly city in Dalian, wrote verses such as "Though separated by a mountain, we'll share the same clouds and rain. The bright moon belongs not to a single town." on aid materials. This poem comes from the Tang Dynasty poet Wang Changling's "Send firewood to serve the Emperor", which contains the deep feelings of friendship between people in two places but with one heart. On February 10th, the 10, 000 mask boxes donated by the Toyama prefectural government to Liaoning Province were printed: "Liaohe River is melting with snow, and the rich mountains are blooming with flowers". It is reported that this poem quotes the "The Thousand Character Classic" by Zhouxingsi of the Southern Dynasty: "Brother Kong Huai, keep in touch with each other, make friends and share points, and sharpen rules and regulations". In the poem, "Of the same breath and from joint branches" is a metaphor for brothers and sisters of the same country.

Various local governments in Japan, like Japanese civil society organizations, sent beautiful and powerful words to China. Besides, former Japanese prime ministers Yukio Hatoyama and Tomiichi Murayama are cheering on China and Wuhan in the form of video. As a senior official of the Liberal Democratic Party in Japan, Toshihiro Nikai said: "If the neighbor is in trouble, it is a matter, of course, to support his thing."

In the face of the epidemic, the Japanese central government, local governments, and civil society have made great efforts in choosing words.

All circles in Japan not only quoted the Chinese government's slogan "stay strong Wuhan, stay strong China", but also cited ancient Chinese poetry to show the relationship between China and Japan and friendship, and subtly expressed respect for Chinese culture. It can be said that Japan has transformed its discourse resources into soft power, and it has played its best in this Chinese aid diplomacy. In this epidemic, Japan used its strong economic power as a hard power resource and cleverly combined with discourses as a soft power resource to form smart power. It successfully assisted China in the early stage of the outbreak. As a result, Japan has not only received extremely high praise from the Chinese people but also received "special treatment" from the Chinese government.

In this epidemic, Japan's understanding of the geographical situation, especially based on a full understanding of the local conditions and needs of China, launched support activities that are beneficial to both countries. In the early stage of the epidemic, Japan had expected that masks would be in short supply throughout China, and a large number of

masks and medical supplies were urgently needed. Based on a detailed understanding of the situation, Japan quickly organized and donated aid materials such as masks and medical supplies to China, and also hoped to achieve its goal: withdraw the local Japanese nationals from Wuhan. According to a report from the *Japan NHK political magazine*, Japanese Foreign Minister Toshimitsu Motegi said "Japan will provide any help" when he spoke on the phone with Chinese Foreign Minister Wang Yi at 9 p.m. on January 26 and learned of the shortage of Chinese masks. Three hours before the Japanese Foreign Minister and Minister Wang Yi had a phone conversation, Prime Minister Abe had already issued a statement that he wanted to withdraw from Wuhan the Japanese diaspora. Therefore, it can be judged that Japanese Foreign Minister Motegi who had a telephone conversation with Minister Wang Yi at the time, on the one hand, hoped to provide the greatest assistance to the Chinese lack of masks, on the other hand, he hoped to complete the work of evacuating Japanese from Wuhan. To achieve these two goals at the same time, Foreign Minister Motegi of Japan proposed a win-win plan to Minister Wang Yi of China: carrying a mask and other aids on a charter flight to China, and carrying the Japanese diaspora in Wuhan when returning. After listening to the plan, Minister Wang Yi agreed to cooperate with Japan's plan, which is why Japan was the first to complete the first batch of evacuation missions while other countries were still discussing with the Chinese government to send charter flights to evacuate their nationals. It can be seen from the above that the Japanese government's aid to China in the epidemic was not simply following other countries' assistance, but that it had formulated a set of win-win assistance programs based on a rapid and accurate comprehension of China's needs.

In this epidemic, the timing of Japan's government and non-governmental assistance to China is very delicate. Through the contents of a phone call between Japanese Foreign Minister Motegi and Chinese Foreign Minister Wang Yi, it is clear that Foreign Minister Motegi was the first foreign official to have a telephone conversation with the Chinese government about the epidemic. At first Foreign Minister Motegi gave condolences to China's epidemic on the phone, and then he said: "Japan will provide any help. Friends in trouble are the best friends." This timely call successfully highlighted Japan's impression as a "true friend" of China. After Japan's aid, many countries have provided tremendous assistance to China, and even some countries, such as South Korea, have provided more assistance than Japan, but the Chinese government only used the term "very moved" for the Japanese government's assistance. The reason for this can be said to be that Japan seized the perfect opportunity for assistance to China.

The Japanese people have also shown a positive gesture of help, and have taken concrete actions to support China in combating the COVID-19. In

overseas countries, the Japanese people can say that the flag of supporting Wuhan was immediately displayed. Many shops, enterprises, and organizations provided support and assistance to Chinese governments at all levels and tourists in Japan through various forms. For example, many drugstores in Japan's streets have posted Chinese slogans such as "stay strong Wuhan, stay strong China" in support of China's fight against the epidemic. Some merchants even took the initiative to lower the price of masks and give priority to Chinese tourists or even Chinese. Tokyo Sky Tree, a symbolic building in Japan, also lit red lights on January 31 to support China against the epidemic. In this Japanese private action to support China, the action of Japanese junior high school student Xiaomei moved a large number of Chinese people. "The most beautiful Japanese girl" Xiaomei, during the Lantern Festival, stood on the streets of the cold and windy Tokyo, wearing a Chinese cheongsam and holding boxes to raise money for Wuhan. She kept bowing to passersby, hoping that the Japanese people would actively donate. It was transferred to the Chinese embassy to support Wuhan. This fundraising figure is accurate to 1 yen, which shows Xiaomei's sincerity. Looking at all the countries that assisted in China, Japan can be said to be the most generous and the most actively helping China. The most important thing is that Japan accurately grasped the first time to put one's shoulder to the wheel during this epidemic, and showed the spirit of great love to support China timely.

Finally, support for China's epidemic situation is fully in line with Japan's long-term interests from a political and cultural perspective. From a political point of view, Japan's aid to China has further deepened China-Japan relations, which have been rapidly heating up since 2018, and once again showed Japan's willingness to further improve relations between the two countries to the Chinese government. It also deepened the consensus on "turning competition into coordination, cooperating, and not posing a threat" as emphasized in the "China-Japan relations in the new era". It can be said that this time Japan's "rescue diplomacy" with China is becoming a hot word in bilateral relations. It reflects the same reality faced by the Chinese and Japanese societies. In the future, how to jointly fight against the epidemic and block the war is becoming the latest issue of China-Japan relations, and it has also added a new entry point for building a new era of China-Japan relations. Not only that, through this support to China, Japan has also conveyed to the international community an image of Japan that values international stability and actively promotes regional peace and prosperity.

From a humanistic perspective, Japan's support for China's epidemic has deeply moved many Chinese people, demonstrated Japan's charm and appeal, and made it possible for more Chinese tourists to travel to Japan after the virus. This possibility is also shown in the content of the "Research Report on Tourists' Willingness to Travel after the Epidemic" released by Chinese domestic institutions. According to the report, Japan has become the country that most Chinese wants to travel after the epidemic. China is an important market for Japan's tourism industry. In 2018, mainland China visited 8.38 million tourists, an increase of 13.9% year-on-year, accounting for approximately 26.9% of

the total number of foreign tourists to Japan. In recent years, not only the number of tourists visiting Japan for the first time has been expanding, but also the number of returning customers and the amount of consumption have also been increasing. This phenomenon has also attracted the close attention of relevant Japanese departments. Therefore, in terms of long-term interests, the Japanese epidemic assistance will have a positive impact on Japan's tourism industry and students in the field of cultural exchanges. Besides, according to the results of a public opinion survey jointly conducted by Japan's non-profit organization "Remarks NPO" and China International Publishing Group, the Chinese with a "good" impression of Japan showed up to 42.2% in 2018. The number has exceeded 40% for the first time since the investigation began in 2005. The people of the two countries who believe that the relationship between Japan and China is "bad" also fell below half for the first time in nearly eight years. During this epidemic, the Japanese private sectors showed warmer behavior to China than other countries and gained recognition from the Chinese people and government. Therefore, this article believes that China will continue to enhance their good impression of Japan to a high degree. Based on the above analysis, this article believes that Japan's support for China's fight against the epidemic can be compatible with Japan's long-term interests.

5. CONCLUSION

This article takes Japan's aid diplomacy to China in the COVID-19 as an example to analyze Japan's exercise of smart power. I argue that Japan has effectively assisted China from the perspective of implementing smart power since Japan has the ability to support China; Japan has used both hard tools (economic power) and soft power instruments (discourses) in a way that they reinforce each other; Japan has interpreted favorably of China's context in the epidemic; Japan's proposal to aid China was timely; the plan to aid China is compatibility with long-term interests of Japan. Through the analysis, it not only expanded the research scope of the application of smart power, but also strengthened practical use of the five criteria proposed by Alagoz. However, the effect of smart power will not last forever, and will vary according to the way hard power and soft power are exploited. Therefore, to maintain satisfactory China-Japan relations, it is necessary to select appropriate resources in different situations and skillfully transform them into hard or soft power. In addition, when transforming power, both countries should focus on building trust with other countries and a true win-win situation, rather than solely securing its own interests.

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The Application of The Teaching Mode of Bisection in The Ideological and Political Course in Higher Vocational Colleges

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Abstract: Ideological and political education is a must for college students to study in-depth. Compared with general professional courses, ideological and political courses pay too much attention to the explanation of theoretical knowledge, so as to promote students to establish a positive and modern ideological concept and lay an ideological foundation for their future development. However, according to the actual teaching situation, the teaching process of Ideological and political course is relatively tedious, which leads to the low interest of students. As time goes on, it will slow down the students' interest in learning, which is not conducive to the improvement of the efficiency and quality of Ideological and political teaching. "Bisection" teaching mode is a relatively new teaching mode at present, which is more inclined to close the relationship between teachers and students, strengthen the communication between them, and promote the quality of Ideological and political teaching. In this paper, the author takes higher vocational colleges as an example to analyze the practical application of the dichotomy teaching mode in Ideological and political courses.

Keywords: Bisection Teaching Mode; Higher Vocational Colleges; Ideological and Political Classroom; Problems; Countermeasures

1. INTRODUCTION

Higher vocational colleges are different from ordinary undergraduate colleges in that they pay more attention to the teaching of practical operation skills, so the emphasis on theoretical courses such as ideological and political courses is relatively low, even ignored. College stage is the transition period for students to enter the society. According to the actual situation, most vocational college students have some limitations in ideological cognition, and they are not able to adapt to the actual situation of the society. One of the main reasons for this problem is that ideological and political education is insufficient. Therefore, when carrying out ideological and political teaching, teachers should further improve the teaching mode. We should pay more attention to it, clear up the problems in the traditional teaching mode and choose a more suitable teaching mode.

2. THE CHARACTERISTICS OF THE TEACHING MODE OF THE BISECTION CLASS

Bisection teaching mode is a kind of teaching mode with narrow application scope at present. It was first proposed by Professor Zhang Xuexin in May 2014. This teaching mode is very different from the traditional teaching mode. It advocates "bisection" of teaching tasks, that is, students and teachers bear half of each other, so as to improve the problem of less communication between teachers and students in the ideological and political teaching classroom and strengthen the communication between teachers and students. In the traditional ideological and political classroom, teachers do not attach great importance to the ideological and political course, and there is a situation of teaching according to the book. In the early stage of teaching, students' interest in learning is relatively high, but because of the limitations of teaching mode and no novelty, students' interest in learning will gradually decrease. In the divided teaching mode, the teacher is responsible for "speaking on the stage" and the student is responsible for "talking on the stage". The teacher, as the knowledge guide in the classroom, divides the students into groups after putting forward a question, and discusses the question in detail [1]. Through the application of this teaching mode, we can see that it is more efficient and high-quality.

3. PROBLEMS IN THE CURRENT IDEOLOGICAL AND POLITICAL CLASS

3.1 There are difficulties in students' cognition of Ideological and Political Courses

Under the background of modernization, the country's demand for high-quality talents is growing. If higher vocational colleges want to cultivate modern high-quality talents, first of all, they need to improve the importance of Ideological and political education. However, according to the current situation, there are serious problems in the ideological and political teaching in most vocational colleges. In terms of students, the main problem is the cognitive dilemma. Ideological and political teaching materials are mainly related to the country and society, which can help students to further improve their ideological awareness and cultivate their own ideological and moral quality. But in most cases, students pay too much attention to the study of professional courses and think that ideological and political courses are irrelevant, which affects the teaching efficiency. Secondly, in order to improve the teaching quality of Ideological and political course, some schools have strengthened the propaganda of the course, and the propaganda language is too fancy, which is inconsistent with the actual learning situation, so most students have low enthusiasm for the course.

3.2 Difficulties in Teachers' teaching mode

At present, in the process of Ideological and political teaching, teachers are not able to correctly position themselves and pay too much attention to their dominant position, so that the teaching mode is relatively limited, and even there will be "monologue" of teachers. At present, under the background of the new curriculum reform, diversified teaching modes and methods are gradually being promoted, but some higher vocational colleges have some deficiencies in ideological identity and acceptance speed, which may lead to a strong lag in the acceptance of the new teaching mode [2]. Teaching mode is an important basis for ideological and political teaching, which is related to teaching efficiency and quality. At present, most teachers are unable to establish a more evolved education consciousness in terms of ideology. Although they want to accept the new teaching mode and try to improve the current situation of the classroom, the effect is not good.

3.3 Teaching effect evaluation needs to be strengthened

Compared with other professional courses, ideological and political courses pay more attention to the cultivation of students' Ideological and moral literacy. Generally, the courses are more complex and abstract concepts such as national development and development concept, and teaching evaluation will be carried out every other period of time to assess students' learning. At present, the evaluation of Ideological and political classroom teaching in higher vocational colleges is also inadequate, and its teaching evaluation planning is very limited. Only at the end of the semester, it makes students relax the learning of Ideological and political knowledge, which is not conducive to students' comprehensive grasp of relevant knowledge, so we must pay attention to the evaluation of teaching effect at present.

4. THE APPLICATION OF THE TEACHING MODE OF DIVIDED CLASS IN THE IDEOLOGICAL AND POLITICAL CLASS

4.1 Respect students' subject status

Through the analysis of the characteristics of the teaching mode, the teaching mode can shorten the frequency of communication between teachers and students, and establish a good relationship between teachers and students. With the development of China's comprehensive national strength, the contents of Ideological and political textbooks are constantly updated, and they are more inclined to maintain socialism and strengthen political identity [3]. In the application of dichotomous teaching mode in Ideological and political teaching, teachers should first change their teaching concepts, introduce the concept of pre evolution, firmly support socialism, and be able to define their own status, respect the status of students as the main body, and return the "classroom master" to students. At the same time, the content of Ideological and political course is relatively abstract, and some students are slow in ideological acceptance, so we

should not act too fast. We should pay attention to the combination of teaching content and practical life to help students better understand ideological and political knowledge.

4.2 Play the leading role of Teachers

Teachers are the guides and participants in the process of Ideological and political teaching. Their professional quality is related to the improvement of teaching efficiency and quality. As mentioned in the previous article, in the traditional teaching mode, teachers' pay too much attention to their dominant position, and the teaching methods are insufficient, which greatly affects the improvement of teaching efficiency. At present, teachers still need to play a leading role in the actual ideological and political teaching process, but they cannot suppress students' enthusiasm too much, and combine "leading" with "guiding" [4]. At the same time, modern information technology has been deeply applied in the field of education. Teachers can find relevant resources in the network, and then help students to carry out diversified knowledge teaching.

4.3 Stimulate students' interest in learning

"Interest is the best teacher". In the traditional teaching mode, students do not attach great importance to ideological and political courses, and because the teaching mode is relatively rigid, students' enthusiasm for learning is greatly reduced, so the efficiency of Ideological and political teaching is greatly reduced. At present, in the application of bisection teaching mode, teachers should pay attention to "interest oriented" teaching, improve students' interest in Ideological and political courses, and then enhance students' sense of identity, and imperceptibly improve students' enthusiasm for learning.

5. Conclusion: in the current era, the efficiency of Ideological and political education in higher vocational colleges has great deficiencies. According to the analysis of the author, it is mainly because the teaching mode is relatively backward, which makes students and teachers have difficulties in learning and teaching, and then affects the efficiency of Ideological and political teaching. For this reason, the author proposes to respect the main position of students, play the leading role of students, stimulate students' interest, etc Policy, hope to be able to improve the efficiency of Ideological and political education in higher vocational colleges.

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The Way to Improve the Technical Content of Banana Cultivation

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Abstract: With the continuous development and progress of the society, the proportion of agriculture in the national economy is also increasing. In order to meet people's demand for the quality of agricultural products, experts are committed to improving the content of agricultural product cultivation and planting technology. As one of the fruits that people love every day, people's requirements for the quality and quantity of bananas are not interrupted. Experts pass the continuous research and development of banana varieties, grafting, greenhouse technology and a series of new technologies are used to meet people's needs, and to achieve the improvement of people's economic income. In any way, the improvement of banana cultivation and planting technology promotes the development of society. From the perspective of improving the content of banana cultivation and planting technology, this paper aims to explore the improvement of banana cultivation technology Approach and application prospect.

Keywords: Banana; Cultivation; Technical Content

1. INTRODUCTION

Guangdong, as the origin of banana in China, has always been famous for its excellent climate conditions. The climate in Guangdong is very suitable for the cultivation of tropical fruits such as bananas. Here, not only the soil is fertile, but also the rainfall is abundant throughout the year. In such unique geographical conditions, banana planting becomes extremely easy, although high-quality climate conditions and soil environment provide guarantee for banana planting. However, because Guangdong is close to the sea, it is affected by typhoon and frost damage every year, which seriously threatens the annual banana production. In order to maintain the annual banana production, it is necessary to improve the banana cultivation technology. This paper analyzes the path of improving the banana cultivation technology in detail.

2. AN OVERVIEW OF BANANA CULTIVATION TECHNIQUES

Guangdong banana is famous all over the world. The reason why Guangdong banana is so famous is that the climate and geographical environment in Guangdong are very suitable for the cultivation of tropical fruits. According to the common sense, as long as Guangdong expands the cultivation area of banana, it will certainly increase the banana output. However, the reality is that Guangdong banana is in short supply. The banana quantity has become a constraint on

Guangdong banana output As Guangdong is located near the sea, it will be affected by natural disasters such as typhoon and freezing disaster every year. Under the influence of disasters, the banana output will also drop dramatically. In order to ensure the banana output in Guangdong every year, the banana planting personnel, under the leadership of Local Academy of Agricultural Sciences, began to engage in the research and research of banana cultivation technology The purpose of the work is to cultivate banana varieties that can cope with natural disasters in Guangdong Province, so as to protect the income of fruit farmers. With the research in recent years, banana cultivation and planting technology has greatly improved in variety optimization, fertilizer and water management, land cultivation, fruit protection and other aspects, achieving a great leap in banana yield and quality [1].

3. VARIOUS REASONS FOR THE SHARP DECREASE OF BANANA PLANTING AREA

3.1 Serious pest damage

In the planting process of any agricultural product, the disease and insect attack is always an important factor threatening the quality and quantity of agricultural products. Banana agricultural products will be attacked by various diseases and insect pests in the planting process. In the long-term banana planting, people can control the most disease and insect attack on banana, but there are still some cases that leave experts and fruit farmers nowhere to start, yellow leaves Disease can be said to be the fatal disease among banana cases. Fruit trees infected with yellow leaf disease will gradually die out. Timely detection and treatment by fruit farmers cannot prevent the spread of yellow leaf disease in the end. Yellow leaf disease is an important reason for the extreme decline of banana production. In order to reduce the economic loss caused by yellow leaf disease on banana planting, fruit farmers have to turn the planting environment to diseases and insect pests Less Southern transfer, which indirectly led to the continuous shrinking of banana planting area [2-4].

3.2 Rapid development of other industries

With the continuous advancement of society and the acceleration of urbanization, the secondary and tertiary industries in Guangdong are developing rapidly under the promotion of economy. In recent years, the economic benefits brought by the secondary and tertiary industries have gradually occupied the leading position of the total economic benefits in Guangdong. The industrial development and efficiency improvement attract a large number of fruit farmers to rush in, which makes the originally depressed banana planting industry more withered in addition, with the increase of urbanization area, the agricultural land in Guangdong is extremely declining.

Tall buildings have been built on the original banana plantations. Faced with the land erosion of urbanization, the banana plantations are becoming more and more sluggish, which forced many banana farmers to give up the plantations they have been operating for many years, thus transforming into the secondary and tertiary industries

3.3 increase in banana production costs

At the same time of rapid economic growth, banana planting industry is facing a series of problems brought by economic development. For example, with the rise of other industries, the human cost is constantly increasing, and the rise of price level also makes the production cost of banana increase substantially. At the same time, single crop planting can no longer meet the needs of local economic development. Diversified economic species planting has divided the market of banana planting industry. Facing the banana planting industry with low development prospect, many bananas are planted. Farmers have given up the cultivation of bananas, so that the banana industry is facing the crisis of disintegration and collapse [4].

4. ANALYSIS OF WAYS TO IMPROVE BANANA CULTIVATION AND PLANTING TECHNOLOGY

4.1 Cultivating seedlings and optimizing banana varieties

In view of people's demand for banana quality and yield, in order to meet people's daily life needs, fruit farmers began to introduce new banana varieties to foreign countries to enrich people's choices. After introducing different kinds of banana varieties, in order to improve the yield and quality of bananas, fruit farmers began to research and improve these new varieties, so as to cultivate new varieties in line with local growth. In order to improve the quality of banana, it is necessary to adopt the method of test tube seedling to reduce the damage of diseases and pests, and at the same time, it can shorten the growth cycle of banana. It is the most favorite planting method of fruit farmers at present. By the development and use of test tube seedling, the yield of banana is greatly increased.

4.2 Reform of banana farming system

In order to ensure the market supply of bananas, fruit farmers should change the way of cultivation. The previous way of cultivation cannot realize the banana planting throughout the year. Change the way of cultivation. Through the pulling effect on the seedlings, realize the sprouting work in all stages of banana growth, so as to control the growth cycle of banana, realize the four seasons planting, and enhance the economic benefits brought by banana planting.

4.3 scientific management of fertilizer and water

Fertilization and watering are two important links to

ensure the healthy growth of banana. Fertilization should be carried out selectively according to the actual growth of banana. Fertilization should follow the principle of less fertilization in normal period and more fertilization in key period. When applying fertilizer, it should not contain a large amount of potassium element, which is not conducive to the growth of banana, and the way of fertilization should be used as much as possible. Sprinkling and watering are carried out alternately to avoid damaging the roots of banana crops, and the watering work is also very particular. Guangdong is rich in water sources. When the rainy season comes, the underground water source rises sharply. If the root treatment is not adopted, it will easily lead to the root rot of banana crops, which is not conducive to the growth of fruit trees.

4.4 protection of fruits

The protection work of fruit should be divided into three parts according to the time sequence. In the early stage of banana growth, the leaves of banana should be protected from diseases and insect pests to prevent the occurrence of diseases such as red spider and Blackstar disease. Once it is found, it should be timely removed with chemicals to protect the leaves of banana in an all-round way and extend their life. Secondly, it is very important to cut the buds of fruit trees. In order to ensure the nutrient supply of fruit trees, seven fruits and vegetables should be left on each ear, and the work of cutting the buds should also be carried out in the sunny afternoon, so as to reduce the outflow of sap and protect the plants. At last, it is very easy to be damaged by all kinds of diseases and insect pests in the period of fruit tree budding. Bagging can easily eliminate the harm of diseases and insect pests, and it can also play a role of heat preservation in winter.

5. CONCLUSION

Generally speaking, improving banana cultivation technology is helpful to meet people's daily needs, and also to the development of banana planting industry. In recent years, the technical research has made banana cultivation technology to a higher level, laying a solid foundation for cultivating high-quality bananas.

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Theoretical Framework of Performance Evaluation System of Public Sports Service in China

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Abstract: Based on the establishment of the government, the performance evaluation of public services in China is a theory of respect for the basic rights of citizens and value of people, which is supported by new public services. The government also requires that the development of sports and people-centered sports meet the increasing population. Therefore, the evaluation of public sports service performance needs to be based on three dimensions: demand, expectation, satisfaction and satisfaction.

Keywords: Public Sports; Service Performance; Evaluation System; Theoretical Framework; Construction Strategy

1. INTRODUCTION

Evaluating the performance of public sports service, as a basic right of sports management, plays an important role in further testing and improving public services. The "fitness plan" issued by the State Council particularly emphasizes the strengthening of effectiveness evaluation, especially the implementation of the General Administration of sports promotion and the comprehensive evaluation standard plan. In addition, some indicators and evaluation methods of local or regional authorities are empirically analyzed [1-4]. At its twelfth session, the European Commission for public service performance assessment issued an appeal for proposals for a research programmed in the field of biotechnology.

2. THE IMPORTANCE OF ESTABLISHING PUBLIC SPORTS SERVICE

2.1 The Importance of Establishing Public Sports Service

With the development of social affairs in China, people, after meeting their needs, turn their attention to the quality of life and physical and mental health in all aspects, thus contributing to the construction of a socialist harmonious society and, to a certain extent, adapting to the development conditions required by the scientific outlook on development. Sports public service provides people with a healthy, diverse and coordinated perspective. They are in line with Chinese society and establish a comprehensive public sports service system, so as to better overall planning, meet the requirements of scientific development concept and adapt to the pace of progress of the times.

2.2 Strengthening Government Functions

We are realizing the importance of the public service

functions of public and sports undertakings. In terms of the development of public services, this is a representative of the government, and the state has formulated a theoretical framework and structure, it can promote more funds for sports public service to build a well-off society and strengthen the function of public service.

3. THEORETICAL FRAMEWORK OF SPORTS PUBLIC SYSTEM

3.1 The Leading Role of The Government

Its own public service intelligence strengthens the dominant position and leading role of the government in the public service system. The mode of social development in China determines that the government must be in the position of overall planning to guide the theory of public service system. The sports public service system is still in the development stage, and the theoretical systems are not perfect, which requires the government to supervise the provision and service of sports public service, realize the equalization of sports public service, assist the sports public service to establish a complete service model and structure, provide policy guarantee for it, and realize its management based on the leadership position Li. Therefore, in order to realize the equalization and innovation of public services, the first step is to strengthen the government.

3.2 Sports Public Service Mechanism

In practice, emphasizing the operation mechanism of public sports service can coordinate public sports service with government, society and economy. The public sports service must respect the principle of consistent management and regional scope, and the public sports activity area must be regarded as an administrative area, not an administrative area. In addition, public services in the field of sports must adapt to the cost of public services. The management system of public sports services should be funded directly, not through intermediaries, to ensure consistency between the scope of management and the scope of costs. When drafting, the development of sports public services must respect this principle, adapt to local conditions, time and conditions, make overall planning, highlight local characteristics, take into account the needs of the people, and ensure a harmonious balance between sustainable development and territory.

3.3 Service Management Awareness

In the management of sports public service, the government provides theoretical and financial support, government funding, sports public service funds in turn provide services for people, such a set of system realizes the function and value of the government, but also reflects the significance of

sports public service itself. Sports public service is not only the product of economic growth, but also the product of social life reflection and civilization change. It is the basic standard to measure the level of social development.

4. ANALYSIS AND SUMMARY OF PERFORMANCE MANAGEMENT SYSTEM OF PUBLIC SPORTS SERVICE

4.1 Public Sports Service Management System

The main role of the system is to carry out comprehensive and integrated planning and to set up specific management and service units in specific areas and departments. The form of public sports service system varies with the government system and the background of the times. The subordinates of the public sports service management system include the overall planning level, specific areas, department leaders, specific service unit level and demand processing level. The level of the master plan is the responsibility of the chief decision-maker, who manages the plan in accordance with the overall objectives and levels of public sports services, guidelines and principles of service delivery. Specific areas and sector councils are sectors that organize and distribute public sports service standards and outputs in the government's public service master plan. Specific service units are specific departments providing public services, such as community committees, non-governmental sports organizations, local sports offices, etc.

4.2 Research on The Significance of Performance Evaluation System of Public Sports Service

As an important aspect of public service system, sports service also needs to supervise and manage its service quality. Public sports service without performance evaluation is public sports service without basis. Without performance evaluation, the operation of the whole public sports service system will fall into confusion. This topic focuses on the construction of performance evaluation system of public sports services, aiming to provide specific evaluation indexes and methods for the government to assess and evaluate the supply capacity of public sports services and the satisfaction of the audience, so as to strengthen the government's understanding of the supply level and effect of public sports services, promote the government's effective supervision and management, and protect the public sports services. It is of great theoretical and practical significance to prove that the masses can truly obtain effective public sports services, to build a harmonious society, to form a service-oriented government, to improve the service functions of sports departments and to promote the reform of sports administrative system.

5. THE IMPORTANCE OF ESTABLISHING PUBLIC SPORTS SERVICE

Sports public service comes into being on the basis of protecting citizens' basic sports rights, which conforms to the principle of sustainable development and the needs of the public. Sports public service itself is not an independent system, is closely related to the development of public administration and economic society. Therefore, it can be said that sports public service is not only a problem of social nature, but also a public nature and economy. Public sports service plays an important role in the overall development of our country. Therefore, its analysis can be used as the basis of comprehensive innovation and theoretical basis for future development. With the development of society and the improvement of government functions, it can better establish a set of more perfect sports public service system, so as to drive the common improvement of government, economy and society, better provide public services for citizens, and promote the sustainable development and progress of our society .

6. CONCLUSION

According to the principle of sustainable development and the needs of the general public, public sports service is established on the basis of protecting the basic rights of citizens in the field of sports. Then, the theoretical framework and structural analysis of China's sports network may be transformed into better public service publicity. In terms of its essence, with the development of society and the improvement of government functions, it may be transformed into the improvement of the most common economy, society and the provision of better public services for the public.

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The Reform Strategy of Mixed Teaching Mode in Colleges and Universities

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Abstract: While the traditional college education mode teaches the knowledge theory of college students, it also has many disadvantages, such as too single teaching mode, too rigid teaching objectives, and its compulsory and limited teaching activities and contents. It is the key to reform the teaching mode of colleges and universities to carry out the mixed teaching mode of classroom teaching and online teaching. This kind of teaching mode, which is a mixture of my classroom teaching and online teaching, pays more attention to the cultivation of students' autonomous learning, and improves teachers' and students' awareness of the importance of autonomous learning. For college students, it has a lot of important significance, and should become an important direction of the implementation of education model reform in Colleges and universities.

Keywords: University; Mixed Teaching; Reform Strategy

1. INTRODUCTION

Hybrid teaching is the combination of traditional classroom teaching and online teaching. Through this kind of hybrid learning mode, we can guide students to pay attention to independent learning, strengthen the cognition of learning, better arouse students' enthusiasm and interest in learning, so as to achieve better learning effect. In the implementation of this hybrid teaching mode, colleges and universities and teachers should pay attention to the students as the center, make teaching plans according to their specific learning situation, and adjust the learning progress and content appropriately to achieve the best learning effect [1, 2]. The traditional teaching mode is too single, the teaching goal is highly mandatory and limited, and the teaching content is relatively solid. The implementation of the hybrid teaching mode can provide students with a better learning atmosphere, create more space for independent learning, and help students to think independently, so as to further improve learning efficiency and achieve the best teaching Learning effect.

2. DISADVANTAGES OF TRADITIONAL TEACHING MODE

2.1 Teaching Objectives Are Too Rigid

The traditional teaching mode is a teacher centered classroom teaching method. Students are in a state of passive acceptance of knowledge, which arouses students' initiative and autonomy in learning. At the beginning of the semester, the teacher has set a fixed teaching goal, which has not been achieved.

According to the specific learning situation of the students, the teacher adjusts the learning and teaching goal, teaching progress and learning content, only pays attention to the teaching results, but not the teaching process, which to a certain extent reduces the learning efficiency of the students and is difficult to mobilize the students' learning Enthusiasm and initiative of autonomous learning.

2.2 Teaching Activities Are Compulsory and Unitary

Because the traditional teaching mode is mainly classroom teaching, so the teaching activities are single, which makes the process of learning knowledge theory more boring, so as to affect students' enthusiasm for learning, reduce students' sense of classroom participation, and thus reduce the enthusiasm and passion for learning. Under the traditional teaching mode, the compulsory teaching activities are mainly reflected in that students are regarded as the object of receiving knowledge, but students are not made to think, blindly accept the teacher's indoctrination, only follow the teacher's teaching ideas to learn.

3. THE REFORM STRATEGY OF HIGH EFFICIENCY MIXED EDUCATION MODE

3.1 Strict Examination of Online Teaching Resources

In the reform of mixed education mode, online teaching and offline classroom teaching should be linked together, which requires teachers to pay more attention to the construction and selection of online resources. However, due to the unskilled operation of the network system, the phenomenon of affecting the learning progress often occurs. Instead of looking for relevant teaching resources on the Internet, teachers can make their own teaching videos, record their own teaching videos, edit and edit them slightly, and then formulate some after-school learning topics suitable for students to practice to consolidate the learning content in class. In this way, we can watch the teaching video online instead of offline classroom, and give students more time to study by themselves, which will make the interaction between teachers and students more meaningful in the normal classroom teaching process, and provide students with sufficient pre class teaching materials, so as to ensure the effect of classroom teaching and achieve the best teaching Learning quality, so that classroom teaching is no longer as boring as the traditional teaching mode. Let the classroom become a place for teachers to answer questions, rather than just instilling knowledge into students. In 2018, Jiangxi Normal University, based on the reform of the teaching mode of modern information technology, carried out a mixed teaching mode reform on psychology, modern world history, calculus and other majors of the University, and achieved great teaching results.

3.2 Carry Out Teaching Activities with Testing Nature

Under the traditional teaching mode, the teaching activities

are obviously unitary, the process of learning theory is boring, and it is difficult to arouse the students' enthusiasm and enthusiasm for learning. Therefore, under the reform of mixed education mode in Colleges and universities, it is necessary to change and innovate the traditional teaching activities appropriately, and teachers play a leading role in this aspect. Teachers should guide students to carry out teaching activities that are more suitable for them, which requires teachers to adjust the rules of teaching activities according to students' online learning and offline learning the role of teaching activities with the nature of testing has been brought into full play. At the same time of these testing teaching activities, the teacher can also lead the students to carry out some entertaining teaching activities, close the relationship with the students, understand the daily learning situation of the students, so as to make a learning plan more suitable for the students to learn, better set up online learning resources, and let the students fully understand and improve the learning content Line of continuous reflection and summary.

3.3 Evaluate and Give Feedback on Students' Learning Process and Results

Both online teaching and offline classroom teaching should evaluate students' learning process and learning results. Online teaching can assign students practice tasks, use some software to set up homework submission, and teachers should evaluate students' learning process and results, and give feedback in time, so as to achieve the effect of testing learning Fruit. Online classroom teaching evaluation and feedback is simpler, just need to ask questions in the classroom, ask some of the content of the class, let students to answer, this is the most intuitive evaluation method, and students can get faster feedback.

4. THE SIGNIFICANCE OF HYBRID TEACHING MODE IN COLLEGES AND UNIVERSITIES

4.1 Better Promote the Reform of Classroom Teaching in Colleges and Universities

Because the traditional classroom teaching mode is that the students are in the state of passive acceptance of knowledge, which cannot arouse the students' initiative and independent learning, so that the students

have no sense of participation in the process of classroom learning, thus reducing the interest in classroom learning. However, the combination of online teaching and classroom teaching can greatly change this situation, change the tediousness of the traditional classroom teaching, and inject fresh vitality into the boring classroom teaching by using modern information technology and network. This method can arouse students' interest in learning and be more conducive to their independent learning. Therefore, the implementation of high-efficiency hybrid teaching mode can better promote the reform of classroom teaching in Colleges and universities, the two are complementary.

4.2 Conducive to Improving Learning Efficiency

The continuous innovation of the traditional teaching mode improves the importance of students and teachers for students' autonomous learning, and constantly tests the learning situation. Teachers also carry out relevant evaluation and feedback. Under the first mock exam, students can think independently and constantly improve their teaching effectiveness on the basis of independent learning.

5. CONCLUSION

Due to the disadvantages of traditional teaching mode, such as too rigid teaching objectives, mandatory and single teaching activities, and too boring teaching mode, a hybrid teaching mode combining traditional classroom teaching with online teaching is implemented. Carry out teaching activities with testing nature, strictly review online teaching resources, evaluate and give feedback to students' learning process and learning results. The implementation of these relevant reform strategies can better promote the traditional classroom teaching reform, constantly improve the teaching effect, promote students' independent learning, and thus constantly improve students' learning Efficiency.

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On the Budget Implementation of Financial Project Expenditure in Colleges and Universities

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Abstract: It is very important to carry out the budget work in accordance with the expenditure of financial projects in Colleges and universities because the financial situation will have a direct impact on the sustainable development of colleges and universities. At present, colleges and universities pay more and more attention to the budget status of related expenditure. This paper analyzes and studies a series of problems encountered in the budget process according to the current financial expenditure projects of colleges and universities.

Keywords: Project Expenditure Budget; Budget Implementation Progress; University Finance

1. INTRODUCTION

At present, colleges and universities are gradually aware of the need for scientific and reasonable budget for financial project expenditure, which is of great significance to the sustainable development of colleges and universities. In order to avoid the loss of national assets caused by the economic problems in the financial expenditure of colleges and universities, it is necessary for the staff of relevant colleges and universities to be more accurate and reasonable in the preparation of project expenditure [1, 2]. This paper studies and solves the problems from the current situation of the expenditure budget of the financial projects in Colleges and universities.

2. THE CURRENT SITUATION OF BUDGET IMPLEMENTATION OF FINANCIAL EXPENDITURE IN COLLEGES AND UNIVERSITIES

At present, there are many problems in the process of implementing the budget of financial expenditure in Colleges and universities in China. The prominent problem is that the efficiency of relevant work is relatively low, and there are many reasons for the low efficiency of implementation. For example, the personnel in charge of financial management in Colleges and universities need to be directly responsible for capital expenditure and income. However, due to their own low responsibility and quality, and inadequate understanding of relevant professional knowledge, their own problems will be directly reflected in the specific financial work level. To solve this problem, we need to educate the relevant personnel and improve the recruitment standards in the

process of recruitment. On the other hand, there are defects in the relevant management work in the process of financial expenditure budget in Colleges and universities. Because the management personnel do not fully understand the importance of this work, they will ignore the work that needs to be responsible, so they cannot achieve efficient financial expenditure budget management, which will eventually lead to problems in the process of budget implementation of various projects, and cannot guarantee high efficiency Normal operation of the school.

3. FACTORS AFFECTING THE EFFICIENCY OF PROJECT EXPENDITURE IN COLLEGES AND UNIVERSITIES

3.1 Project Expenditure Budgeting Is Too Simple and Arbitrary

For Table 1, in the figure above, various budgets of revenue and expenditure are made for a university's financial projects. In this table, it clearly shows the amount of expenditure needed for each project. For example, among all the financial expenditure projects, the investment in education is the largest. Although the specific amount can be clearly presented, the preparation of this table is too simple to show the specific details of the expenditure items, such as the number of people involved. The relevant financial personnel should have a clear basis for filling in the data fund in the form, otherwise it will be difficult to implement the work if there is a difference with the actual situation. If the gap between the budget and the actual amount of funds is too large, it will have a negative impact on the use of national funds. At the same time, if part of the project expenditure cannot be carried out smoothly in this year, the fund balance will be formed at the end of the year, which requires the attention of professional financial personnel.

3.2 Insufficient Preparation for Special Project Application in The Early Stage

If colleges and universities are ready to purchase relevant machinery and equipment, they need accounting personnel to plan the expenses in advance, because the equipment may need sufficient space to be able to be placed, so they need to know the situation of the site in advance. If the equipment cannot be installed and accepted, then the equipment cannot be put into use normally. On the other hand, it is the use of natural gas. For example, a university needs to use natural gas, but in the process of carrying out this project, there is no investigation and observation on the site where natural gas is installed in advance, which may lead to insufficient

gas supply pressure, so that natural gas cannot be used normally, which will not only lead to the ineffectiveness of equipment investment, but also affect the normal life of surrounding residents. At the

same time, the project is forced to stop construction, which will also have a negative impact on the application of university funds.

Table 1. income and expenditure project budget of a university

Units / \$0, 000			
Income		Outlay	
Projects	Budget figure	Projects	Budget figure
Financial Appropriation	128, 521, 98	General Public Services	
Business income	85, 925, 31	Diplomacy	
Operating income of public institutions		National Defense	
Other income	21, 030, 84	Education	236, 377, 02
Among them: donation income	500, 00	Science and technology	8, 052, 48
		Culture, sports and media	199, 15
		Housing security	5, 661, 61
Total income for current year	235, 478, 13	Total expenditure for current year	250, 290, 26
Make up the balance of income and expenditure with the Enterprise Fund	7, 268, 00	Carry forward to next year	70, 000, 00
Carry-over from previous year	77, 544, 13		

3.3 The Implementation Efficiency of Government Procurement Funds Is Relatively Low

The low efficiency of financial expenditure budget implementation in Colleges and universities may also be due to the participation of government departments, which is mainly reflected in the following aspects. First of all, due to too many departments involved in the procurement of various equipment and materials, there will be various approval and publicity processes. These processes usually take a long time. If the equipment is imported and needs customs inspection, it will take a long time. Secondly, if the government procurement budget is carried out at the beginning of the year, it usually needs to be completed in the second half of the year, which will have a bad impact on the implementation progress of the financial expenditure of colleges and universities.

3.4 Lack of Budget Awareness of Project Leader

In the process of implementing the budget of Financial Expenditure Projects in Colleges and universities, the implementation process will be slow due to the consciousness problems of relevant staff. First of all, the accountants may not operate in strict accordance with the special funds in the process of work, or there may be multiple projects sharing a fund, or even excessive use of funds. The root of these problems lies in the lack of professional budget awareness and the lack of relevant responsibility literacy of the relevant personnel, which will lead to the slow implementation of the whole project cost budget.

4. SPECIFIC MEASURES TO SOLVE THE LOW EFFICIENCY OF PROJECT EXPENDITURE IN COLLEGES AND UNIVERSITIES

4.1 Simplify the Process on The Basis of Strictly Following the Principle of Government Procurement College accountants need to be able to plan and inspect

the specific projects that need to be spent, and do a good job in the preparatory work. If the projects that need to be spent involve the participation of the government, in order to speed up the progress of budget implementation, they need to carry out the process of government procurement in advance, so that the government can improve the efficiency in the procurement process, so as to improve the efficiency of each college. The progress of budget implementation shall be guaranteed.

4.2 Strengthen Consciousness Propaganda

In the process of budget implementation of Financial Expenditure Projects in Colleges and universities, it is necessary for all employees and managers of all departments to attach importance to the relevant budget work. In order to popularize the importance of relevant budget knowledge in a large area, colleges and universities need to improve people's awareness through training and publicity. In the whole process of expenditure project, the relevant responsible person needs to strengthen the cognition of budget and improve their professional quality. Secondly, every employee should be able to clearly understand his / her job responsibilities and be responsible for his / her work behaviors. Finally, in order to ensure the quality of the budget, it is necessary for colleges and universities to strengthen the construction of relevant personnel and talents, require all employees to respect the budget staff, enhance their voice in the budget work, and gradually enhance their prestige, which can indirectly promote the development of colleges and universities.

4.3 Further Strengthen Budget Performance Management

In order to ensure the quality of the budget of the expenditure project, the relevant staff should be able to regulate their own behavior, and make the budget of each project scientifically and reasonably. In order to improve the efficiency of fund use of expenditure projects, it is necessary to conduct supervision and management through project

assessment. Combine the evaluation results of the project with each staff member, so as to better spur their work and enhance their sense of responsibility.

4.4 Innovation of Budget Management

In order to improve the economic benefits of project expenditure, colleges and universities need to provide guarantee through innovative management. In order to improve the progress of project implementation, it is necessary to enable the budget department to communicate and coordinate with the specific implementation department, so as to carry out budget management more efficiently. At the same time, colleges and universities can also supervise and manage the whole process of budget. By introducing various advanced budget information management systems, it can make the budget of project expenditure more reasonable and more accurate in line with the actual situation.

5. CONCLUSION

At present, in order to achieve sustainable and healthy development, colleges and universities in China pay

more attention to the related financial budget expenditure, and in order to achieve low expenditure and high efficiency, colleges and universities need to adopt effective measures to improve the progress of budget implementation. The quality of budget management in Colleges and universities directly reflects the future development of colleges and universities, so colleges and universities will also carry out high standard requirements for employees, and improve budget management according to the actual situation.

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Research on The Planning and Design Strategy of Rural Cultural Landscape Under the Guidance of Rural Tourism

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Abstract: At present, the process of urbanization in China is speeding up, people's living materials are guaranteed, and people have a higher pursuit of the spiritual world. The accelerated pace of life in the city makes people feel more pressure. More and more people begin to yearn for rural tourism. According to the cultural connotation and tourism orientation of rural landscape planning and design, this paper combines landscape design and ecological environment to build a brand of rural tourism characteristic landscape culture, so as to improve the content of landscape design and create a harmonious rural tourism environment.

Keywords: Rural tourism; Rural cultural landscape; Planning and design

1. INTRODUCTION

The living environment of the village is quite different from that of the city. The close contact between the village and the nature can make the residents in the city experience the emotional experience different from that of the city, which is also the main reason why the current rural tourism is popular. In the rural tourism landscape design, people should give the landscape certain cultural connotation, integrate the cultural landscape and ecological environment efficiently, take the rural tourism as the guidance, and realize the scientific planning and design of the rural cultural landscape [1, 2].

2. CULTURAL CONNOTATION IN RURAL LANDSCAPE PLANNING AND DESIGN

For the cultural connotation of rural tourism landscape planning and design, the main contents include: (1) pastoral landscape culture. China's vast territory, different climatic conditions, geological differences, which makes different parts of our country's villages have different pastoral scenery. For example, Jiangnan area for rice-growing areas, coastal areas of the residents to fish for a living, different kinds of plants, idyllic scenery will also be divided into forest scenery, orchard scenery, flower and grass garden scenery. Each village has its own pastoral landscape culture, which is a bargaining chip to attract people. (2) Landscape culture. Refers to the culture generated by the original natural landscape of the countryside, this kind of rural development is low, but retains the natural original landscape, the landscape has historical significance and very high ornamental value, the city's

tourists mostly love to pursue the culture of landscape, so the landscape will be preserved, so that the rural landscape is more full of cultural atmosphere.

3. RURAL CULTURAL LANDSCAPE PLANNING AND DESIGN STRATEGY UNDER THE GUIDANCE OF RURAL TOURISM

3.1 Close integration of cultural landscape design with ecological environment

When planning and designing some rural tourist landscapes, we should preserve the natural and primitive ecological environment and not let the landscape planning and design destroy the natural environment. The biggest difference between the countryside and the city is that the countryside has a fresh air and a beautiful natural environment, which has a strong attraction for people who have lived in a lively city for a long time. The idyllic scenery has the characteristics of natural simplicity and tranquility, and the design of the natural landscape under the guidance of rural tourism should maintain the original natural scenery, creating a natural landscape suitable for tourism and leisure. Orchards and farmland spree in the countryside can be planned in a unified manner, allowing visitors to enjoy the most rustic life in an idyllic tourist environment. You can also create landscape cultural topics based on country-specific products, such as grain painting town.

Preserve the unique buildings and settlements in the countryside and make them become landscape features. The style and features of rural settlements form a unique landscape culture due to the different distribution of historical culture and settlement form. The buildings in the countryside are the reflection of local cultural characteristics. For example, the ancestral temple buildings in the countryside have the local flavor, which is an important embodiment of the landscape culture. Many tourists come here just to visit these ancestral buildings, but do not regard the buildings as landscape materials alone, but let the residents live here truly. It is the rural buildings full of human atmosphere. For example, jingdixia village in Mentougou District of Beijing has preserved the traditional settlement form in the north, which unifies the natural beauty and artificial beauty and creates a beautiful rural tourism landscape [2]. Another example is the villages on the Loess Plateau of Shaanxi Province. The architectural form of these areas is mainly cave houses. The villages on the Qinghai Tibet Plateau are characterized by blockhouses. This is not only the place where the villagers live, but also the place where the tourists live. It can play the brand effect of rural tourism landscape.

3.2 Focus on building the rural tourism landscape culture brand

First of all, rural farming culture is a characteristic part of rural landscape culture, the development of urban civilization makes rural farming culture more and more precious, but also let the rural natural feeling more profound. City tourists come to the countryside to experience the farming culture, through the countryside of rivers, wheat fields, stone mills and water tankers, to understand the rural landscape culture. Secondly, deeply explore the rural dress culture and food culture, which is an important embodiment of the rural landscape. The simple costumes make the tourists feel strange, wearing the costumes of the locals can feel different from the city. For ethnic minority areas, the clothing culture can be enriched, so that the clothing culture with ethnic minority characteristics and rural culture, to create a rural tourism landscape culture brand. In the food culture brand, green natural products and farm vegetables are people's favorite, these non-polluting crops are the embodiment of rural food culture, to meet people's pursuit of green food.

3.3 The rational introduction of foreign culture

Most villages in China have excellent historical heritage culture, which is the focus of rural landscape design, and also an important way to build rural tourism culture. With the development of the times, people are more and more curious about new things. If only according to the traditional culture of rural landscape design, such rural tourism is not able to attract tourists, the rural should also introduce foreign culture on this basis, will be rich and colorful foreign

culture into the landscape design. For example, in rural landscape design, high-tech experience farming field can be set beside the traditional farming field, so that tourists can see the unique scenery of rural culture through cultural differences, and also can experience the progress of the times and the development of science and technology. In the architectural landscape design, western architectural culture can be introduced to make the rural architectural culture more hierarchical, bring different feelings to tourists, realize the integration with modern life, and improve the tourism value of the countryside.

4. CONCLUSION

All in all, based on the guidance of rural tourism, cultural elements play an important role in the development of rural tourism culture and landscape design, which can enhance the level of rural tourism industry from multiple perspectives. Landscape designers are required to extract rural landscape culture, landscape culture and other cultural elements, integrate them into rural tourism landscape design, closely integrate cultural landscape design and ecological environment, strive to build rural tourism landscape cultural brand, actively introduce foreign culture, and further develop rural tourism industry in China.

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Observation and Thinking on The Education of Cupping Technology

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Abstract: As far as the education of traditional Chinese medicine is concerned, traditional Chinese medicine colleges and universities pay more attention to theory than technology, which is short of board. The characteristic technology of traditional Chinese medicine exists more in the folk. The author investigated the theory and practice of Wang Jing, the clinical master of cupping therapy, who is known as "the king of Chinese cupping", and proposed that non-governmental technology should be introduced into college education to cultivate students' clinical practical ability. At the same time, it is suggested to develop TCM External Treatment Technology.

Keywords: Traditional Chinese Medicine; Technology; Education

1. INTRODUCTION

At present, the education and inheritance of traditional Chinese medicine is mainly realized through the University of traditional Chinese medicine. However, the university only teaches the theory of traditional Chinese medicine, traditional Chinese medicine and acupuncture and massage foundation, and other external treatment technologies of traditional Chinese medicine are not included in the teaching plan. Its education and inheritance are important deficiencies of university education. Cupping is one of them.

Cupping therapy is a very safe and effective traditional Chinese medicine external treatment technology, which has a history of more than 2000 years in China. Its comprehensive medical value is very high. It can be used not only for health care, but also for disease elimination and rehabilitation. It has unique efficacy and is welcomed by many people. Phelps, a world famous swimmer, is also a cupbearer. His can seal has expanded the influence of Chinese cupping in the world. However, the educational inheritance of cupping therapy of traditional Chinese medicine, like other external treatment techniques of traditional Chinese medicine, is only a brief introduction in traditional Chinese medicine colleges and universities, and students are not likely to learn effective and practical techniques. The educational inheritance of cupping technology mainly lies in the folk. However, the folk cupping technology has many simple applications and few in-depth researches. There are more commercial activities and less academic activities. The basic situation is that, first, people's understanding of cupping therapy is generally superficial, thinking that it has no technical content at all. Secondly, the private health practitioners are the

main groups that recognize this technology, and their education level is generally not high. Third, the common pot therapy technology is at a low level [1-4].

The development and inheritance of pot therapy technology, like other external treatment technologies of traditional Chinese medicine, is facing various educational difficulties. However, it's fortunate that Wang Jing, President of Beijing Quanjing tongtanfu Technology Research Institute, who has the reputation of "the king of Chinese pot", has been practicing pot therapy for 30 years, and has made many valuable attempts in the education and inheritance of pot therapy technology. We have made a preliminary investigation and Research on her theory and practice, which may be of some reference significance for the education and inheritance of TCM pot therapy technology and other kinds of TCM External Treatment Technology.

2. TECHNOLOGY EDUCATION PRACTICE OF "KING OF CANS"

President Wang Jing suffered from rheumatism in his early years. Under the guidance of his Taoist master, he mainly used cupping therapy and drugs to recover his health. Since then, he has been obsessed with cupping therapy and has been working hard for 30 years. From the inheritance and innovation, finally become a generation of tank therapy practice master. In terms of education and inheritance of pot therapy technology, her specific practices are as follows.

First, clinical apprenticeship. President Wang Jing always insists on helping in clinical practice. It is considered that clinical treatment is the best teaching. In clinical practice, the pot healer can really fight. Students who have studied under her for two or three years will be very popular wherever they go, and can get quite good income. Second, universal training. Make use of all kinds of opportunities to make large conference lectures and training. On the one hand, it can spread the technical knowledge of pot therapy in a wide range, on the other hand, it can select students in depth. Third, online communication. Using the Internet to carry out online teaching. Establish independent communication platform, such as website, official account, small program, etc. Fourth, in the University of traditional Chinese medicine to open elective courses, technology directly into the university classroom. Fifth, publish professional books. In 2010, the monograph "Quanjing tongshujing pot therapy" published was highly praised and greatly influenced. Many people are opening up new horizons in cognition and technology. Sixth, hold professional training courses. Recruit students all the year round, train tank therapy technical stunt talents. Seventh, hold a disciple class. Take the clinical as the center, teach the students the comprehensive skills of diagnosis, syndrome differentiation, conditioning scheme,

comprehensive therapy, case analysis, Taoist skill and prediction.

It can be found that President Wang Jing adopted a comprehensive path and a combination of education methods in the field of pot therapy technology education inheritance. It should be said that this way is reasonable and effective. Because the external treatment technology of traditional Chinese medicine is usually not valued, if there is no diversified education and training, this kind of folk traditional Chinese medicine technology is difficult to truly inherit.

3. REDISCOVERY OF SPECIAL EFFECTS OF POT THERAPY

Wang Jing's cupping technique is known as "the cupping therapy of Quanjing Tongshu Meridian". We found that the pot therapy technology has become a systematic stunt, and its medical value has been explored in many ways. It is likely to refresh our traditional view of this treatment. Some of its cognitive points can be listed as follows.

3.1. Special medical effect can be formed by using controllable negative pressure on human body. Its principle and function are unique among all TCM external treatment techniques.

3.2. The human body is a whole composed of two parts: visible and invisible. The nine functional systems belong to the visible part. The meridian qi system belongs to the invisible part. Invisible system is the tenth largest system of human body, and it is the platform for nine display systems to play a more fundamental role.

3.3. All diseases are related to the whole. Only by solving the problem as a whole can we treat both the symptoms and the symptoms. Through the systematic external treatment technology of traditional Chinese medicine, the same as the traditional Chinese medicine prescription, can also achieve the purpose of treating both the specimen and the treatment.

3.4. Qi stagnation and blood stasis are the primary diseases of most diseases. It accumulates and accumulates, further forming focus. Therefore, to remove qi stagnation and blood stasis, that is, to remove the primary disease, is the fundamental of disease prevention and treatment.

3.5. Qi stagnation and blood stasis may occur in any part of the body. However, it mainly occurs in the microcirculation part of blood and the outer circulation and micro circulation part of meridians (collaterals and sun complex floating collaterals). To solve the stagnation of Qi and blood, we can deal with most of the diseases, and even solve the internal problems from the outside to the inside.

3.6. The core function of cupping therapy is to clear away pathological garbage and dredge blood and blood channels with the help of negative pressure and various cupping techniques. To stimulate and improve the self-regulation and self-healing function of human body, and ultimately achieve the purpose of disease prevention and treatment.

3.7. Cupping therapy is based on its unique principle to dredge Qi and blood. First, negative pressure accumulates pathological substance. Second, transdermal extraction through pores and acupoints. Third, the depth guide gas machine to follow and flow.

4. PROSPECT OF TCM EXTERNAL TREATMENT TECHNOLOGY

Based on the preliminary investigation of Wang Jing's educational practice of tank therapy technology, we have formed several basic understandings.

First, the external treatment technology of traditional Chinese medicine embodies the characteristics of simplicity, convenience, efficiency, honesty, safety, people's nature and popularization. We need to vigorously study and further enrich development. Second, the external treatment technology of TCM is the most dynamic and can form social and economic benefits. Great efforts should be made to solve the problems of employment, entrepreneurship, poverty alleviation and to reduce the expenditure of local medical insurance. It is likely to become a breakthrough interface for TCM to obtain new development and new situation. Thirdly, there are many kinds and styles of TCM external treatment technology, so we should encourage the formation of characteristic technology system. Fourth, all kinds of folk unique and mature external treatment stunts of traditional Chinese medicine, for example, President Wang Jing's "Quanjing Tongcan therapy II" should use various ways and methods to actively carry out education and training, and form their own application groups. The government should give active support. Fifthly, traditional Chinese medicine colleges and universities should actively introduce mature folk traditional Chinese medicine external treatment stunts to make up for the shortcomings of clinical technology. Let students really master some practical Chinese medicine technology, sixth, the new generation of Chinese medicine talents is the biggest bottleneck of Chinese medicine. No matter the holders of traditional Chinese medicine technology or the colleges and universities of traditional Chinese medicine, they should take the training of professional talents with practical ability as their own major task. This is the fundamental to ensure the inheritance and development of traditional Chinese medicine. Seventh, in the current education of traditional Chinese medicine, we should actively strengthen technical education, strengthen the skill transformation of traditional Chinese medicine theory, and strengthen the combination of traditional Chinese medicine theory and modern medical science and technology. Let technology support traditional Chinese medicine, rather than sit and talk; let technology serve traditional Chinese medicine, rather than consciously or unconsciously push technology to the side of Western medicine.

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Research on the Effective Way of Characteristic Campus Culture Construction in Application-oriented Universities

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Abstract: With the continuous promotion of the transformation and development of colleges and universities, more and more local colleges and universities have been transformed into application-oriented colleges and universities, and significant changes have taken place in the talent training mode. Based on the reality, this paper studies the characteristic campus culture construction of the Application-oriented Undergraduate Colleges and universities, combining with the talent training mode of the Application-oriented Undergraduate Colleges and universities, and puts forward a new way of the characteristic campus culture construction of the Application-oriented Undergraduate Colleges and universities, so that the talent training goal of the application-oriented undergraduate colleges and universities can be developed, strengthened and realized in the campus culture construction.

Keywords: Applied College; Campus Culture; Approach

1. INTRODUCTION

With the deepening and development of university transformation, the construction of characteristic campus culture in applied undergraduate colleges has a profound impact on the cultivation of college students, and plays an irreplaceable role in improving the practical ability of college students. How to integrate the humanities and feelings, ingenuity and responsibility of Application-oriented Undergraduate Colleges into the campus culture construction, to highlight its innovative form, rich content, extensive participation and cultural personality, which is an important issue to be solved urgently in front of the managers [1-5]. This paper aims to explore a new idea of characteristic campus culture construction with the main goal of cultivating application-oriented talents by defining the orientation and thinking of Application-oriented Undergraduate Colleges and universities, so that the Application-oriented Undergraduate Colleges and universities through transformation and development can develop their functions of talent training, social service and cultural guidance in the construction of University culture.

2. PROBLEMS IN THE CONSTRUCTION OF CHARACTERISTIC CAMPUS CULTURE IN APPLICATION-ORIENTED UNIVERSITIES

The application-oriented colleges and universities take

the training of application-oriented talents as their responsibility, focus on ability, practice as the guidance, and come from the transformation and development of ordinary local colleges and universities. Their characteristics lead to the disharmony of campus culture construction. After sorting out and summarizing, there are mainly the following problems:

2.1 The Long-term Deficiency of the Construction Plan of Characteristic Campus Culture

Under the background of the overall running direction and training objectives of the Application-oriented Undergraduate Colleges and universities, the construction of campus culture has not been included in the long-term planning of the University, which is seriously out of line with the professional setting, curriculum construction and teacher training. In the process of the construction of campus culture, there is a lack of systematization and foresight. The role of campus culture in the training objectives of the Application-oriented Undergraduate Colleges and universities has been weakened, which has also made the campus culture unable to learn the school running characteristics form the same characteristics, which can't show the achievements of the construction of campus culture and affect the function of campus culture.

2.2 Lack of Humanistic Spirit in the Construction of Characteristic Campus Culture

Due to the lack of long-term planning of scientific system and the nature of the specialty, the applied undergraduate colleges mainly focus on science students. In terms of specialty setting, engineering is the main body. Humanities courses are rarely offered. Campus culture construction lacks connotation and humanistic atmosphere, which affects the cultivation of students' humanistic quality. If the Application-oriented Undergraduate Colleges and universities ignore the attention to the construction of high-grade campus culture, the students, after entering the University, only pay attention to the cultivation of students' professional quality, do not create a good humanistic atmosphere, can't cultivate students' humanistic spirit, can't attract students' attention, resulting in students' lack of understanding and interest in traditional culture. The construction of characteristic campus culture will be seriously affected.

2.3 Deviation of Values in the Construction of Characteristic Campus Culture.

With the development of market economy, the diversity of value orientation has occupied a place in the construction of campus culture. Teachers are busy with the workload and

publishing academic papers due to the post pressure, ignoring the communication with students. At the same time, with the continuous expansion of the scale of running a university, teachers are largely the spectators of the construction of campus culture, while students regard education as a kind of investment Capital, only pursue a diploma. Today's college students have changed from being indifferent to fame and wealth and selfless dedication to the fact that they can't get up early without any profit, and they won't do it if they have little or no benefit to themselves. All behaviors are labeled as utilitarian. Pragmatism is relatively popular, and the core values of individuals obviously deviate from the direction of self and individual standard.

2.4 Lack of System Construction of Characteristic Campus Culture Construction

In order to maintain the normal operation of the University and the order of teaching life, various rules and regulations as well as traditional habits with public recognition constitute the system culture of the University. Sound system is also the key to the construction of characteristic campus culture of application-oriented undergraduate colleges. At present, in the practice of the construction of campus characteristic culture, the idea of official standard is strong, the relevant system guarantee is not perfect and perfect, resulting in the increase of variable factors in the process of the construction of characteristic culture, leading to the inclination of campus system culture to official standard. It can be said that the lack of scientific and rigorous system is an urgent problem to be solved in the construction of campus characteristic culture.

3. STRATEGIES FOR THE CONSTRUCTION OF CHARACTERISTIC CAMPUS CULTURE IN APPLICATION-ORIENTED UNIVERSITIES

Through the above summary and analysis of the problems existing in the construction of application-oriented characteristic campus culture, we must further clarify the goal, really grasp the practical work, guide the construction of campus culture in Colleges and universities from the aspects of generality and particularity, constantly improve the construction of campus culture connotation, and create the brand of application-oriented characteristic campus culture in Colleges and universities.

3.1 Combination of Characteristic Campus Culture Construction and Applied Talents Training Objectives
As the connotation construction of the school, the construction of campus culture is a systematic project. It is necessary to carry out the overall planning and design, closely combine with the training objectives of applied talents, and carry out the construction of characteristic campus culture purposefully, systematically and organizationally. The application-oriented colleges and universities should plan as a whole and actively coordinate the construction of campus culture from the goal and overall height of the development and cultivation of application-oriented

talents; in combination with the actual situation of the University, they should analyze and judge the current situation of the construction of campus culture, clarify their ideas, and plan out a campus culture construction system suitable for the development of Application-oriented Colleges and universities. Due to the lack of academic research ability of application-oriented undergraduate college students, they have a wide range of interests and strong ability to practice. Therefore, the construction of campus culture should have characteristics and pertinence, strengthen the integration of scientific literacy and humanities, and highlight the edification of campus culture construction in humanities education.

3.2 Combination of Characteristic Campus Culture Construction and Ideological and Political Education

In the construction of campus culture, we should give full play to the moral education function of campus culture, create a good education atmosphere, integrate into the ideological and political education function, help students to establish correct values and ideals and beliefs of life, develop good moral quality and civilized behavior, sublimate students' ideals and beliefs, and make their thinking more rational and moral more noble, The taste is more elegant, the personality is improving day by day, truly learn how to behave, truly understand their social responsibility and historical mission, and integrate their growth into regional economic development and national rejuvenation. At the same time, in daily learning and life, we should also pay attention to the education of how to behave, team spirit, struggle spirit and humanistic quality through the student association activities organized by the school, and cultivate students' healthy personality, mutual cooperation spirit, pioneering spirit, scientific thinking mode and high-grade cultural quality, so as to cultivate innovative spirit and high-quality cultural quality Socialist builders and successors with creative ability.

3.3 Combination of Characteristic Campus Culture Construction and Material Culture

Material culture is the tangible part of campus culture. The creation of school material culture should not only have the overall arrangement, but also pay attention to the local details, so that every environment has a subtle influence. In campus planning and construction, application-oriented colleges and universities should actively focus on the training objectives of application-oriented talents, adapt to local conditions, combine their own geographical environment and cultural traditions, fully reflect the school's school running characteristics, integrate traditional excellent cultural elements into campus architecture, flowers and trees, practice training base and plaque logo, and highlight the school's unique academic tradition and The humanistic atmosphere enables the school to be healthy, innovative and energetic, to form a good educational environment with distinctive characteristics and school personality, to condense the ideological concepts and value orientation of teachers and students, to enhance the appeal of teachers and students, and to play a positive role in promoting the formation of good ideological quality and living habits of students.

3.4 Combination of Characteristic Campus Culture

Construction and System Culture

The application-oriented colleges and universities should establish a set of management system and resource sharing to meet their own development needs, so as to realize the mutual promotion of various systems, innovate the system, reflect the diversity and flexibility, facilitate the life of teachers and students, ensure the rights of teachers and students, fully mobilize the enthusiasm of teachers, and promote students to develop good professional awareness and behavior habits. The benign operation of the school provides guarantee. At the same time, it is necessary to promote the connotation and standardized construction of application-oriented undergraduate colleges, guide and standardize the behavior habits of teachers and students, strengthen the formation of good school atmosphere and style of study, actively build a communication platform between students and schools, encourage the enthusiasm of management personnel to serve and educate people, make the construction of campus culture an important goal of scientific management, an important content of teaching and scientific research, and let the school's running philosophy. The development of characteristics has become the value consensus that the majority of teachers and staff consciously accept.

4. CONCLUSION

In a word, the construction of characteristic campus culture of application-oriented undergraduate colleges should not only combine the characteristics of the school, but also meet the needs of talent training mode, strive to improve the level and grade of the profound cultural heritage of the school, inherit traditional

culture, improve its core competitiveness, and serve the regional economic and social development, so as to conform to the trend of the times and provide high quality for the society Education resources.

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Analysis of English Teaching Strategies in Higher Vocational Colleges in the Era of Internet Plus

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Abstract: In the context of Internet development, the traditional teaching concept and teaching mode in higher vocational colleges are changing gradually. From the analysis of teachers' teaching content, we can see that the current teaching methods are developing in the direction of informatization and diversification, and the teaching evaluation is more scientific and humanization, focusing on the individual differences between students. This paper studies the changes of traditional teaching mode and teaching concept with the development of Internet technology, and brings forward some concrete measures in order to improve the English teaching efficiency in higher vocational colleges. Sincerely hope that this paper can be a reference for English teaching staff in higher vocational colleges.

Keywords: Internet Plus; Higher Vocational Colleges; English Teaching; Teaching Reform

1. INTRODUCTION

Since the new curriculum reform, the school has paid more and more attention to the cultivation of students' quality and professional skills. At the same time, teachers are required to actively change the teaching concept, reform the traditional teaching mode, cultivate students' learning interest and creativity, and establish a student-centered position in the teaching classroom. Teachers should pay more attention to the guiding role of students, teaching and entertainment, so as to improve the efficiency of English classroom. With the wide application of Internet technology in college classroom, higher vocational English teaching will develop towards the direction of autonomy and personalization.

2. CHALLENGES IN ENGLISH LEARNING IN HIGHER VOCATIONAL COLLEGES IN THE CONTEXT OF THE INTERNET

2.1 Changes in traditional teaching concepts

In the teaching process of English classroom in higher vocational schools, most English teachers still adopt the traditional teaching mode, that is, teachers in the lecture hall, students listen under the podium, resulting in difficult to attract students' attention, cannot stimulate students' interest and enthusiasm to learn, the classroom efficiency is low, the traditional teaching methods based on indoctrination, which has been unable to adapt to the learning needs of contemporary students, so under the support of Internet technology,

the modern teaching methods, such as the classroom, micro-classes, reflect the greater teaching advantages, rich teaching forms. Reducing the time for teachers to prepare lessons not only stimulates students' enthusiasm for learning, but also improves the efficiency of the university English classroom. In the development of modern information technology, students can use the network to find the information they want at any time, and the way to solve problems is increasing, and teachers are no longer the only way to acquire knowledge [1]. Therefore, teachers in the classroom pay attention to play a guiding role, establish the status of students as the main body, promote communication between teachers and students, so that teachers in the classroom content of the teaching of targeted, so as to improve the quality and efficiency of the university English classroom.

2.2 Changes in traditional teaching methods

Under the teaching mode of "Internet +", students have changed their traditional learning methods and started to acquire knowledge actively. With the development of modern information technology, we can acquire all kinds of knowledge on the Internet, and also provide students with various ways to acquire knowledge. The change of teaching environment leads to the change of teachers' status, which starts to change from knowledge imparter to knowledge guide. Therefore, teachers should change their ideas and make full use of modern teaching methods such as official account, moody class, flipped classroom, etc., to change their teaching methods and enrich their teaching experience [2-4]. In addition, teachers should pay attention to the individual differences between students, consider the different learning abilities of students, and select suitable teaching resources for students. At the same time, teachers should keep in touch with students, grasp the learning situation of students in time, and help students fully master knowledge. For example, recently a university introduced the new teaching method of "blue ink cloud class". Teachers and students download the software through mobile phones, and then teachers establish cloud class. Teachers regularly publish their own teaching materials, teaching plans PPT and materials related to classroom content to the cloud, and students can download, preview and review them freely. This kind of teaching method only needs to use the collection mobile phone to complete the classroom teaching task, not limited by the time and place, students can even use their spare time to study. This way is welcomed by teachers and students, which shows that the Internet has made a great impact on traditional teaching methods, so teachers must

constantly improve teaching methods to promote the quality of teaching.

3. SPECIFIC STRATEGIES TO IMPROVE HIGHER VOCATIONAL TEACHING IN THE CONTEXT OF THE INTERNET

3.1 Improving the enthusiasm of college students to learn

The development of information technology has brought a great impact on the teaching mode and teaching concept, the traditional paper teaching materials cannot meet the needs of contemporary teachers and students, fixed teaching methods cannot adapt to the current knowledge system, so expanding teaching content, perfect teaching methods, is the current "Internet plus" era of English teaching development trend. Therefore, teachers in higher vocational colleges should be prepared to broaden their knowledge of English, make full use of the current network platform, such as the education, micro-classes and other fine online courses, to enhance students' enthusiasm for learning, improve the overall level of English. For example, by introducing the flip classroom into the university English teaching, a university in China found that the enthusiasm of students in English learning was generally improved, and the degree of knowledge mastery was deepening, thus showing that the flip classroom improved the students' ability to learn independently. Therefore, higher vocational teachers should change the traditional teaching concept, avoid instilling English knowledge to students, teaching design close to life, enhance interest, improve students' recognition of teachers' teaching methods, so as to promote students to take the initiative to learn English, for the "Internet plus" this new situation of sex and learning methods, teachers should be in the course before a large number of relevant information, targeted production of courseware, so as to improve students' interest in learning. For example, a university in Zhejiang Province, in order to improve the comprehensive ability of students in English, in 2016 to introduce micro-teaching methods for students to establish a professional micro-class platform, students by virtue of the number can log on to learn, the platform of teaching resources are rich in a variety of teaching videos, and even the world's outstanding teachers are included in the teaching video, and strive to create a variety of learning methods for students, so as to help students find their most suitable learning methods, improve students' interest in learning.

3.2 Developing the ability of college students to learn on their own

The development of "Internet +" technology has changed the traditional teaching methods. Teachers should constantly improve teaching strategies and cultivate students' ability of independent English learning. Because college students do not pay attention to strategies in the process of English learning, it often leads to poor results of autonomous learning. Therefore, teachers should choose appropriate

learning strategies for students, so as to cultivate their English reading, translation, listening and speaking abilities. According to the survey of College Students' English, contemporary college students' English listening and speaking ability is good, but there is still much room for development, especially in writing and translation. Teachers should pay attention to the training of students' English learning strategies. For example, in the aspect of listening, teachers can use the Internet to find a variety of listening materials suitable for students. Through long-term English listening training, teachers can exercise students' listening ability, and promote students' skills of hand and brain. In oral practice, help students to overcome the psychological barriers of inferiority, and actively guide students to use English communication, English learning is mainly for learning to apply. In order to help students, communicate with each other and create conditions, teachers can divide students into several groups, and conduct English communication and discussion among groups, so as to fully stimulate students' enthusiasm and interest. In terms of reading, teachers can help students find suitable learning materials on the Internet in advance, expand students' English vocabulary, and improve the speed of English reading at the same time. Teachers can also improve students' interest and train students' English reading skills through English word competition, guessing words and other interesting activities. In the aspect of writing, teachers can help students to make writing ideas, pay attention to the rules of using verbs, conjunctions and grammar, so as to ensure the fluency and accuracy of students' writing. In this aspect, teachers can train students to write for a long time, such as urging students to keep writing English reading experience, model recitation, diary, etc., so as to improve students' English writing ability. In addition, in the aspect of translation, students are required to be faithful and receptive, that is to say, when translating, they should respect the meaning of the original author, and at the same time, the translated sentences should be smooth and conform to the grammar rules. In addition, students' autonomous learning is inseparable from the guidance of teachers, and also inseparable from the interaction between students. Teachers and students use the Internet to communicate with each other, ask for help from teachers for knowledge points without understanding, or find answers through the network platform. At the same time, it is an effective strategy for self-learning to ask for help from famous scholars and experts through the Internet. In addition, teachers can also create situations to cultivate students' autonomous learning ability. For example, at Christmas, teachers can prepare topics related to the tradition of Christmas, let students search information online by themselves, launch a group English discussion competition, or recommend Christmas related movies and songs to students, improve students' interest in English, and cultivate students' initiative in learning English.

3.3 Transforming the teaching role of teachers

At present, college students in the classroom there are teachers' identity is not high, learning enthusiasm is not high, the rapid development of Internet technology, modern society put forward higher requirements for English learning, so teachers should change the traditional concept as soon as

possible, adapt to the new situation of English requirements, while teachers should consider the differences between students and the original Background of English knowledge, so as to better guide students to learn new knowledge. The traditional teaching mode, teachers occupy the main position, teachers have absolute authority, it often adopts indoctrination teaching methods, resulting in students' poor innovation, cannot train students' independent learning ability, so changing the teaching role of teachers, to cultivate students' enthusiasm plays an important role. First of all, teachers should become advocates of student learning, such as in the usual communication to actively understand the difficulties and confusions encountered in students' usual learning, and combine the characteristics of different students and the current learning situation, to help students to formulate long-term goals and recent goals, to promote students' interest in learning. Secondly, teachers should become the supervisor of students' Internet learning, correct their mistakes in a timely manner, put appropriate pressure on students with poor self-control, and finally, in the context of "Internet plus", teachers should actively become students' trainers, such as regular exchanges and training, the use of the network to carry out learning, teaching in the teaching process according to their talents, for students of different majors to adopt different teaching methods. For example, for some translation, secretarial and other majors, we should pay attention to the training of students' listening and reading skills, while for mathematics, physics and other majors should focus on their training of reading skills, easy to read the relevant foreign literature. In addition, teachers in the teaching process should pay attention to enhance communication with students, understand students' interests and hobbies, so as to target the design of teaching content, for example, now many college students like to watch foreign classic movies, so teachers can choose several classic film clips in the classroom for students to enjoy, in the process not only promote students to learn English voice, tone of learning, at the same time learning effect is more significant.

3.4 Creating a good learning environment

At present, the infrastructure for college students to learn English is not perfect enough to fully meet the needs of students, but some existing modern technical means can better promote students' autonomous learning. Due to the advantages of network learning resources, such as strong timeliness, low cost, no space restrictions, etc., students can preview and learn English through college English supporting video courses or learning resources, and can also use English database to carry out extra-curricular exercises. In addition, teachers and students can use QQ, WeChat group and other chat tools to enhance communication and enhance the feelings between teachers and students. With these chat tools, it is convenient for students to communicate and discuss. Under the

Internet to create a good learning environment for students, mainly refers to the school to improve the learning hardware and software facilities. The hardware facilities mainly refer to the construction of campus network platform, multimedia classroom and student study room. Taking a higher vocational college in Guangxi as an example, the construction of its hardware facilities is not perfect, the school multimedia is often used for teachers to teach courseware in class, and the role in improving students' learning enthusiasm is not obvious. In addition, the slow network speed, unfiltered information and hidden danger of network security lead to the low enthusiasm of students in English learning. Therefore, the school should constantly improve the infrastructure construction to create a good learning environment for students. All in all, the use of advanced network technology to provide students with an environment for practical English communication can stimulate students' enthusiasm for learning and English language application ability to the maximum extent. "Internet +" has provided a variety of learning methods for students to learn English independently, and improved the learning efficiency and quality of college students.

3.5 Improve the supervision and management of college students' English learning

Network learning has higher requirements for students. Due to the differences in learning level and learning methods between students in higher vocational colleges, students' consciousness is poor. After the teacher's video is released, students often pay less attention to it, and they can't consciously watch the courseware released by the teacher. Therefore, teachers should pay attention to the supervision, management and evaluation of students in the teaching process, and urge students to take the initiative in learning. In the process of teaching, there are two ways for teachers to evaluate students, that is, to evaluate students' learning process and test results comprehensively. But "Internet +" has changed this single evaluation system, combining the evaluation between students and teachers, and adopting a multi-level evaluation method. At the same time, with the help of professional software to evaluate students' learning process and learning effect, supervise students' learning effect at any time, and test whether students' online teaching can achieve the expected teaching goal. Whether teachers need to adjust teaching plans and teaching methods, evaluate college students' English learning through scientific and objective data, promote the improvement of teaching quality and efficiency, and improve the overall quality of College English teaching. For example, taking a college in Zhejiang Province as an example, its English teachers will prepare a series of related self-test questions for students after class, so that students can take the English proficiency test after class. At the same time, students are encouraged to discuss in the class group, or to complete the test independently. However, students should share the results of the test in the group, submit them anonymously, and the teacher will rank them finally. This evaluation method can not only protect students' self-confidence, but also help teachers to understand students' English level.

4. CONCLUSION

The progress of science and technology not only changes the

traditional teaching ideas and teaching methods, but also changes the students' learning methods of English knowledge, which leads teachers to pay more attention to the cultivation of students' learning interest and creativity in the teaching process. This paper analyzes the impact of Internet technology on the traditional teaching mode, and puts forward some concrete suggestions to improve the teaching quality, such as changing the teaching strategy, improving the teaching evaluation system, paying attention to the dominant position of students, etc., in order to promote the improvement of the English level of Vocational Colleges in China. All in all, teachers should pay attention to the reform of teaching methods, adopt various teaching strategies, and improve students' enthusiasm for learning, which will help to improve the quality and efficiency of College English classroom.

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On the Innovation of Training Mode of Cross-Border E-Commerce Talents in School Enterprise Cooperation

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Abstract: By analyzing the position and ability of cross-border e-commerce companies, we need to adopt collaborative sharing and application model for economic change and development as well as higher education system. Learn how to work and practice, and train e-business models. In addition, how to build a successful model for companies participating in cross-border e-commerce training is crucial to solve the problem.

Keywords: School Enterprise Cooperation; Cross Border E-Commerce Talents; Innovation

1. INTRODUCTION

One belt, one road, is the development of Internet plus commerce, and e-commerce with big data is entering a new stage and providing growth opportunities. E-commerce is still in its infancy, the demand for competition in this field is growing rapidly, and the quality requirements are constantly improving. Entrepreneurs need not only the basic knowledge of e-commerce and foreign companies, but also the knowledge of marketing and negotiation [1-3]. They must not only be able to work in the field of e-commerce, but also have professional quality. However, the fact that e-commerce entrepreneurs are trained in higher education cannot meet the needs of entrepreneurs, which makes it difficult for students to find jobs and lose employment opportunities.

2. CURRENT SITUATION OF CROSS BORDER E-COMMERCE TALENT TRAINING

2.1 Characteristics of personnel training in Higher Education

At present, there is no major e-commerce in domestic higher education, and a large part of cross-border e-commerce has been introduced into the College of electronic information technology. Existing talents have been trained in economics, large companies and e-commerce companies. China's higher education and education system are governed by the principle of "basic caliber and weight", such as the diploma of economics and international business. The curriculum structure includes the basic courses, basic knowledge, professional learning mode and extensive rather than in-depth knowledge level provided by the Ministry of education. In learning, course work is usually the preferred training, and some foreign marketing technology software is used to teach this work. Through manipulation, students are assigned to play

various roles, perform tasks related to tasks and complete certification. The final evaluation of teaching is based on the examination. The final score is not only the standard grade, but also the percentage of the final examination. The performance of the actual path depends on the completion of the simulation program. Therefore, students have been divorced from society before graduation, talent development and social needs.

2.2 "Dilemma" between talent training and demand

China's higher education market is in the transitional stage of planning transition, and the training program curriculum still needs to follow the guidance of the education sector. Under the condition of market economy, the speed of discipline definition and professional information review is far from the changing needs of the industry. There are many differences between education and industry in terms of standards, legitimacy and evaluation of talent training, and there has never been a consensus. Therefore, students will find it difficult to find a job, lack of learning path and ability or simply do not study. At the same time, hiring people in the industry is expensive, and the training process for newcomers should expire early, which increases the cost of hiring. According to the China training program, Shenzhen multinational e-commerce companies cannot accommodate any multinational e-commerce retailers suitable for business development. Through the necessary analysis of business acquisition, e-commerce companies have high licensing requirements, and must have e-commerce knowledge and skills. Good foreign language skills and online social skills are very important. In terms of specialty, the company has great potential in talent development and innovation, communication and cooperation skills, skills and coordination ability, which is priceless for any company. However, knowledge of e-commerce and its related social training institutions in universities cannot keep up with the growth of the market.

3. PROFESSIONAL ABILITY REQUIRED BY CROSS-BORDER E-COMMERCE TALENTS

3.1 Professional knowledge

As other relevant documents choose the best national transportation mode, port and transportation time choose a convenient and safe payment method to identify customs clearance and various cleaning tools to complete custom deletion. Prepare to understand tax returns and tax consequences, complete tax returns for products, and understand rules and principles of international trade law and trade rules. To meet the management of business areas in different countries. At that time, students must have

personal knowledge of e-commerce. First of all, with the help of transnational e-commerce sites with advanced networks, more and more companies are choosing faster online payment methods, which makes us more satisfied with e-payment. Secondly, with the development of e-commerce platforms such as Alibaba, every company can have an online store and a dedicated website, which requires good website design and website design as well as online planning, management of marketing activities, etc., and management of online marketing to attract more customers.

3.2 Foreign language communication ability

According to a survey by the recruitment website, the business community found that they have higher ability of listening, speaking, reading and writing foreign languages. Foreign language is a necessary tool to communicate with foreign customers in the field of e-commerce, which is reflected in listening, speaking, reading and writing. In writing with clients, especially in writing, we should not only show the truth, but also control the length and explain the main points as much as possible. When using their positions, we should use professional dictionaries and presentations to reflect professionalism and enhance customer confidence. The language used is mild and friendly, so both sides can complete the command in an easy environment. In addition, e-commerce needs to directly communicate with ordinary customers in different countries and use local languages to establish contact with customers, such as Spanish, Arabic and other secondary languages, which can improve the safety and sexual attraction of consumers, and similar people will be more competitive.

3.3 International logistics operation capability

Different from traditional logistics, Transnational E-commerce logistics has lower exchange rate, smaller scale and different delivery place. These students need not only regular knowledge of freight, but also internal and group knowledge. To put the goods in the packing box, you need to know the transportation schedule, transportation, insurance and other issues. Students should not only study books, but also do things. Attention should also be paid to the knowledge of customary law in the country of travel. There are many clear logic abroad, such as DHL, TNT, Debang and overseas warehouse. If you want to choose the right way to divide the logic according to the delivery date, time and purpose, understand the logical delivery method and port of these logs. At the same time, it is very important to fill in references and various legal documents.

3.4 Business negotiation ability

Enterprises have established a good communication

and business needs, and they must have business consulting skills, and these skills can only be through a wide range of knowledge reserves. To understand the trends and trends of the global market, please understand the laws and trends of economic development, control global economic policies, especially the exchange rate, analyze the benefits and advantages and disadvantages of competitors, and make plans.

3.5 Professional quality

Professional quality is not only the evaluation of the value of enterprise employees, but also the key to make a specific plan. Professional quality includes physical health, professional level, professionalism, learning skills, social skills, communication skills. High quality professional quality is reflected in all aspects of the work, such as the sense of responsibility for the work and job dedication, all of which are key indicators to evaluate employee engagement. At the same time, they need to have a team with sound spirit, good professional ethics, the ability to withstand work pressure and enhance the ability to overcome obstacles and maintain motivation. The company is a team, and the ultimate partner is the winner. Therefore, the team must have a strong sense of teamwork, which can not only improve their performance, but also provide a complete competition for their own interests.

4. CONCLUSION

Schools and companies are trying to find new talent training models. With their future development and collaboration, they will actively expand the barriers and depth of collaboration and establish a complete working partnership system. Cross border e-commerce talent training is not only limited to large international enterprises, but also can be extended to e-commerce companies, even foreign language companies. The training guide should be organized according to the best interests of students to enhance their learning motivation.

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On the Reform of The Teaching of Traditional Chinese Painting in The Major of Fine Arts in Colleges and Universities of China

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Abstract: The teaching of traditional Chinese painting has always been a very important branch of education in Colleges and universities in China. What's more, traditional Chinese painting represents not only the paintings, but also the cultural heritage of our country for thousands of years. It shows the cultural connotation and artistic connotation of the Chinese nation. But with the continuous development of society, there are many new types of art, Chinese painting slowly fade out of people's vision. As a result, many students who study fine arts do not pay attention to the study of traditional Chinese painting. But the importance of traditional Chinese painting is self-evident. As a kind of aesthetic painting, traditional Chinese painting deserves every college student's appreciation and study.

Keywords: University; Chinese Painting Teaching; Art Major; Reform Measures

1. INTRODUCTION

Traditional Chinese painting is an important intangible cultural heritage, which has spread from ancient times to the present. From its development stage, we can see the different painting styles of different times. However, there are few people who can really draw the essence of traditional Chinese painting. With the rapid development of the times, the traditional mode of traditional Chinese painting is no longer in line with the current education mode [1-3]. In order to revive traditional Chinese painting, teaching reform must be indispensable.

2. THE MAIN REASONS OF INFLUENCING THE DEVELOPMENT OF CHINESE PAINTING EDUCATION

2.1 The quality of college students is relatively low

At present, most college art students have low artistic quality, and they don't know enough about the content of art science, but only learn some art techniques. Moreover, a large number of students have little love for art to talk about, just to make up for the lack of cultural courses, and choose art. Therefore, the students' professional ability is deficient. The college education must cultivate the students' love for art during the university period.

2.2 Weak foundation of art education in China

It can be said that if it is not for the students who take

the examination of art, the chances of contacting with art study are almost zero. Then even if you are interested, it will be gradually wiped out. Moreover, the art class in primary and secondary schools is just about painting, which is far from the art class. After a class, students really learn very little. In the long run, how can students attach importance to art education?

2.3 The content of the college entrance examination of Fine Arts in China lacks the investigation of the education of traditional Chinese painting

In the art college entrance examination of our country, the art is often to investigate the students' painting and understanding of figure painting, rarely involving the investigation of traditional Chinese painting. Therefore, in teaching, there is little talk about traditional Chinese painting, and gradually it has become a cold direction. Moreover, in the college entrance examination, the main artistic techniques investigated are watercolor, watercolor, sketch, etc. As for the artistic presentation of traditional Chinese painting, there is little or no understanding. In this cumulative mode, Chinese painting naturally appears less and less in students' vision. The type of examination has gradually become the content of Western painting class, so how can the cause of Chinese painting get a good development?

2.4 College curriculum is not perfect and reasonable

At present, many colleges and universities in China are still lacking in the development of traditional Chinese painting curriculum. Moreover, some teachers don't even know how to teach Chinese painting. It can be said that a large part of the essence of traditional Chinese painting comes from the artistic conception conveyed in the painting. If teachers don't really understand the meaning of traditional Chinese painting, how can they teach students? In the long run, it will certainly lead to the loss of students' interest in learning traditional Chinese painting. How can we develop traditional Chinese painting well?

3. THE REFORM MEASURES OF THE TEACHING OF TRADITIONAL CHINESE PAINTING IN THE MAJOR OF FINE ARTS

3.1 Two point one Innovative teaching concept

To change the current situation of Chinese painting teaching, first of all, we should change the original teaching concept. In primary and secondary education, the cultivation of students' art is far from enough. Many students don't pay attention to art class in art class, and teachers also let it

develop. Therefore, in order to change the views of teachers and students on art in primary and secondary schools, we must enhance the importance of art in their hearts. At the beginning of students' contact with fine arts, teachers should use the artistic creation of famous artists to teach, lead students into the world of traditional Chinese painting, appreciate the legend and charm of traditional Chinese painting. In traditional Chinese painting, landscape creation, plant and animal description are very many. Teachers can select a part of the class to explain in detail, telling the background, mood and connotation of the author's creation, so that students have the desire to explore. So, when they do, they are more inspired. Of course, at the beginning of contact with traditional Chinese painting works of art, you can create imitations. You can also start with flowers and plants. There are many plants that students come into contact with. Flowers and plants can be seen everywhere, which is convenient for students to observe. Moreover, it is also helpful for creation.

3.2 Optimize curriculum

In the course education of colleges and universities, we should arrange Chinese painting education reasonably to form certain structure and coherence. To ensure that students in the process of learning, will not produce fragments, cannot keep up with the rhythm of the situation. There should be different differentiation for different grades, and the teaching difficulty should show an increasing pattern. To ensure the curiosity and exploration of students' learning, and not to attack the enthusiasm of students' learning at the same time. Good curriculum design can lead students to see a different art world. When students are really interested in exploration, then the study of traditional Chinese painting will naturally

3.3 The reform of teaching methods

Of course, the reform of art major is not limited to the content of courses. With the development of the times, there are many new teaching methods. In the teaching of traditional Chinese painting, teachers should also choose some new teaching methods. The new teaching method will certainly make the original classroom livelier and more interesting, and the participation of students will also be improved. For example: in the teaching of the introduction of group learning, teachers can first give a topic or a direction of painting. Let's have a group discussion, find out the most suitable painting expression in this direction. Then there is a group to complete the creation, or everyone in the group can create, and then select the best one to participate in the classroom display. This kind of teaching method not only cultivates the divergence of students' thinking, but also enhances the communication and cooperation among students, which has many benefits.

3.4 Reform of teaching content

The teaching content of colleges and universities

determines the development direction and quality of Chinese painting in the future. Therefore, the teaching content must not be ignored. Before teaching in Colleges and universities, we must unify teachers' thoughts. To ensure that the teaching content can be effectively taught to students, so that students in the learning process, learn to appreciate traditional Chinese painting, love traditional Chinese painting, and ultimately achieve the level of creation. Secondly, it is the foundation of brush, ink, paper and inkstone. To learn Chinese painting well, calligraphy is also an indispensable part. It can be said that a person who is accomplished in traditional Chinese painting must have a good level of calligraphy. Therefore, in daily learning, calligraphy teaching should be interspersed.

3.5 Reform the college entrance examination system of Fine Arts

In the course of college, the reform of the teaching method of art major is a change of College Students' education. But if we want to change the current situation of art study, we should start from the beginning of systematic study of art. We will reform the college entrance examination system for arts, and increase the examination of traditional Chinese painting in the examination. Since then, not only teachers, students will pay more attention to the study of traditional Chinese painting. In the usual practice, we will definitely add more Chinese painting training. Students practice more, quantitative change will always lead to qualitative change, and gradually have their own understanding of Chinese painting. Once the interest is cultivated, it is very useful in the later study.

4. CONCLUSION

To sum up, it is very necessary for the reform of Chinese painting education of art major in Colleges and universities in China. Because it is not only about the future development of traditional Chinese painting, but also the inheritance of a traditional art in China. Good reform not only provides better opportunities for college students, but also provides a platform for all art lovers to have more opportunities to develop their hobbies. Therefore, higher education should pay more attention to the cultivation of students' ability. Let students be interested in learning Chinese painting and have the ability to draw Chinese painting.

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The Application of Digital Media Art in Dynamic Advertising Design

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Abstract: With the advent of the information age, digital technology has been continuously developed, and has been more widely used in the social scope, infiltrating into all aspects of society. Digital media art is a kind of information technology. It is a new art form of current digital and modern media technology. It can expand the form of dynamic advertising design and enrich the content of dynamic advertising. It is an effective channel to promote the development of dynamic advertising design. It is necessary to promote the application of digital media technology in dynamic advertising design. This paper will mainly discuss the characteristics of digital media art through the application of digital media art in dynamic advertising design, give full play to the advantages of digital media art to promote the application in dynamic advertising design, promote the optimization of dynamic advertising design, and make it have a better development prospect.

Keywords: Dynamic Advertising; Advertising Design; Digital Media Art

1. INTRODUCTION

In the current rapid development of society, the application of digital media art is a symbol of the modern development of dynamic advertising design. Different from the traditional works of art, the application of digital media art can integrate various forms of art, promote the innovation of media technology, and have multiple expression methods. Using the technical advantages of digital media art can provide dynamic advertising design Digital media, to promote its effective communication, so that dynamic advertising design has a stronger artistic effect. And the application of digital media art in dynamic advertising design is reversible. By copying and storing in the system through digital technology, we can broaden the channel of art content communication, make dynamic advertising design more diversified and free, realize the purpose of dynamic advertising design communication, be conducive to the promotion and popularization of dynamic advertising design, promote the development of advertising design, and promote the development of advertising design It can be recognized by the public and play the value of dynamic advertising design application.

2. THE BASIC CHARACTERISTICS OF DIGITAL MEDIA ART

Digital media art belongs to a kind of computer network technology. The application of digital media art in dynamic advertising design is an important trend

of modern development. It is necessary to promote the application of digital media art in dynamic advertising design. With the rapid development of computer network, digital media art has been developed more rapidly, and its related technology has been optimized, which has brought greater benefits in dynamic advertising design and promoted the overall improvement of dynamic advertising design. Its basic characteristics are as follows: It is manifested in three aspects: strong visual impact, improvement of art creation efficiency, boundless and interactive communication.

2.1 Strong visual impact

The application of digital media art in dynamic advertising design can bring more strong visual impact to dynamic advertising design, mainly because of the rich and colorful language expression forms of digital media art. These include pictures, people, music or colors, and so on. With the characteristics of diversity, we can create a more vivid artistic situation through different ways of expression, so as to present a real and imaginary dynamic, improve its authenticity, meet modern people's visual needs for art to a greater extent, directly produce visual impact, affect people's hearts and thinking emotions, and bring people more rich feelings [1-3].

2.2 Art creation efficiency beyond tradition

Digital media art is produced on the basis of traditional art, which is different from the traditional art creation, and is beyond the traditional art creation efficiency. Digital media art, through its own powerful drawing and drawing functions, such as Photoshop software can improve the efficiency of design, making the image of art creation more vivid. Computer aided design can break the limitations of traditional painting, promote the change of design concept, no longer be limited by painting ability, can broaden the creation space, and make the creation more efficient.

2.3 Communication characteristics of boundless and interactive

The characteristics of the boundless and interactive communication of digital media art are mainly reflected in that digital media art transforms the passive acceptance of traditional art communication into active communication. In the context of the application of computer technology, the creation of digital media art under the premise of the application of computer related technology can provide a broader social platform, such as WeChat, microblog, blog and other social software, to promote the spread of digital media art. In this way, the audience can be expanded and the influence of digital media art can be improved. The interaction is reflected in the characteristics of computer technology resources sharing and real-time. Creative communication can promote the understanding of digital media art, make the digital media art no longer limited by

time and space, and reduce the limitations of digital media art.

3. APPLICATION OF DIGITAL MEDIA TECHNOLOGY IN DYNAMIC ADVERTISING DESIGN

The application advantage of digital media art in dynamic advertising design is mainly reflected in its digital characteristics. In dynamic advertising design, usually due to the digital characteristics, it can promote the innovation of dynamic advertising design in the application process, enhance the visual impact, expand the form of creation, effectively enhance its design effect, and promote the rationality of resource dynamic advertising design. Secondly, the application of digital media art in dynamic advertising design can improve the quality of audio images. With the technical advantages of digital media art, it can provide the authenticity of audio, make the dynamic design Fuller, more integrate the author's emotion and design concept, enrich its connotation, show people more comprehensive content, and add more works the vitality of the product. Moreover, reasonable application of digital media art can promote the diversified development of dynamic advertising design, promote the application of digital media, expand the influence of digital media art in dynamic advertising design, and promote the development of dynamic advertising design. In addition, the use of digital editing program in digital media art can bring convenience to dynamic advertising design to a certain extent. Through its technical advantages, it can reduce the workload of designers, enable staff to edit and process materials in the shortest time, shorten the design time, effectively improve the efficiency of work, and promote the dynamic advertising design Finish [2].

4. STRATEGIES TO STRENGTHEN THE APPLICATION OF DIGITAL MEDIA ART IN DYNAMIC ADVERTISING DESIGN

To strengthen the application of digital media art in dynamic advertising design, we should base on the current situation of dynamic advertising design, according to the application characteristics of digital media technology, give full play to the advantages of digital media art application, make it better used in dynamic advertising design, and promote the development of mobile advertising. First of all, we should strengthen the training of technical talents in digital media. Technical talents are the key part in dynamic advertising design, which can directly affect the quality of dynamic advertising design and is the key part in dynamic advertising design. To strengthen the training of digital media talents, we need to fully

understand the relevant knowledge of digital media art, and promote its professionalism to build an education system. Improve the talent training system, promote the application of talents in dynamic advertising, improve their professional quality and comprehensive quality, promote the comprehensive development of talents, and promote the development of digital media art with the strength of talents. Secondly, we should pay attention to the innovation of dynamic advertising design, promote the continuous development of digital media technology, keep the innovative thinking of design, combine the characteristics of the times, keep pace with the times, timely understand the relevant concepts of digital media art, and promote the first evolution and modernization of application. In the application of digital media art in dynamic advertising design, we should open up ideas, actively innovate, take innovation as the main driving force of design development, increase the investment of relevant technologies, promote the improvement of dynamic advertising design quality with the advantages of technology, make it meet the requirements of continuous development of modernization, bring people more superior feelings, promote the realization of its application value and guarantee The art and humanity of dynamic advertising design.

5.CONCLUSION

To sum up, it has strong visual impact in the digital media art, as well as surpassing the traditional art creation efficiency and the communication characteristics of boundless and interactive, so it is necessary to promote the application of digital media art in the dynamic advertising design. To promote the application of digital media art in dynamic network design, we need to fully understand the relevant characteristics of digital media art, give full play to the advantages of digital media art, promote the rationality of its application, improve the strategy of digital media application, strengthen the training of digital media technical talents, improve the innovation awareness of designers, and increase the investment of relevant technical funds, So that its quality can be better improved, to achieve digital media art [3].

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The Strategic Exploration of Promoting the Construction of a Powerful Trade Country

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Abstract: Nineteen large and medium-sized universities have put forward different requirements for powerful countries in various fields. As an indicator of economic power, trade power mainly refers to the state's foreign trade situation. Therefore, based on the analysis of the current situation of Global trade development, this paper analyzes the factors that affect the development of trade, and puts forward specific strategies to build a strong trade country, so as to consolidate the position of China as a major trade country.

Keywords: Trade Power; Construction Strategy; Economic Development; Comprehensive National Strength

1. INTRODUCTION

Trade is the key to economic growth, but after the outbreak of the international financial crisis, Global trade has always been in a state of low growth, even lower than the growth rate of global GDP. In this context, China must pay more attention to trade development and construction. Take targeted construction measures to accelerate the cultivation of trade development advantages and promote the construction of a strong trade country.

2. CURRENT SITUATION OF GLOBAL TRADE

According to the data provided by the relevant departments, after 2017, the recovery of Global trade accelerated, and the import and export of global economies showed a comprehensive recovery. Among them, the export growth of emerging markets is relatively fast. According to the data in 2018, the export growth of BRICs countries including South Africa and Russia is 20%, and that of the United States and the European Union is 6.5% and 9.2%. In terms of import, the import volume of Asia, the European Union and the United States increased by 15.2%, 9.2% and 6.49% respectively. In addition, Global trade protectionism continues to heat up, and the anti-globalization imagination is increasingly obvious, which has seriously affected the development of trade process. After the economic crisis, the expansion trend of global value chain has slowed down, especially the multiple cross-border complex global value chain activities are relatively reduced, and the trade multiplier effect is gradually weakened. At the same time, cross-border e-commerce has become the main trade mode. By the end of 2019, the global cross-border e-commerce market has reached US \$994 billion, with an average annual growth rate of nearly 30%. From the perspective of the recent development

of Global trade, the positive factors include the following: first, the pace of world economic recovery has accelerated; second, the recovery of manufacturing industry has boosted trade growth. According to the data released by the relevant departments, the global economy is in the stage of coordinated growth, the trend of economic improvement in various countries is gradually improving, and the growth of trade, investment and employment has been achieved. After the fourth industrial revolution, a large number of advanced manufacturing industries have developed in the global scope, driving the growth of intermediate goods trade and creating good conditions for trade growth. However, there is still downward pressure on the price of bulk commodities, and major countries have gradually withdrawn from the volume policy, which has brought greater uncertainty to the development of trade [1].

3. THE STRATEGY OF BUILDING A STRONG COUNTRY THROUGH THE TRADE

Under the condition that the global trade elasticity is still at a low level, the national government should take a correct view of the decline of Trade Elasticity and formulate scientific countermeasures according to the factors affecting the development of trade. Combined with the development of trade in the past three years, China's overall situation of foreign trade is relatively excellent, and the development of trade has been on a scale, which has the basis of building a strong trade country. However, the trade foundation, structure, environment and status need to be further optimized, and the degree of economic and trade integration needs to be deepened.

3.1 Defining the task of building a strong country through the trade

According to the current road map and schedule of building a strong trading country, there is still a certain distance from the ultimate goal of the country. In 2020, China should establish and form modern finance, and let RMB become the main pricing and reserve currency in the world. According to this goal, we should continue to optimize trade to obtain scale structure, so as to build a trade power in an all-round way. At present, in 2035, the country should be able to achieve the foundation of a strong trading country and further improve the development and improvement of trade. Although the current development of the country's trade field still needs to optimize the structure, with the overall improvement of the income and the continuous optimization of the foreign trade environment, China's international position will also be improved, which can occupy a leading position in trade.

3.2 Enhance the transnational business capacity of trade

In the process of building a strong trade country, the most important thing is to effectively enhance the transnational

business capacity of enterprises in trade and investment, and promote the brand-new of enterprises. Relevant departments of the state should support and encourage powerful enterprises to carry out over investment, comprehensively improve the core competitiveness of enterprises, and then form a group of local multinational companies with global allocation of resources and distribution of market networks [2]. The government should formulate and improve multilateral investment rules internally, support international investment transfer, encourage foreign investors to set up regional headquarters and R & D centers, and formulate gradient transfer policies for differentiated processing trade externally, effectively slow down industrial outward transfer, and truly realize the development strategy of "going out".

3.3 Optimize the structure of international trade market

The key to promote trade facilitation is to realize legal and international business environment, optimize the structure of international trade market and realize environmental innovation. One belt, one road, one step, one way, and another one, will be built up. As the world's largest trading country, we must pay attention to the balanced development of trade in the process of promoting the construction of a powerful trading country. For example, in one of the "one belt, one road" construction process, we should introduce corresponding preferential policies to encourage the manufacturing industry to shift to the central and western regions, improve the level of opening up to the outside world and optimize the domestic regional layout of the foreign trade. At the same time, we will deepen China's foreign trade ties with countries along the East Asia, Southeast Asia and Africa, and improve the structure of the international market for foreign trade.

3.4 Improve foreign trade laws and regulations

In the process of building a strong trading country, we should improve the laws and regulations of foreign trade, so as to avoid trade friction and improve the external environment. The innovation of foreign trade legal system can make foreign trade develop comprehensively and systematically. According to international law, international agreement, regional trade agreement and other aspects, the state should strengthen the cohesion between domestic laws and regulations and these contents, and at the same time of revising foreign trade law, formulate foreign trade promotion law and regulations on import and export of service trade. In addition, we need to work out laws and regulations on e-commerce and information technology, push forward supply side structural reform, and gradually move China from a trading power to a trading power.

4.CONCLUSION

To sum up, in recent years, international trade has shown a new trend of development characteristics, and profound changes have taken place in economic globalization. China must maintain a steady and progressive momentum of trade development in order to truly build itself into a powerful trading country. In the process of practical construction, the state should seize the main line of development, define the stage tasks, select the specific implementation path, and implement the construction system guarantee, so as to promote the development process of the trade power and solve the economic problems.

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How to Carry Out Quality Education in Physical Education in Colleges and Universities

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Abstract: With the continuous reform of the education system, quality education has attracted more and more attention from educators. For college students, they will face the problem of employment after graduation. In today's rapid development of social environment, the demand for talents in various posts is increasing, and the comprehensive quality level of job seekers is also put forward more stringent requirements. Therefore, in college education, we should pay attention to the quality-oriented education of students, cultivate students to establish a correct outlook on life and values, so as to have a better development in society. As a necessary subject for college students, the application of reasonable physical education teaching methods can not only help students to strengthen their health, but also help them to understand more philosophy of life. Under the implementation of quality education, in addition to focusing on other cultural courses, we should also actively explore the implementation methods of quality education in physical education courses, and constantly improve the comprehensive quality level of students, so that they can grow and progress better.

Keywords: Quality Education; Colleges and Universities; Physical Education; Comprehensive Quality

1. INTRODUCTION

Nowadays, the pressure of workplace competition is increasing. In the development of all walks of life, higher quality talents are also required. The overall development of quality education is the main task of people in the field of education. In the specific implementation process, it is inseparable from the quality education of physical education. College students are in the stage of adolescence, which is also an important stage of cultivating students' physical and mental quality and physical quality. In order to achieve a good effect of quality education, schools should pay more attention to physical education, improve physical education infrastructure and equipment, and create a good learning environment for students. At the same time, as the main guide in the process of students' physical education quality education, physical education teachers should have good professional quality, according to the differences between students, select appropriate teaching methods, let students grow and progress in learning, comprehensively improve

their comprehensive quality level, and cultivate more comprehensive quality talents for the society.

2 THE APPLICATION OF QUALITY EDUCATION IN VARIOUS PHYSICAL EDUCATION COURSES

2.1 The Application of Quality Education in Track and Field Teaching

Track and field teaching are one of the sports in college physical education. In general, track and field events do not have too many restrictions on external factors. Most schools have already provided teaching venues and other hardware facilities. In the actual teaching process, it is not too difficult. However, under the implementation of quality education, physical education teachers should learn to be flexible and flexible, enrich teaching content, organize students to practice leapfrog or collective running, select some sports that students are interested in, stimulate students' enthusiasm for sports, and achieve quality education while cultivating students' interest in sports [1].

2.2 The Application of Quality Education in Basketball Teaching

Basketball is also a sport in college physical education, and has been welcomed by most students. In order to make students grow and progress better, we can properly integrate quality education into basketball teaching. Therefore, in the actual teaching process, physical education teachers should actively interact with students, establish a harmonious relationship between teachers and students, pass on more basketball knowledge to students through exchanges between both sides, improve students' learning initiative, actively seek help from teachers for their own problems in learning, master more basketball skills and action Essentials, and constantly improve themselves. At the same time, I have a strong interest in basketball. In the basketball training, I learned more knowledge, really understood the connotation of basketball, and achieved a good quality education effect.

2.3 The Application of Quality Education in Football Teaching

Football is a relatively intense activity, and the action range of players is large, which is prone to various friction and collision. In order to realize the quality education in the football course, when organizing the students to carry out the football game, we should reasonably adjust the relationship between the students, and do a good job in the safety protection measures, so as to avoid the students' physical injury in the game. In football activities, we should cultivate the spirit of unity and cooperation of students, make them unite together, help each other, experience the joy of victory, maintain the relationship between students,

make them as partners in football activities, work together, grow up and experience the joy brought by football.

3. THE CURRENT SITUATION OF CARRYING OUT QUALITY EDUCATION IN COLLEGE PHYSICAL EDUCATION

3.1 Hardware Facilities and Sports Equipment Are Not Complete

Although quality education has been carried out in the field of education in our country, there are still many problems in the process of carrying out quality education of physical education in Colleges and universities. At present, the construction scale of colleges and universities continues to expand, and the number of students is also significantly increased. In sports teaching activities, the demand for sports equipment and settings is also increasing. However, most colleges and universities still have the problem of incomplete hardware facilities and sports equipment, which limits the development of physical quality education to a large extent, and also has a negative impact on the development of students themselves [2].

In addition, under the influence of examination-oriented education and competitive sports, the development of physical quality education will be greatly restricted. Influenced by the traditional teaching ideas in the past, in physical education, teaching objectives, evaluation standards and teaching methods are all in a backward state, unable to meet the requirements of modern physical education quality education.

Finally, physical education teachers are the leaders of students' learning. In order to achieve a good effect of physical education quality education, teachers should have a high level of comprehensive quality, make clear the requirements of current physical education quality education, and carry out physical education with pertinence. However, as far as the current situation is concerned, the level of physical education teachers in many colleges and universities is not high. In actual physical education teaching, they will still focus on the training of technical and training talents, the content of quality education is less.

4. THE REFORM OF PHYSICAL EDUCATION QUALITY EDUCATION IN COLLEGES AND UNIVERSITIES

Under the current implementation of quality education, we should realize the reform of physical education quality education in Colleges and universities, starting from the construction of sports facilities and the optimization of sports environment. Therefore, according to the requirements of the students for the development of sports activities, we should constantly improve the sports infrastructure, sports equipment should be fully stored, and build a good learning environment for students. In addition, we should adopt

various channels to prepare education funds, allocate sports facilities resources reasonably and keep them properly.

In the current era, the competition of all walks of life is increasingly fierce. In order to cultivate more high-quality talents, we should focus on the construction of physical education quality education system in college physical education teaching, which is the requirement of the development of society and the times, and also an important condition for the construction of a new physical education system in Colleges and universities. Therefore, leaders of colleges and universities should fully recognize the importance of physical quality education, clarify the content and direction of physical quality teaching, improve students' interest in physical teaching activities, take the initiative to exercise, have a sense of physical education, develop good behavior habits, and have a good mental state. Therefore, in the teaching of PE quality education, PE teachers should change their previous teaching concepts, learn to innovate in teaching methods, expand teaching contents, master scientific teaching methods, and achieve better teaching effect of PE quality education. In addition, to optimize the evaluation methods of physical education in Colleges and universities, establish a reasonable physical quality education system, and strengthen the students' physical practice teaching [3].

In order to realize the reform of physical education quality education in Colleges and universities, it is necessary to have a team of teachers with strong comprehensive strength to lead students to learn more physical knowledge and skills, so that they can feel the fun brought by physical activities, really fall in love with physical activities, persist in exercise, hone their will, and have a good sense of physical education.

5. CONCLUSION

To sum up, quality education is the main task of today's education workers. As an important part of quality education, physical education in Colleges and universities should start with the improvement of hardware facilities and sports equipment, the improvement of sports environment and the reserve of teachers, so as to lay a good foundation for students' quality cultivation in sports and strengthen school physical education. The construction of quality education system.

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On the Spread of Tourism Culture and The Development of Tourism Economy

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Abstract: In today's society, with the continuous development of economy, people's living standards are also constantly improving, and their ideas are constantly sublimating. In their spare time, they are more inclined to go out of their homes and enter the nature to meet their inner needs in the form of tourism. In the process of travel, you can broaden your horizons, enrich your cultural knowledge, and experience the local conditions and customs around the world. While traveling, people can help the spread of local culture and promote the local economic development to form a virtuous circle. Therefore, this paper will discuss tourism culture and tourism economy.

Keywords: Tourism; Cultural Communication; Economic Development

1. INTRODUCTION

In recent years, China's overall economic level has been improving, and with the deepening of globalization, China's tourism is developing rapidly. Travel has become universal and popular. To a certain extent, people's tourism can promote the cultural exchange of various regions, and also can improve the local economic development of the scenic spot to a certain extent. It effectively promotes the spread and development of tourism culture in China, and further improves the development level of tourism industry in China.

2. THE SPREAD OF TOURISM CULTURE CAN IMPROVE THE DEVELOPMENT OF TOURISM ECONOMY

2.1 The Promotion of Tourism Culture Communication to The Whole Day Development of Tourism

There are two kinds of tourism resources in China, one is natural resources, the other is human resources. Natural resources refer to the strange and beautiful natural landscapes, such as Daxinganling, Gobi desert, Huoyanshan and so on, which have evolved from the nature for hundreds of thousands of years; while human resources refer to the magnificent buildings, which have high historical value, such as the Great Wall, Yellow Crane Tower, Forbidden City and so on, with a representative historical event. The spread of tourism culture is conducive to the integration of the two tourism resources, which can make the natural landscape and human culture blend with each other, promote the development of the whole tourism industry, attract more tourists, and achieve the purpose of improving the level of tourism economy [1-3].

2.2 The Spread of Tourism Culture Promotes the

Structure of Tourism Industry and Improves the Income of Local Residents

Tourism industry includes catering, service, transportation and other undertakings. The spread of tourism culture, on the one hand, is conducive to making people understand the relevant culture and projects of scenic spots. The idea of promoting the masses to experience local customs and natural landscape. So as to improve the income of local residents; on the other hand, the spread of local culture is conducive to the local government's help and knowledge of scenic spots, which can promote the healthy development of scenic spots by local people, make them large-scale and diversified, so as to meet the consumption needs of the masses, and improve the economic level of local residents. For example, when "China on the tip of the tongue" began broadcasting, residents from all over the world went to relevant areas to taste various snacks. Therefore, the local government will strengthen the development of the local catering industry and entertainment industry, and innovate to stimulate the consumption desire of the tourists who come to Munich, so as to improve the local economic level.

3. THE DEVELOPMENT OF TOURISM ECONOMY FURTHER PROMOTES THE SPREAD OF TOURISM CULTURE

3.1 Tourism Economic Development Can Improve the Employment Rate of Local Residents

Tourism is a complex industry, which includes many by-industries. When the spread of tourism culture brings more local consumers, the local catering industry, entertainment industry and other businesses need a large number of labor force, which has a great effect on the promotion of the employment rate of local residents, can make local residents have a stable source of income, make the economy of the surrounding areas can also be improved, so as to achieve the spread of local culture and achieve good results Sexual cycle. For example: all kinds of variety show on the Internet and on TV. It can let the masses know the local customs and beautiful natural landscape. Make the masses come to the scenic spot as consumers and promote the development of local tourism. With the development of local tourism, more labor is needed, so it can promote the employment of surrounding residents and improve the living standards of local economic people. Only when people's living standards improve can they go to more scenic spots as consumers. This is the virtuous circle of tourism.

3.2 The Rapid Development of Tourism Economy Can Promote the Improvement of Tourism Culture Level

Tourism culture and tourism economy are complementary. When tourism culture promotes the improvement of local tourism industry video and the improvement of local economic aggregate, the local tourism culture level will also

be improved accordingly. To improve the local tourism economic level, we need to integrate and improve the tourism culture at the same time. Because the local consumption level has increased, we need to strengthen the local cultural construction. Under the leadership of the government, we need to reform the scenic spots in a more innovative way, such as: integrating environment and tourism culture; integrating civilization and tourism culture, etc. to improve the local tourism culture from all aspects. So as to further stimulate consumers' desire for consumption and further improve the development of local tourism.

4. THE COMBINATION OF CULTURE AND ECONOMY IS CONDUCIVE TO THE DEVELOPMENT OF TOURISM INDUSTRY

4.1 Economic and Cultural Tourism Brings Many Opportunities to The Tourism Industry

Tourism is a way of leisure and entertainment for contemporary people. Tourism areas must have good characteristics to attract tourists. Culture now attracts tourists' eyes and is loved by many literati. For example, painters who like painting, writers who like writing poems, essayists who like writing articles and novelists can all get inspiration and write more perfect articles here. Some fans of long-term tourism can also bring the cultural characteristics of one tourist area to another tourist attraction, spread the culture, let more people know about it, and construct "cultural global village". A large number of tourists visit this scenic spot. This place will be very famous. Other tourists will also be attracted by it. This means that culture can also promote the economic development of a region. General Secretary Xi Jinping stressed that in 2020, China has already achieved a well-off society in an all-round way. Can the development of tourism not be able to make the region a big step towards a well-off society? One small step of an individual is a big step. For example, the Imperial Palace, the representative of the national cultural tourist attractions, is also a good story for people who do not go to the Great Wall. The Great Wall is also a typical cultural tourist attraction. The eight wonders of the world, such as the terracotta warriors in the mausoleum of the first emperor of Qin Dynasty, the Mogao Grottoes in Dunhuang and other tourist attractions, are famous because their cultural attractions have great historical significance. At the beginning, the soldiers used themselves Our blood and life bring us peace today. Those things of the past are

priceless. They represent our experience. They are the places that everyone wants to travel. As the saying goes, seeing is believing, listening is deceitful. No matter how others say that those areas are good, it's better to experience them. It's an experience and economy that others can't have for you.

4.2 Culture Promotes Economic Development, Economy Promotes Tourism Development

The air in some places is very good. The citizens in the city can go to these tourist attractions in the countryside to feel the baptism of nature and breathe fresh air. In this way, the construction facilities of the tourist attractions will be improved. They can open their own shops to make local special meals, use local special food, build some recreational facilities such as swimming and residential facilities, and let the tourists Feel the local culture. These all need money, but only with these can we have money. The government can help the local people solve some economic problems, build a perfect village, and promote the development of rural economy. Of course, tourists should pay attention to safety, protect the environment, care for each other with nature, and care for nature. Everyone has a responsibility.

5. CONCLUSION

Tourist attractions are like the raw materials of a dish, culture is the seasoning, and economic development is the flame of cooking. All of these are indispensable. Only when they are put together can they not make delicious dishes. The tourism industry under the combination of economy and culture not only promotes the development of the area where the tourist attractions are located, but also develops the local culture. Culture is the quintessence of our country, which should not be forgotten by everyone. Culture is the essence of our country, and everyone should inherit it.

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Research on Innovation and Development of Ship Management Mode in Shipping Enterprises

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Abstract: China is a big shipping country in the world. Shipping industry plays an important and irreplaceable role in many aspects of national economy. With the development of the world economy, the increasing trend of globalization, the rapid development of scientific and technological revolution, the world shipping competition is becoming increasingly fierce. Therefore, the state-owned shipping enterprises must carry out all-round reform to meet the needs of competition and development. As an important part of shipping enterprises, ship management is the focus, focus and difficulty of reform. In recent years, the focus of maritime navigation has also been the management mode of relevant departments. This paper discusses the development of ships and shipping enterprises and puts forward some ideas in order to further promote ship management in China.

Keywords: Shipping Enterprises; Ship Management; Model Innovation; Development Exploration

1. INTRODUCTION

At present, ship management does show new management and innovation. Modern science and technology and traditional management mode are used to ensure the "overall management level, improve the competitiveness of enterprises in the market, and reduce the pollution caused by pilots and seafarers and accidents in order to ensure the safety of personnel [1-3]. If we want to do this work well, we must keep up with the pace of the times, improve ship management and establish a relatively perfect working system, so as to make transactions safer, create additional advantages, and improve the competitive position in the effective competitive market.

2. ANALYSIS OF THE PROBLEMS IN SHIP MANAGEMENT

2.1 The Quality of Crew Is Low and The Staff Is Insufficient

The market competition among fishing boats, for the majority of shipping enterprises' crew members who want to reduce or reduce costs, is not in line with the current standards in terms of their control volume. However, due to the lack of crew, it is difficult to navigate. Among these officials, because of the workload, almost all staff members are still in extreme tension, However, if this situation continues, under the condition of fatigue, the whole shipping will occur, and some serious maritime accidents will occur. In

addition, for the sake of sustainable development, the staff requirements of the maritime department will be relatively high. If the vocational training institutions are not strict and have loopholes in management, they are not professional enough, because of the lack of teachers and the incompleteness of relevant facilities and equipment, the education quality will eventually be low. The general competence of trainees is not very high and does not meet the requirements of relevant standards. If these technicians are employed, they will often have an impact on ship management and fail to meet the standards of the Convention.

2.2 There Is No Effective Ship Management System, Which Makes Effective Ship Management Difficult.

As we all know, the core of ship management is to develop management system and require employees to follow applicable rules highly, which is the only way to ensure better ship management. But the fact is that today, the market in the shipping market is a third party that has formed all kinds of ship management, ship management enterprises without ships or ship management, which seems to be the benefits of shipowners. But in fact, it is more difficult and modernized. In the final analysis, it is more important to realize profits. In addition, the lack of a deeper set of regulatory system for ship management does not lie in the management system or the problems of civil strife and equipment. In violation of the basic law, there is no better way to implement ship safety management, which is extremely unfavorable for the operation of ships.

3. ANALYSIS OF THE TREND OF SHIPPING INDUSTRY UNDER THE INTERNET MODE IN THE NEW ERA

3.1 Quantification of Management Mode Network

In the information age, the ship industry has gradually evolved from the traditional single scene of mechanical parts to the whole system, which is more local and overall. According to the evolution level of industrial enterprises and industrial ecology, the production line is formed with complex interaction among regions, forming network, organization and arrangement, Through the use of large-scale information technology data, ultimately wealth or property, and effectively combine the systematic and proportionate additional saving elements to make social economy play a role.

3.2 Change the Traditional Management Concepts and Methods.

At present, shipping companies are in the stage of resource integration and optimization, and their economy and operation are declining.

How to establish the transformation of information management mode within the enterprise, if the gradual and effective management mode, flat organizational structure and improving customer relationship and all moral and worker's enthusiasm and the wisdom of the victim are excavated, the "Internet plus" quantitative management network will become a new development process.

3.3 Big Data Is the Core Strategic Force

At present, big data is in all walks of life, and being a postman is making a large-scale production and data sharing and application. The main factor that we are moving towards slowly is between competitors, that is, enterprises in this process, the birth of cloud computing, and the main application of "big data". Under the guise of "overall planning of ship industry", the comprehensive work of capital and technology intensive industry covers the perfect maritime connection between shipping and shipbuilding industry or related supporting services, At the same time, the exploitation of marine resources in the upstream and downstream of iron and steel, chemical industry and industry faces a huge market and population scale, and its complexity is ever-changing. In this regard, chuanboye deserves the most complex data. However, the shipping industry is an industry that rarely uses data. In the future, enterprises will have to learn to process or use data. Even the large-scale data to solve the problem, and research and solve for a large number of data, it has become an important way for the industry to continuously transform into the future, an important tool for efficiency improvement, or the future of the core development of the strategic development of big data shipbuilding industry.

4. ANALYSIS AND RESEARCH ON MANAGEMENT STRATEGY OF SHIPPING COMPANY'S INNOVATIVE SHIP MANAGEMENT

4.1 Innovative Maritime Policy

Give full play to the relationship between the seaport and the airport, explore the development system and business model of maritime transport with international competitiveness; China's shipping companies are able to use their own ships or ships that do not belong to the five-star hotels for international navigation and try to control business. At first, the foreign trade of the transit container port is open to China; We call for further innovation in the international ship registration system, and simplify the operation authorization procedures of international shipping, so that qualified ships can be registered in the port; the scope of port tax refund policy will be generally expanded, and the role of river basins in the main sea areas will be maximized to improve the service capacity of surface ports.

4.2 Improve Service Level

With the acceleration of the process of world economic integration and the more frequent international trade exchanges, shipping enterprises are facing the golden age of development, playing an increasingly important role in the development of national economy. Accelerate the construction of modern functional platforms and the development of shipping services and many other sectors, such as active and effective international finance, shipping and maritime or international ship management, international charter costs and international shipping brokerage, ship and crew international management; Indeed, the cruise industry development fund can be set up to promote and develop the economy of the cruise industry, to encourage the development of Sino US cruise joint ventures; to improve regulations and specific information and consulting services in all fields such as the ability and level of international shipping centers, and to encourage the introduction of various marine organizations, associations or institutions at home and abroad as well as service platforms.

4.3 Guarantee Management Turns into Efficiency Management

At the same time of implementing the reform of ship management mode, it is necessary to support the reform of enterprise assessment, distribution, employment, training and other systems, speed up the pace of information construction, and carry out the reform of enterprise culture, so as to make the reform of ship management truly successful. Because of the comparison of competition in the market and the management mode of ships, the above ship management departments have not been satisfied at this stage. Now, the more effective management of ships is also based on the new standards of ship industry management. We should pay close attention to the technical work, further promote the continuous progress and development of China's ball passing industry, and improve the effectiveness of interests.

5. CONCLUSION

As an important part of shipping enterprises, ship management is the focus, focus and difficulty of reform. According to the current situation of shipping industry, whether the market economy of one country still needs every enterprise to follow the pace of the times, promote the management workflow, and solve the problems in time, improve the safety system and assist the ship management related work, so as to develop our business and improve the competitiveness of the ship management market.

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Research on The Communication Function and Service of Library in The Field of Digital Humanities

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Abstract: The knowledge of human beings is vast. The history and culture of our country has a history of 3000 years since the oracle bone inscriptions. Among them, the wisdom, science and technology of the ancients have been preserved by means of words, and many precious historical books have been lost in the process of cultural transmission. Generally speaking, the preserved knowledge can benefit the modern people greatly. One place for human to acquire knowledge is in the school and the other is in the library. The library is an important carrier of cultural communication, an important channel for cultural communication and a storage place for human intelligent achievements. With the development of science and technology and the popularization of digitalization in recent years, more and more literary knowledge has been transferred from books to mobile phones and various intelligent devices. As a cultural propaganda position in the new era, the library has become an unshakable responsibility to promote the dissemination of mathematical and human achievements. In order to adapt to this new situation and make full use of digital virtual space, we must take knowledge integration as an important means to strengthen and consolidate the position of Library in the field of humanities communication, so as to better let the people feel the beauty of culture and art.

Keywords: Library; Digital; Humanities; Communication; Service

1. INTRODUCTION

With the development of modern science and technology, people have made many impossible things possible. The development of modern science and technology plays a very important role in the field of Humanities and social sciences. Besides, the popularization of digitalization can enable people to find the necessary information faster and share the essence of human knowledge. Therefore, under the new academic exchange mode and the promotion of new science and technology, the digital construction, dissemination and service of Humanities and social sciences knowledge have received more and more attention.

2. THE THEORY OF COMMUNICATION AND SERVICE IN THE FIELD OF DIGITAL HUMANITIES IN LIBRARY

Long before the digital technology was officially

popularized, some scientists predicted that the future development of human beings would be an information society. Since the 1940s, a lot of scientists have been engaged in the field of knowledge dissemination, and Digital Humanities has been widely developed. Digital Humanities has very convenient conditions for the spread of cultural knowledge. For example, GIS technology can help historians to deduce historical events, and help geologists to simulate the composition and evolution of crustal movement. All of these can promote the scientific development of society. The library is rich in natural science resources, and nature becomes a digital human the main position of development in the field of literature [1].

3. THE COMMUNICATION FUNCTION AND RESPONSIBILITY OF LIBRARY IN THE FIELD OF DIGITAL HUMANITIES

Library plays a very important role in social development, which determines that under the development environment of Digital Humanities, library resources have become the most important basis for the dissemination of cultural knowledge. Modern library is the storage place of human cultural heritage, an important place to carry out students' learning and education and knowledge dissemination, which is also the embodiment of Library's important function in the field of humanities. Zhao Shenghui, a famous scholar in China, once said: "the Digital Humanities project focuses on the mathematical preservation of research objects in the field of humanities, and the realization of digital storage of research object knowledge ontology information resource preservation function has become a landmark research achievement of the Digital Humanities project." That is to say, the dissemination of Library in the field of Digital Humanities needs to store the digital resources to a certain extent, based on the stored digital resources, so that people can obtain and use the resources efficiently. The function of modern library is not only to preserve, but also to spread. The resources in the library have become more flexible. It provides a new way of communication for education, information and cultural communication. The development of Digital Humanities has made the resources of the library more abundant. The popularity of multimedia and intelligent equipment has increased people's interest in learning knowledge and broadened human's vision, which is also an important embodiment of the Digital Humanities Field of the library in the new era development environment [2].

4. INTEGRATION OF HUMAN RESOURCES IN LIBRARY

From the above analysis, it can be seen that one of the most

important parts in the process of digital transformation is the transformation from "entity" to "virtual", in which the new technology plays a driving role. Before the integration of library human resources, it is necessary to investigate and classify, so as to realize the integration of library human resources.

4.1 Investigation of library human resources

Since it is to integrate into digital resources, we can completely conduct a comprehensive survey of people's knowledge preferences in the form of online questionnaires. Each place should set different survey scope according to different specific conditions, and then summarize the survey resources to form a small digital library in the local area, which is convenient for people to better access resources. After that, from small to large, each place will summarize the investigated resources to form a large-scale digital online library, so as to realize the sharing of cultural resources in each region.

4.2 classification of library human resources

The process of classification is not only the process of transforming into numbers, but also the process of cultural communication. There are many kinds of survey results, and the corresponding classification mode should also be divided carefully. For example, "local culture", "cultural history" and "classical literature", the subject column can be divided into "special literature", "characteristic resources", "local culture" and "classical literature", etc. through investigation and classification, it helps the spread of cultural knowledge, and also helps the construction of digital human information, so as to realize the mutual combination of science and technology and human knowledge [3].

5. The service mode of humanistic communication in Library

The spread path of cultural knowledge is very extensive. The development of mathematization provides a high-speed way for cultural communication. However, the service mode of Library's cultural communication should follow a certain purpose, which is to let people feel the beauty brought by culture, and help people of all walks of life to find corresponding learning and working materials, so as to promote the society to be better and better Fast forward. Internet is a very effective tool for cultural dissemination. At present, the "Internet plus" service mode is applied in all walks of life. In this development process, we should take the library resources as the main starting point, from the objective reality, to help people better access to knowledge,

better to learn and work. Marx once said that the world is in contact, and everyone is communicating with each other in the spider web of contact. The process of knowledge dissemination is also closely linked. In the field of Digital Humanities, libraries can accelerate the effective integration of various knowledge, enrich the content of their digital resources, help the construction of their digital resources, and further improve the development of information services from digital to intelligent [4].

6. CONCLUSION

To sum up, the dissemination, development and service of the library in the field of Digital Humanities can better help people to understand knowledge, enrich their brain ideas, enable people to develop good reading habits, and promote the integration of multi-disciplinary development. In a word, the development of the library in the field of Digital Humanities needs to go a long way. The library must use advanced digital technology to show and publicize its responsibilities and functions, and improve its influence in social development.

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The Conception of Liberty by Plato

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Abstract: On the whole, because Plato put forward the plan of the city-state Republic, involving the strict control of the citizens of the city-state, property and the public ownership of women and children and other measures, he is generally called a holistic thinker in the history of thought. If confined to this political scheme, Plato did not advocate the freedom associated with modern liberalism, but advocated the system of autocracy of the king of philosophy. However, this is only a part of his thoughts, or even a relatively small part in the four-volume translation of Plato. Plato's thought is still of great contribution to the question of how to realize freedom. However, many scholars have fallen into the trap of perfectionism by studying Plato's freedom thoughts in a logical way, and can only reap desperate freedom.

Keywords: Free City Rationality; Plato; Free Thinking; Perfectionism

1. INTRODUCTION

The physical world before us is mostly static and motionless. Even if it moves, it is also affected, not automatic. It is a determined state to move by external forces, which is not freedom. Freedom is desirable to man, because man has a soul. "We have seen that what is driven by itself is immortal. We can affirm without hesitation that this is the essence and definition of soul, that is to say, the essence of soul is automatic." [1] Plato. Complete works of Plato. Volume II. Phaedrus (m). Translated by Wang Xiaochao. Beijing: People's publishing house, 2003, p160. [1] However, animals can also move. Their movement is not a determined state. Animals also have souls. Can freedom desire animals? There are obvious differences between human soul and animal soul. At the end of timaeo, Plato thought that birds were changed by naive and imprudent men. "The species of wild reptiles comes from people who have never thought of philosophy and do not consider the nature of the sky. Accustomed to it, the forelegs and the head droop, close to the ground. The soul movement in the mind has collapsed." [2] Plato. Complete works of Plato. Volume 3. Timaeus (m). Translated by Wang Xiaochao. Beijing: People's publishing house, 2003, p344-345. [2] people become higher than all other creatures because of their wisdom. Human intelligence is the top of the brain. "God gives the highest part of the soul to everyone. We said that this part is located at the top of the human body. It is this part of the soul that makes us rise from the earth to our heavenly counterparts." Is the part of animal soul similar to p343 useless for human freedom? Neither. There are three kinds of soul in human body: plant soul, animal soul and human soul. The existence

and freedom of human beings are first related to the balance or balance of the three souls. The physiological aspects of nutrition, development, growth and metabolism are not provided correspondingly; the instinct, lust and desire of animal soul will be limited, and when the limit exceeds the necessity, it will also cause human disease; the part of human soul comes from brain, which belongs to the highest part of human body. The soul of animals is also necessary for the existence of human life. If people lack the necessary desires, such as eating, sleeping, defecating, sex and so on, life can not only continue, but also may stop the reproduction of species. Although plant soul and animal soul are lowly, their necessary parts are also very important. Only in this state can a person be free. The soul of plants, animals and people respectively correspond to the relevant parts of the human body, respiratory organs and corresponding nutritional organs, which are the relevant positions of the soul of plants. The blood nervous system is equivalent to the related position of animal soul, while the human soul is equivalent to the position of human brain. This truth is also quite simple. Only when the human brain dominates other parts, can people have freedom. But this degree of freedom is freedom in the sense of health and disease-free. To be truly free, one has to work on the soul. According to Plato, human soul consists of three parts: reason, desire and passion. Among them, reason is the highest part of the soul, desire and passion are the lower part. Only when reason dominates desire and passion, can people be free. "One is the reason of the soul that people use to think and reason, the other is the irrational part or desire that people use to feel the agitation of desires such as love, hunger and thirst, which is accompanied by various kinds of satisfaction." [3] Plato. Complete works of Plato. Volume II. National chapter (m). Translated by Wang Xiaochao. Beijing: People's publishing house, 2003, p418. [3] compared with passion, it is neutral, sometimes irrational, sometimes rational, depending on whether passion is aligned with desire or with reason. For example, bravery on the battlefield is a passion combined with reason. A moving speech is also a passion combined with reason. In both cases, passion should be rational. But the passion combined with desire, when thirsty, can satisfy this desire in the way of passion, which is mostly irrational. Among the three forces, Plato thought that the power of reason is weak, and the power of desire is the most powerful. "Desire occupies the majority of everyone's soul, the nature of desire is greed, easy to subvert the whole life" and [3] p422 therefore, the power of reason is powerless in many times, and needs to be combined with the power of passion, constantly monitoring desire. In this case, human freedom is still unstable and uncertain. Because such irrational passions as fury and provocation also belong to irrational passions. When encountering specific situations, these irrational passions will also destroy life. In serious cases, it even leads

to mental illness. "The disease of the mind arises from the lack of reason. In the face of reason, there are two situations: one is madness, the other is ignorance. No matter which of the two situations a person experiences, it can be called illness. Excessive happiness and pain are the biggest diseases related to soul. "The same as P339, freedom of a person must guarantee the rule of reason over desire and passion, which requires a person who yearns for freedom to engage in activities related to reason at all times, that is, to engage in a profession of seeking knowledge or live a life of contemplation. It is not hard to understand why, for Greek intellectuals, "an unthinkable life is not worth living" has become their landmark. The reason is that if we don't think, don't think, and don't think deeply, that is to say, if we give life to the world controlled by desire and passion, it's hard to say that we have human life, because other animals can also live the life controlled by desire and passion, and can also enter the world composed of desire and passion. Only when he avoids all kinds of temptations in the world can he devote himself to the development of the weak reason or reason which is born by human beings and makes the reason stronger. Only in this way can he stand on his feet and stop to see himself, others and the world. Philosophers love wisdom, always ponder knowledge, and reason will get better development, beyond the pull of desire and passion. Philosophers naturally become free people.

2. KNOW YOURSELF

Visualizing the self is to know yourself. Only when you have a clear self-consciousness, push yourself to others, and construct a clear schema of the relationship between yourself, others and the world, can freedom be possible. "Almost all the people with great prestige are defective, and those who are considered inferior are much better than them in terms of actual reason" [4] complete works of Plato, Vol. 1. Phaedo (m). Translated by Wang Xiaochao. Beijing: People's publishing house, 2003, P8.] [4] after visiting the most rational people in Athens at that time, Socrates came to the conclusion. He found that the most intelligent people were either not intelligent, or beyond the limits of their own wisdom. Even philosophers, the famous teachers in Athens at that time, could not help overestimating their talents and immersing themselves in ecstasy, believing that they knew the world but did not. First of all, I have no clear understanding of myself, and I am confused about others and the world. "Ignorance, or what we call stupidity, is a bad thing. It is a kind of evil, and its meaning is just the opposite of the inscription of Delphi temple. I just don't know myself. If someone doesn't know themselves, there must be one of the following three ways. First, in terms of wealth, he can think that he is richer than the actual situation. More people think that they are taller and more handsome than they are, and that their bodies are better than they are. That is to say, there are many people who don't know themselves in mind. They think that their virtue is very high, but in fact they are

not. " [5] Plato. Complete works of Plato. Volume 3. Philebus (m). Translated by Wang Xiaochao. Beijing: People's publishing house, 2003, p235-236. [5] Plato shows that self-knowledge involves many aspects, but the most people do not know themselves in mind. If you think you are smart or wise or have wisdom, you can't help being lazy in the aspect of rational training. The growth of your brain is stagnant, which is harmful to you. It is harmful for those who think they are clever to guide and educate others with their own ignorance. What's more, if they think they are smart and high-ranking, and use the power of political power to promote their ignorance, they will become harmful to the country and the people, and even lead the whole people to disaster. It is particularly important for politicians, teachers and citizens to know their own admonitions. Citizens are people who participate in the decision-making of city-state. Even a few members of citizens are lazy in "ignorance of themselves", which has a great impact. As a teacher, a wise man is a person who provides education for citizens. The daily speech accumulated day and night is also very important for the rise and fall of a city-state. The consul or the statesman of the city-state plays an important role in leading the people. As the leader of the ship, any words and deeds have a significant impact on the city-state politics.

It's not easy to recognize ourselves, "everyone is his own friend naturally, and strong dependence on himself is actually the permanent source of all kinds of evils of each of us" [6] Plato. Complete works of Plato. Volume 3. Law (m). Translated by Wang Xiaochao. Beijing: People's publishing house, 2003, p490. [6] that is to say, the self is naturally deceptive, taking the self of desire as the real self, the human being becomes the greedy man. Take the passionate self as the real self, and people will change the crazy man. Taking the intelligent self as the real self, we can't help but regard ourselves as high and belittle others' intelligence everywhere. So, what is the real self? Is there a real self? Plato doesn't think that everyone has a real self. Or before a person is born, the self in his soul has been fixed. If we hold this view, the hat of the free concept of replacing false self with real self by rationalism, as Sieboldin said, is put on Plato's head, it will be in line with the name. On the issue of self-cognition, Plato and Socrates are the same. We don't know how we are. We only know that our ignorance, or even our process of seeking knowledge, is the process of knowing that our ignorant field is constantly advancing to the deep and wide field.

People may know all the phenomenal world, but as far as the conceptual world is concerned, we are in a state of ignorance. We are cave dwellers who can only see the shadow of the world outside the cave projected on the wall. How to jump out of the cave to grasp the idea world? Only when we work hard on the reason in the soul part to make the excellent element in the reason part, that is, the reason, appear, can we have the possibility. The other parts of reason are bound by experience. It is because of the accumulation of experience that they become temperance and wisdom. The world of ideas is beyond the world of experience. Only reason can grasp the universal, eternal and beyond the existence of experience. Who can grasp the world of ideas, Plato replied, a philosopher who has been strictly trained? Therefore, if

there is a real self, it must be the most real "ignorant self". The true meaning of freedom is based on the confirmation of "ignorant self". As long as we still admit our ignorance, we can seek knowledge, free our energy from unnecessary desires and passions, and avoid the indulgence of desires and the harassment of passions. It is not only that our reason is trained, our mind is edified by seeking knowledge, the key is that our soul can dominate itself in this process, so we can do it ourselves in this process. We are also worthy of being a free man. If it is not so, freedom is not desirable. Because, in Plato's view, only after the strict training of philosophers, when they are in their forties, can they become people who extract the fruits of ideas. With the increase of his life experience, he finally found that it was impossible to train such philosophers. Personally, I think that Plato's pursuit of the best as the true meaning of freedom, did not grasp the main idea of his thought. Or at best, it's just the view of freedom from the perspective of philosophy king. Only philosophers can know the best and the truth. Only philosophers can assign proper roles to the citizens of the city-state and give them freedom. In this logic deduction, in fact, citizens cannot be free, and philosophers cannot be free. Because, in this logic, only one person is free, that is, the philosopher who has become the king. This is contrary to the view in the law. Plato pointed out that "when autocracy and freedom each have a certain proportion, both societies will get the maximum happiness."

3. FREEDOM IS INSEPARABLE FROM THE RULE OF LAW

To realize their ignorance, to seek knowledge to delimit the scope of freedom, so as to achieve their own master, to obtain freedom, which means that only a few citizens can live such a contemplative life. For most citizens, especially those in the decline of Athens or Sicily, this kind of life is not realistic. Most citizens should work hard for their daily life and work hard for their daily chores. How do these citizens become masters of themselves? "A man who has cultivated the good of ordinary citizens, which is called self-control and honesty, and is obtained through habit and practice without the help of philosophy and reason." Same as [4] p86 habits and practices, do they refer to the growing agricultural work in daily life? Obviously not. It mainly refers to political habits and political practice, otherwise it is not enough to overcome people's desire for self-interest. Political habits and practices, Greek society is often referred to as the law. "Everyone is born to pursue self-interest as good, only under the restriction of law can they be forced to respect the equal rights of others." With [3] P315, other people also have equal rights. He guarantees the autonomy of others in specific fields. Freedom must be based on the rule of law.

What about the lack of rule by law? "Freedom from all kinds of authority, unrestricted and absolute, is far worse than the rule of restricted power." Tong [6] p455 tyrant rule without legal restriction and restriction

belongs to the evillest rule. Plato repeatedly warned: "I urge those who want to establish tyranny to stop living a so-called happy life. Only those who are insatiable, greedy and predatory can call this life happiness. I offer advice to those who seek to establish a system of freedom from evil slavery, and you must be careful not to fall victim to disaster because of the pursuit of unusual and unreasonable freedom, which once befell your ancestors, because the citizens at that time tended to extremes and refused to rule. They have a passion for freedom, but they don't want to be constrained." [7] complete works of Plato, Volume IV, letter 8 (m), translated by Wang Xiaochao, Beijing: People's publishing house, 2003, P111. [7] there is no rule of law, which is always a disaster for citizens of the city-state. The worst result is that citizens despise religion and oath, worship the happiness brought by desire as God, and the whole society will degenerate into a fast changing and disordered society. "The God of the rational is the law, and the God of the foolish is joy." Same [7]

At the beginning of legislation, we should carefully consider the goal of legislation and how to legislate. The goal of legislation is not clear, the goal conflicts with each other, and it is impossible to keep the freedom of citizens. "I said that legislators should have three purposes when they legislate: the society for which they legislate must have freedom, the society must have peace, and the society must have reason. I believe that's our point of view." With the rule of p459 law, civil liberties are bumped up, which makes citizens' self-control not only comply with the requirements of traditional religion and social habits. After more than 100 years of democracy in Athens, some traditional religious systems have been doubted to some extent. The reflection of philosophy and life put forward different gods from the open recognition of the city-state. For example, the God who inspired Socrates to take the road of gadfly, and the God who created the world in Timaeus.

4. FREEDOM NEEDS GOOD EDUCATION

The restraint of law to people is always external. In order to make freedom a reality, political system must be presented in the Republic, and continuous education is needed for citizens. Only in this way can internal and external control be unified, and internal and external freedom be unified. The obvious difference between Plato and Socrates is that Socrates believes that virtue can only be taught if he has the knowledge of virtue. Plato believed that both the external rites and the internal benevolence could be taught, and the best content of education, of course, was to teach both the body and the use.

"We must not only supervise poets and force them to cultivate images with good character in poems, otherwise we would rather not poetry, but also supervise other artists and forbid them to portray evil, libertine, despicable and dirty images in paintings, sculptures, buildings or any other works of art. We have to look for something like this People, with their excellent talents, can follow the trace of true beauty and goodness, so that our young people can also follow this path and enter the healthy country, where the beautiful works can bring benefits to them, and what their eyes see and what their ears hear are beautiful and good things, so that they can be like the spring wind and rain,

imperceptibly changing, making them unconsciously It has been edified and integrated with good reason since childhood. " Same as [3] P368

The rhythm and melody in music education are easy to penetrate into people's hearts, and firmly rooted in their hearts. Those who have been influenced by rhythm and melody naturally have a harmonious imagination and feel the quality similar to abstinence. Music lacks rhythm or moderation, and becomes disordered and discordant. When "music has become a general deception of universal knowledge and contempt for law and freedom to follow", it is necessary to reform music accordingly with [6] p459. The principle of transformation is as follows: "complex music makes people indulge, while simple music produces moderation in the soul." With [3] p373 sports, it is necessary to carry out diversified training, so that "the trainees can keep extremely sensitive vision and hearing, adapt to various situations in the changeable war, and be calm in the face of the hot sun, strong wind and rainstorm." Same as [3] p372 no matter what kind of education, the service goal to be achieved is a good soul. "Good training and education bring up good qualities of citizens in the country, and citizens with good qualities will grow up to be more excellent than their predecessors." the same as p395 education, which stresses gender equality, women and men have the same right to education.

In short, "those who are uneducated and do not understand the truth are not suitable for governing the country, and those who are allowed to engage in cultural undertakings for life are not suitable for governing the country. This is because uneducated people lack a life goal to guide all their actions, public or private. " Same as [3] p516

5. CONCLUSION

The human brain is a very complex system. However, today, with the help of imaging technology and other technologies, we can solve some secrets of the brain. In the insula covered by human brain, there are human emotional center, passion and some related desires, which come from these areas. In terms of the long-term evolution of human brain, animals are similar to human beings in the areas that generate passion and emotion. Therefore, when Plato said that the most valuable part of man is the top part of the brain given by God, reason and reason come from the brain, in fact, he made a scientific judgment. When men and women in modern society suffer from emotional distress, even

suffer from diseases such as anxiety, depression, etc., in addition to the treatment of drugs, the treatment still uses Plato's strategy, that is, using the rational part of us to guide or control the irrational part. In this regard, the personal freedom part of its freedom theory, for later psychological the influence is so far-reaching. According to this theory, we can learn from it. Only when the excellent part rules the less excellent part can a city-state be the master and realize the freedom of its citizens. Elite politics naturally becomes the first choice of all countries. It is not against the consensus of political freedom that no country is willing to choose a mediocre person as its ruler.

In the Republic, the forms of monarchy, civilian democracy and aristocracy all adopt parts, which constitute a good proportion. Together with Aristotle's form of government of the mean, it has become the source of the theory of mixed polity in ancient Rome, and has a natural connection with the realization of civil freedom. Some scholars like to seek the idea of freedom from the line of logicism when they study Plato's theory of freedom, which is doomed to be a failed research method. It is doomed to fail to seek freedom from the imaginary country that pursues the supreme goodness and the rule of the king of philosophy, or from the "ideal country" that he popularizes until his death. However, from the perspective of psychology, the study of Plato's cognition of self, the relationship between self-discipline and law, and the rule of human rational part over irrational part can show his great contribution to later generations. Men and women living in the modern world, whether he is a senior official or a scholar, or a vagrant on the street, if they give speech and behavior to irrational emotions and cognition, it is equivalent to the destruction of the world.

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The Application of Traditional Culture Translation in College English Teaching

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Abstract: English, as an important subject for college students, is of great significance for their future development. In the actual English teaching, teachers mainly focus on grammar and vocabulary teaching, ignoring the traditional culture teaching. By integrating traditional culture translation into College English teaching, students can use cultural knowledge to infer English problems and learn more about traditional culture. Therefore, teachers need to integrate traditional culture translation into College English teaching, reform the content of College English teaching materials, appropriately increase the practice of traditional culture translation, and reform the College English test mode, so as to effectively improve students' English translation ability. This study analyzes the existing problems in College English translation teaching, and puts forward the Countermeasures of using traditional culture translation in College English teaching.

Keywords: Traditional Culture Translation; College English Teaching; Application

1. INTRODUCTION

The importance of strengthening the translation of traditional culture in College English Teaching

As an international language, English is a major subject for English majors. Teachers divide it into three parts: reading, listening and writing, which involves a wide range of teaching contents and contains western culture in many aspects. It can be seen from this that college English can be used as a medium of cultural communication, which can penetrate traditional cultural knowledge into English teaching.

Our country has five thousand years of civilization history, and the traditional culture is the treasure of our country's inheritance. Teachers' integrating the traditional culture knowledge into the actual English teaching can not only effectively improve students' cognition of the traditional culture, make them fully understand the long history of our country, but also improve students' patriotism spirit to a certain extent. It can also enrich the content of College English teaching, stimulate students' enthusiasm for learning, enable them to actively participate in the learning of English knowledge, and effectively improve their English translation ability.

2. THE PROBLEMS IN COLLEGE ENGLISH TRANSLATION TEACHING

At present, the education department has carried out the reform of CET-4 and CET-6, and the number of

vocabularies, grammar and comprehension questions involved in the questions has increased, which puts forward higher requirements for students' English learning. However, there are many problems in College English translation teaching. Most teachers still focus on textbooks for vocabulary teaching of students in actual teaching, and most of the learning materials chosen for students are original articles of English-speaking countries, so that students can contact more western culture, and the knowledge they learn mostly involves scientific research, education, medicine and other fields. The lack of vocabulary related to Chinese traditional cultural knowledge in the article is not conducive to the cultivation of students' ability to translate Chinese into English, which leads to the situation of poor vocabulary and incomprehension in the translation of Chinese traditional cultural knowledge articles, which has a negative impact on students' English learning. In addition, in order to effectively improve students' English translation ability in a short period of time, some teachers will carry out mechanical teaching for translation content, and let students translate sentences by combining sentences and breaking sentences. This kind of translation method is mainly applicable to simple and short sentences, while there may be allusions and idioms in articles with strong cultural characteristics, so it is easy to make translation errors. In addition, students can learn two languages through English translation, which is also known as the communication between two cultures. A truly effective translation requires students to master both languages and to be familiar with both cultures. Therefore, traditional Chinese cultural knowledge can be infiltrated into Teachers' translation teaching to promote students' English ability

3. EFFECTIVE STRATEGIES OF TRADITIONAL CULTURE TRANSLATION IN COLLEGE ENGLISH TEACHING

3.1 Strengthen the reform of College English teaching materials

As one of the four ancient civilizations, China has a long history and culture, rich in national characteristics, and is the only country in the world that truly achieves the cultural inheritance from generation to generation. However, English is widely used, and many countries have set up English course teaching. In order to effectively spread our traditional cultural knowledge, we can use the College English teaching platform, so that students can not only learn English knowledge, but also understand the national culture [1]. In addition, we need to reform the content of College English teaching materials, which mainly refers to the integration of traditional cultural materials in English teaching materials, mainly reflected in reading comprehension and listening teaching, so that students can

find the differences between Chinese and Western cultures in actual learning, and establish the impression of traditional cultural knowledge in the subconscious of students through this teaching method.

3.2 Increase translation practice of traditional culture

According to the relevant research results, most of the after-class exercises in English textbooks are mainly about grammar, sentences and key vocabulary exercises, but few of them are of translation nature. It can be seen that English translation, which has been neglected in College English teaching, is regarded as a secondary link in Teaching [2]. In addition, there are few translation problems in the after-school topics of the textbook, and there are fewer translation problems with traditional cultural nature. College English does not play an effective role in disseminating traditional cultural knowledge, and there are many translation problems with traditional culture in CET-4 and CET-6, which is not conducive to the improvement of students' English test scores. Therefore, in order to effectively improve the students' translation ability of traditional cultural knowledge, we can appropriately add translation topics in College English after class exercises. Translation topics should be integrated with traditional Chinese culture as much as possible. The specific implementation can be carried out in the way of translating vocabulary, sentences, short passages understanding, etc., so that students can consolidate their English knowledge and understand the national culture at a potential level [3]. For example, we can explain the characteristics of Chinese traditional cultural festivals in the understanding of the passage, and let students find out the festivals that match the passage description in the choice of answers. Through this teaching method, students' translation ability, grammar comprehension and their accumulated vocabulary can be tested, and students' understanding of traditional cultural festivals can also be improved.

3.3 Strengthen the reform of College English test mode

The examination of CET-4 and CET-6 is the content of the assessment of the role of students in the university stage, which plays an important role in the future work of students, postgraduate entrance examination and exchange school. However, most of the students do not have the qualification of CET-4 and CET-6, and the content of the test is too much, which is not conducive to the improvement of students' English ability [4]. Therefore, in order to effectively improve this situation, the education department should evaluate the existing problems in CET-4 and

CET-6, reform the College English test mode, relax the students' English test qualifications, and enable more students to actively participate in public English, TOEFL and IELTS English tests. And adjust the content of the oral test, properly integrate into the knowledge of traditional Chinese culture, the content of the test has the knowledge of history, humanities, society, etc., to a certain extent, enrich the content of the test, expand the scope of students' learning, and promote the improvement of students' English ability. In addition, the students will carry out targeted exercises on the test content and learn traditional cultural knowledge, so that they can learn in the test and make progress in learning [5].

4. CONCLUSION

According to the above, Chinese traditional culture plays an important role in College English teaching, which is of great significance to the improvement of students' English ability. However, College English textbooks involve less traditional cultural knowledge, teachers teach students English translation mechanically, and students have a low mastery of traditional cultural knowledge, which has a negative impact on students' English learning. Therefore, teachers should pay attention to the application of traditional culture in English translation, reform the content of College English textbooks, appropriately increase the practice of traditional culture translation, and reform the College English test mode, so as to effectively improve students' English translation ability.

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Application of FDM Technology in Investment Casting

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Abstract: Using fused deposition technology (FDM) and edible wax filament as raw material, the pattern needed for common investment casting is printed out, and then investment casting is carried out. The technological process is basically the same as that of conventional investment casting. The castings can be obtained successfully and meet the requirements of size and precision by testing. The combination of FDM technology and precision investment casting can save the process of mound development and manufacturing, shorten the production cycle, break the restriction of casting shape and size, save cost and improve production efficiency.

Keywords: FDM; Wax Filament; Investment Mold; Investment Casting

1. INTRODUCTION

With the rapid development of rapid additive manufacturing, 3D printing technology has penetrated into all walks of life, especially in the precision casting industry. It will break the limitation of mold development, use the pattern of printing production directly in investment casting, save cost, shorten cycle, improve production efficiency, enrich production types, and increase the development space of the casting industry.

2. MANUFACTURING WAX MOLD BY FDM MELTING DEPOSITION METHOD

Taking impeller as an example, the shape of impeller is complex and the blade is curved, so it is impossible to obtain the casting by designing mold. FDM technology is used to obtain the casting by standard precision casting process. Finally, the dimensional accuracy and surface roughness of castings are measured by CMM and roughness measuring instrument respectively [1-3].

The forming principle of FDM (fused deposition modeling) is: after heating and melting the filamentous hot-melt material (mainly PLA or ABS), under the control of computer, the nozzle will spray to the corresponding area of the workbench according to the profile information of the section, and form the section by rapid cooling. The worktable of each formation layer descends to a certain thickness and continues to print until the whole solid model is completed. After the printing pattern is processed, the casting production is completed through the casting process of wax pattern tree, shell making and pouring. Compared with other 3D printing and forming processes, FDM process does not need to use laser, the price of raw materials is low, the utilization rate is high, so the

forming cost is relatively low [4-8].

Firstly, the impeller is modeled by ug10.0 and the 3D model of impeller is processed by slicing software. The layer thickness is set to 0.1mm, the diameter is 92.92mm, the height is 72.34mm, and the expected printing time is 9.5h. The wax wire used for printing pattern is a safe and harmless raw material mainly composed of food grade paraffin, which is made of paraffin powder and strength enhancing synthetic agent. The diameter of wax wire is 1.75mm, and it is specially used for wax loss casting, without residue and trachoma, to obtain wax pattern.

3. FDM PRINTED INVESTMENT PATTERN FOR PRECISION CASTING

First, weld the printed parts to the gate and assemble them to the pouring system, so as to form a wax mold group with the wax wire pattern and the pouring system, as shown in Figure 1.



Figure 1. Welding gate and assembling into wax module

Secondly, the oil stains on the surface of the module are cleaned and dried in the cleaning agent to enhance the coating and hanging performance. According to the standard precision casting process, the 5-and-a-half-layer shell is made. In the experiment, the paint formulation, drying time, relative humidity and environmental wind speed were strictly controlled.

In the process of dewaxing, the shell was placed in a steam kettle for dewaxing at 220°C for 15 minutes. In the process of dewaxing, the wax mold will soften and take off part of it first. The undeleted wax pattern was taken out in the subsequent roasting process. Wash the burnt shell with water to remove impurities from the inner chamber.

Finally, cast the parts. The casting material is 20Cr, the shell material is zircon sand, FDM technology prints the part pattern of wax wire material, and the casting system still uses wax, which has low cost and high speed. The shell is fired again before pouring, and the calcination temperature is 1500°C, lasting for 2 hours, and the molten steel is poured through the medium frequency furnace. After pouring, the shell is vibrated after cooling for 240 min.

Dimension inspection

The dimension of the obtained casting is measured with a

CMM, and the four dimensions measured are shown in Table 1. The theoretical value is the size of the blank, and the printed pattern size is 102%. The measured value is the size of the casting that is poured after the printed part is used for investment casting. The dimension accuracy grade is obtained by querying the international general casting tolerance table.

Table 1. Test results of impeller castings size

Serial number	1	2	3	4
Theoretical value/mm	φ15	φ30.10	φ92.92	72.34
Measured value/mm	φ14.62	φ30.10	φ92.98	72.60
absolute error/mm	-0.38	0	+0.06	+0.26
Dimensional accuracy class	CT5	CT4	CT4	CT4

From table 2, it can be seen from the experimental scheme that the dimensional accuracy error range of the casting is $-0.38 \sim +0.26\text{mm}$, and the accuracy grade that can be achieved is CT5.

Surface roughness test

Measure the surface roughness of impeller casting. Randomly select 10 evenly arranged points on the surface of impeller casting for surface roughness measurement, and the roughness measurement results are shown in Table 2.

Table 2. Measurement results of surface roughness of impeller castings

Serial number	1	2	3	4	5
Measured value/ μm	4.96	4.58	5.12	4.64	3.62
Serial number	6	7	8	9	10
Measured value/ μm	6.26	3.68	4.26	2.98	3.86

It can be seen from Table 2 that the surface roughness of impeller casting is in the range of $2.98 \mu\text{m}$ to $6.26 \mu\text{m}$, indicating that the surface roughness can reach $\text{Ra}6.3 \mu\text{m}$ and below.

4. CONCLUSION

In this paper, the application of FDM in investment casting is studied by taking impeller as an example.

The printing wax pattern is used to replace the traditional wax pattern in investment casting. According to the traditional investment casting process, the metal castings are successfully obtained. The dimensional accuracy of the finished castings can reach CT5, and the surface roughness can reach $\text{Ra}6.3 \mu\text{m}$, which meets the requirements. The combination of FDM technology and investment casting has the advantages of saving mold manufacturing process, reducing labor intensity and manufacturing cost of workers, shortening production cycle, etc. it has strong universality, especially suitable for the rapid manufacturing of parts with complex structure and shape. In the development of new products and small batch production, the research has a good prospect of industrial application.

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Research on The Visualization of Children's Sports Research in China Based on Knowledge Map

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Abstract: This paper mainly aims at the research situation of children's physical education in China, using the knowledge map to carry out the visual analysis, including the time distribution, spatial distribution, main authors and research hot spots of children's physical education research. Hope to provide reference for relevant researchers.

Keywords: Knowledge Map; Child; Sports Research; Visualization

1. INTRODUCTION

Preschool physical education is an important part of the development of physical education in China. The proposal of the 13th five-year plan for China's sport development and the introduction of the National Fitness Program (2016-2020) put forward higher requirements for the current sport development. Through the use of a knowledge map to carry out visual analysis of children's sport research, it is of positive significance to better grasp the situation of children's sport research in China from the overall perspective.

2.SOURCE OF DATA AND RESEARCH METHODS

2.1 Data sources

This study is mainly based on the research literature on children's sport in the CNKI database from 1992 to 2018, including 328 papers from core journals and CSSCI. On this basis, CiteSpaceV software was used to analyze the number of documents, keywords and authors. By means of visual analysis, this paper sums up the characteristics of time and space distribution, the author and the research focus of the research on children's sport, so as to understand the development trend of children's sport research in China more comprehensively.

2.2 Research methodologies

The methods used in this study include bibliographic and visual analysis. Among them, the research theory of bibliography comes from the relevant theory proposed by AJ Lotka, an American expert, and carries out quantitative statistical work in combination

with Excel software and sat3.2 analysis software [1]. The main purpose of this study is to make statistics on the keywords, authors, quantity and research institutions of the research literature of children's physical education in China, and analyze the research results by using the related knowledge of bibliography.

The visualization analysis method in this study mainly uses CiteSpace V5.3 visualization software to carry out the analysis. In the research process, 328 pieces of literature were imported, and the time slice was set at 4 years. At the same time, the network nodes were set according to the specific situation. On this basis, the visualization map is drawn.

3. ANALYSIS OF RESEARCH RESULTS

3.1 Time Distribution

As for the time of early childhood physical education research, it is mainly reflected in the relationship between the number of documents and the year of publication. According to the analysis of the results, the number of literatures involving early childhood sports before 2000 was 36, indicating that the number of researches on children's physical education at this stage is relatively small, at which time our country is in the early stage of early childhood sports research. After 2000, China's early childhood sports-related research has achieved rapid growth, while the growth trend shows a wave trend. Among them, the largest number of documents in 2009, a total of 17 documents published that year. The main reason for this phenomenon is that in 2008 China held the first research conference on children's physical education, which aroused the researchers' concern about children's sport. From 2010 to 2018, China's early childhood sport research is still in a period of continuous growth, with an average of 20 articles published each year, of which will up to 30 in 2017. This is due mainly to the relevant policies and guidelines, such as the Outline of the National Medium- and Long-Term Education Reform and Development Plan (2010-2020) and the Guide to Learning and Development for Children 3-6 years old, which was proposed in 2010.

3.2 Spatial distribution

This study analyzes the spatial distribution characteristics of research institutions through the analysis software. The

results show that the above-mentioned core journal literature, a total of 262 research institutions involved, of which the number of published documents reached more than 6 of the first institutions including 10, in turn, Beijing Sports University, Shanghai Sports College, Beijing Normal University, Capital Sports College, Shenyang Sports College, Guangzhou Sports College, Zhejiang Normal University, Shanxi University, East China Normal University and South China Normal University. The number of documents published by the above-mentioned research institutions reached 97, accounting for 29.57% of the total number of documents published. In addition to the 10 research institutions mentioned above, the number of literatures published in other research institutions was 231, accounting for 70.43 per cent. Through the above analysis, it can be seen that the research of early childhood sport in China is mainly concentrated in Beijing Sports University, Shanghai Sports College and Beijing Normal University. In the field of cooperation on early childhood sport research, the cooperation between china's early childhood sport research institutions is less, mostly for independent research, a few institutions use two forms of cooperation.

3.3 Lead authors

Regarding the analysis of the authors of the children's physical education study, this study mainly studies the frequency statistics of "Author" nodes in SATI3.2. Of the total 328 literature, 583 were involved, of which 27 were published by more than 3 authors, with the number of publications ranging from 3 to 8. Among them, Wu Shengbuckle published the largest number of documents, up to 8. Through the analysis of Price's law, it can be concluded that the case of publishing more than 2 literatures in the study of children's physical education is high-yielding authors, so there are 72 high-yielding authors in China's early childhood sports research, the number of published literature is 120, accounting for 36.59% of the total. On this basis, the analysis of cooperation between high-yielding authors is carried out, and the citeSpaceV software is

applied in the process of analysis, the author is set up as a network node, and a map on the cooperation of young children's sports research is made. The results show that Wu Shengbuckle is located at the largest node, and the cooperative relationship with Jiang Guiping. Li Lin and Liu Weixuan are the most obvious. At the same time, other groups have corresponding core characters. In the relationship between authors, most authors are mentors or colleagues.

3.4 Research Hotspots

Through the keywords to analyze the research focus of children's sport. It includes keyword co-occurrence and keyword time zone analysis. The keywords are set as network nodes, and high frequency keywords table is made at the same time of drawing keywords co-occurrence map, and the frequency and influence degree of keywords is analyzed. The results show that the mode frequency of "children" is 93 times, while that of "Kindergarten" is 0.68. In the study of "children", the research on physical quality and movement development is relatively concentrated. The main reason is that the age of 3-6 is in the critical period of forming basic movement skills [2]. For the research of "Kindergarten", it focuses on how to play the role of education and guidance for children.

4. CONCLUSION

The above analysis shows that the current research on early childhood sport in China has a growing trend, but at the same time, the cooperation between research institutions is relatively limited, and there is a lack of high-yield author groups. In the future, these two aspects should be continuously optimized.

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Research on Teachers' Ability Improvement Strategy Under the Background of Internet Plus

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Abstract: Driven by modern information technology, Internet plus has penetrated into every field of society. Based on the new curriculum reform, the idea of "Internet plus" enters the classroom, which brings certain impact and influence on traditional classroom teaching. Teachers, as the main force of classroom teaching, need to keep pace with the times and adapt to the situation of information teaching. Based on this, this paper expounds the current situation of teachers' information teaching under the "Internet plus", and puts forward the ways to enhance teachers' ability.

Keywords: Internet plus; Teacher's capacity; Improvement Strategy

1. INTRODUCTION

As the future of the development of colleges and universities, the education department attaches great importance to the improvement of teachers' ability. Under the "Internet plus", there are many problems in the process of teachers' information-based teaching ability training that need to be solved urgently. Therefore, the relevant institutions need to speed up the transformation of teachers' teaching ideas and teaching models, promote teachers' ability and the pace of the times to keep in line with the continuous improvement of the information construction of teachers, and strengthen teachers' informatization teaching ability.

2. THE CURRENT SITUATION OF INFORMATION-BASED TEACHING UNDER THE BACKGROUND OF "INTERNET PLUS"

2.1 Teacher's information literacy is not high

Because of the deep-rooted traditional teaching mode, teachers' teaching ideas and teaching methods still stay in the traditional teaching mode, because of the differences in teachers' personal ability, subject background, teaching experience and so on, resulting in low teacher information literacy, information teaching awareness, information processing ability is weak, cannot skillfully produce micro-classes, mixed classes and other line of class production, it is difficult to meet the "Internet plus" background of education and teaching requirements [1, 2].

2.2 Teacher's teaching information design ability is weak

Teachers in the "Internet plus" background of information teaching design and application capacity is lack, cannot comply with the new curriculum

change requirements, some teachers on the information teaching technology has limited cognitive capacity, did not combine with students to carry out courseware design, the whole teaching process appears fragmented, because the teaching objectives are not clear, it is difficult to fundamentally play the advantages of information technology in classroom teaching.

2.3 The construction of the information-based teaching environment is not perfect

Under the new situation, the University lacks the software technology and hardware technology of the information-based teaching equipment. With the support of government policy, universities have gradually established multimedia classroom system, interactive electronic whiteboard and other information facilities. However, due to the lack of personal information operation ability of teachers and the lack of information professional training, teachers' ability to integrate teaching resources with information technology is not strong, online courses are not optimized, and teaching quality is not high.

2.4 The system of evaluation of information-based teaching is not perfect

College teachers in the "Internet plus" era of the university teacher's information teaching evaluation mechanism is not perfect; the information teaching system is not very well. The evaluation of teachers' professional titles, post grades and academic research performance are more related, and less related to the level of information-based teaching. The evaluation standard of University Teachers' information-based teaching ability is relatively lacking.

3. THE PATH AND COUNTERMEASURE OF TEACHER'S ABILITY IMPROVEMENT UNDER THE BACKGROUND OF "INTERNET PLUS"

3.1 Changing teachers' teaching concepts

Teachers should actively change the teaching concept under the background of "Internet plus", strengthen the identity of the information teaching model, strengthen the understanding of the importance of information technology in classroom teaching, cultivate their own information literacy, and actively participate in the wave of education reform. Fully respect the main position of students in the classroom, the use of multimedia technology and online curriculum software to deepen students' understanding of knowledge, improve the effectiveness of classroom teaching. To build a community of information-based learning, schools can build a "learning community" in the application of information technology through the Internet, ensure that teachers communicate effectively in the learning process,

share learning resources, teaching resources, strengthen teachers' understanding of information technology, and continuously improve their own information literacy in practice.

3.2 Information Skills Training

In the specific teaching, teachers should carry out the digital integration and innovation of teaching content, the school should strengthen the top-level design without the establishment of information teaching system, organize the special working group on Informationization, carry out regular information education and training, emphasize that teachers should take the information teaching consciousness and concept as the core idea of teaching work, improve the teacher's information technology skills, including the network to retrieve documents, download audio, skilled production of courseware, use teaching software, and be able to carry out the development of online teaching platform. Make full use of big data analytics technology, cloud computing technology, animation design and other technology to assist the implementation of teaching tasks. Optimize teachers' online teaching design and integrate teaching resources through various information-based teaching modes such as rain class, micro class and MOOC class. Teachers should actively participate in all kinds of special training, make in-depth investigation outside the school, master the application of cutting-edge technology in teaching practice, and carry out self-information training in various aspects.

3.3 Create an information-based teaching environment and organize information-based teaching seminars

Schools can build an information-based teaching environment based on the concept of dynamic development, strengthen the construction of information technology facilities, add campus wireless networks, digital skills training rooms, virtual simulation training rooms, etc., equipped with professional supporting teaching equipment, and provide teachers with practical training platform, strengthen teachers' awareness of the form of information-based teaching. At the same time, we will build a perfect platform for teachers, take the teaching and research office as the main body, carry out teaching and research activities, encourage teachers to carry out open information-based teaching courses at different levels, after-school information-based teaching evaluation and discussion, organize various

forms of research classes and teaching activities, and comprehensively improve teachers' information technology capabilities.

3.4 Forming a feedback mechanism for teaching strategies
According to the concept of dynamic development, schools can build an information-based teaching environment and strengthen the construction of information facilities. Add wireless network, digital skills training room, virtual simulation training room, etc. Equip with professional teaching equipment, and provide teachers with training platform, strengthen teachers' cognition of information-based teaching form. At the same time, we will build a platform for teachers to improve and carry out teaching and research activities with the teaching and research office as the main body. Teachers are encouraged to carry out open courses of information-based teaching at different levels and carry out evaluation and discussion of information-based teaching after class. Organize and carry out multiple forms of grinding and speaking activities, and comprehensively improve the information technology ability of teachers.

4. CONCLUSION

In short, under the background of "Internet plus", universities should strengthen their objective understanding of "Internet plus", strengthen their teaching quality and enhance their personal information technology capability. Teachers should keep pace with the development of the times, optimize online curriculum design, and effectively integrate online and offline resources. We should make use of the advantages of the Internet to improve the information-based teaching ability of teachers and promote the modernization of colleges and universities.

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Research on The Application of Deep Foundation Pit Support Construction Technology in Civil Engineering

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Abstract: With the rapid development of science and technology in our country, advanced technology and equipment continue to emerge, providing a great help for the development of the construction industry. As the key point of civil engineering construction, engineering quality is not only the safety guarantee of long-term use of civil engineering, but also represents the overall construction level of the construction unit. The construction technology of deep foundation pit support is a common technical means in civil engineering construction, which lays a good foundation for the stability of civil engineering. Based on the work content and characteristics of deep foundation pit support construction technology, through the specific operation steps of deep foundation pit support construction technology, combined with the common problems of deep foundation pit support construction technology, the author discusses the countermeasures and methods to improve the level of deep foundation pit support construction technology.

Keywords: Deep Foundation Pit Support Construction Technology; Civil Engineering; Application Research

1. INTRODUCTION

The first goal of civil engineering construction is to ensure construction safety and engineering quality. Only by ensuring the construction safety, can the civil engineering be completed smoothly within the scheduled construction period and reduce unnecessary additional expenses. And the project quality is the key point of civil engineering construction, and also the difficulty in the operation and development of construction units. To ensure the overall quality of civil engineering can extend the service life of civil engineering and provide security for users. The application of deep foundation pit support construction technology can not only guarantee the overall stability of civil engineering, but also provide convenience for the construction of underground structure. However, in the application process of deep foundation pit support construction technology, it is still hindered by many problems, which seriously affects the construction progress of civil engineering, and is not conducive to the development of the construction unit.

2. WORK CONTENT AND CHARACTERISTICS OF DEEP FOUNDATION PIT SUPPORT

CONSTRUCTION TECHNOLOGY

2.1 Security

The work content of deep foundation pit support construction technology is mainly to ensure the safety of underground shopping mall, basement, underground parking lot and other places. Although the application of deep foundation pit support construction technology can provide security for the underground place of civil engineering. However, in the construction of deep foundation pit support technology, we need to consider many factors such as geology, groundwater level and construction environment. And the operation of deep foundation pit support technology needs civil engineering personnel to carry out the construction inside the deep foundation pit. So, when the deep foundation pit support technology construction, once the safety accident occurs, it will cause a lot of casualties [1]. The progress of civil engineering construction is seriously hindered, which has a huge impact on the harmonious development of society. Therefore, safety is not only a significant feature of deep foundation pit support construction technology, but also a key point in civil engineering construction.

2.2 Importance

With the continuous development of urbanization in China, the use space on the ground is becoming smaller and smaller, and the project cost is increasing year by year. The internal competition in the construction industry is fierce, many construction units are difficult to maintain. The application of deep foundation pit support construction technology can broaden the construction space of civil engineering and reduce the overall cost of civil engineering. The importance of deep foundation pit support technology in civil engineering construction can not only increase the overall area of civil engineering, but also enhance the core competitiveness of construction units, which is also the necessary trend of urban construction development in China [2].

2.3 Variability

The variability of deep foundation pit support construction technology is mainly reflected in two aspects: objective factors and human factors. Among them, the human factors in the process of civil engineering construction play an important role in the construction of deep foundation pit support technology. Human factors in civil engineering mainly refer to two aspects: construction personnel and management personnel. The technical level of construction personnel is not up to standard, which will lead to the occurrence of safety accidents and affect the construction

progress of deep foundation pit support technology. However, the supervision of the management personnel is not enough to discover the problems and hidden dangers on the construction site in time, which is not conducive to the good and orderly development of the construction unit [3]. The objective factors in the construction process of deep foundation pit support technology are mainly the surrounding environment of civil engineering construction site. Although before the construction of deep foundation pit support technology, professional technicians will survey the construction site. However, due to the long construction period of deep foundation pit support technology, in the construction process, once the geological and surrounding environment of the construction site changes, it will seriously affect the construction progress of civil engineering. It will not only reduce the construction level of deep foundation pit support technology, but also lead to safety accidents [4].

3. CONCRETE OPERATION STEPS OF DEEP FOUNDATION PIT SUPPORT CONSTRUCTION TECHNOLOGY

3.1 Row Pile Support Technology

The deep foundation pit support technology is applied to the construction of civil engineering, including row pile support, cement mixing pile, anchor bolt support, steel sheet pile support and soil nail wall support. Pile row support is suitable for the construction of soft soil. It can provide safety guarantee for the underground site through the construction of supporting piles. Although the application of row pile support is wide, a large number of piles are often used in the construction of deep foundation pit. This leads to the increase of construction cost of civil engineering, and the application of deep foundation pit support technology is seriously hindered [5].

3.2 Cement Mixing Pile Technology

Cement mixing pile support is similar to row pile support, which can be constructed in soft soil. The cement mixing pile mainly uses the mixing machine to inject the cement into the construction site. When the cement and the soil solidify, it can achieve the supporting effect and play a good protective role.

3.3 Bolt Support Technology

The working principle of bolt support is to use the mechanical formula, through the metal parts, wood parts and polymer parts to make the pole. Then one end of the pole is driven into the pre drilled hole, and the surrounding rock and the other end of the pole are treated to achieve the suspension effect. Using bolt support method, not only can greatly reduce the overall construction cost of civil engineering, but also can reduce the floor area of the construction site, providing convenience for the construction of civil engineering [6].

3.4 Steel Sheet Pile Support Technology

When steel sheet pile is used for supporting, steel shall be cut first and then processed accordingly according to the requirements. Although the water-proof and

stability of steel sheet pile support is relatively strong, there will be a lot of noise to the surrounding environment of the construction site in the process of using steel sheet pile support. Moreover, there are many construction materials needed in civil engineering construction, so the cost of using steel sheet pile support is very large, which greatly reduces the overall profit of civil engineering [7-10].

3.5 Soil Nailing Wall Support Technology

The application of soil nailing wall support in civil engineering construction can not only reduce the construction cost of civil engineering, but also improve the compressive performance of the wall. Moreover, the construction difficulty of soil nailing wall support is relatively low, which is widely used in civil engineering construction.

4. COMMON PROBLEMS IN CONSTRUCTION TECHNOLOGY OF DEEP FOUNDATION PIT SUPPORT

In addition to the cost and difficulty of construction, it is more important to pay attention to the safety and quality of construction. The common problems of deep foundation pit support construction technology are not only the lack of management system, but also the phenomenon of Jerry building. Moreover, insufficient environmental investigation and lack of professional technical equipment will seriously affect the construction quality of deep foundation pit support technology, and even lead to safety accidents in the construction process [8].

4.1 Jerry Building

Construction materials are the guarantee of civil engineering quality and the premise of the application of deep foundation pit support technology. Scientific and reasonable selection of construction materials can not only improve the stability of civil engineering, but also promote the development of deep foundation pit support technology. However, in the current civil engineering construction, the phenomenon of Jerry building is common. In order to save cost, many construction units use less materials to construct deep foundation pit support. The occurrence of this situation will not only reduce the role of deep foundation pit support, but also easily lead to safety accidents, resulting in casualties and economic losses [9]. In addition to the above-mentioned phenomenon of Jerry-built materials, inferior materials are often used in the construction of civil engineering. The behavior of inferior materials will greatly reduce the stability of civil engineering and threaten the personal safety of users. Moreover, the application of inferior materials to the deep foundation pit support technology will reduce the compressive capacity of the deep foundation pit wall and the service life of civil engineering [10].

4.2 Lack of Management System

Due to the lack of civil engineering management system, the responsibilities and work contents of construction personnel are not clear, and the construction personnel cannot be strictly and effectively supervised. It not only seriously hinders the application of deep foundation pit support technology, but also is not conducive to the good and orderly development of the construction unit. Moreover, due to the lack of management system, it is easy to lead to the work of

construction personnel scattered, delay the progress of civil engineering construction. At the same time, for the construction of deep foundation pit support technology, a huge potential safety hazard is buried.

4.3 Insufficient Environmental Investigation

Due to the influence of the cost of civil engineering, the construction units often blindly carry out the construction under the condition of insufficient environmental survey. This kind of behavior will not only affect the construction quality of civil engineering, but also irresponsible for the life safety of construction personnel. Because of the construction of deep foundation pit support technology, it needs to use many mechanical equipment to operate in the deep foundation pit. Therefore, when the construction unit is insufficient to investigate the construction environment, it cannot play a good role in prevention of emergencies. In the construction process of deep foundation pit support technology, once an emergency occurs, it will cause serious casualties and huge economic losses. It will not only affect the construction progress of deep foundation pit support technology, but also have a bad impact on the construction unit of civil engineering, which is not conducive to the development of social harmony and stability.

4.4 Lack of Expertise and Equipment

The lack of professional equipment and technology has seriously hindered the construction of deep foundation pit support technology, and is also an important factor affecting the construction progress of civil engineering. Lack of professional technology and equipment will not only reduce the technical level of deep foundation pit support, but also affect the overall quality of deep foundation pit support, and also easily lead to safety accidents. In addition, professional technology and equipment can reduce the use of construction personnel, significantly reduce the labor cost of civil engineering, improve the core competitiveness of construction units, and promote the healthy development of the construction industry.

5. COUNTERMEASURES AND METHODS TO IMPROVE THE CONSTRUCTION TECHNOLOGY LEVEL OF DEEP FOUNDATION PIT SUPPORT

5.1 Strengthen Environmental Investigation

In order to ensure the construction quality of civil engineering and make the deep foundation pit support technology get better application. First of all, the construction unit shall conduct strict investigation on the construction environment. It is not only necessary to investigate the surrounding environment and geology of the construction site, but also to predict the weather conditions. Through the consideration of all aspects of construction environment, improve the prevention ability of safety accidents. So that the deep foundation pit support technology for the construction of civil engineering to provide greater help. Moreover, by strengthening the environmental investigation, we

can design a more convenient construction scheme for the construction of civil engineering projects. Shorten the construction period of civil engineering and improve the overall quality of civil engineering. Let the deep foundation pit support technology provide good help for the development of construction units.

5.2 Strictly Control Construction Materials

The strict control of construction materials can ensure the smooth construction of deep foundation pit support technology, enhance the overall stability of civil engineering, and extend the service life of civil engineering. Strictly control the construction materials, mainly from five aspects of procurement, transportation, warehousing, ex warehouse and construction. Not only to ensure that construction materials can meet the needs of deep foundation pit support technology, but also to reduce the cost of construction materials as much as possible. So as to improve the overall profit of civil engineering and enhance the core competitiveness of construction units. In addition, strict control of construction materials can prevent the theft of construction personnel and ensure that the actual situation of construction materials is consistent with the book. At the same time, the construction materials of civil engineering are controlled, which greatly reduces the phenomenon of material waste. So that the utilization rate of materials can be significantly improved, bringing more profits to the construction unit. Through strict control of construction materials, the construction risk of deep foundation pit support technology is greatly reduced. It avoids unnecessary economic loss and casualties, and provides a guarantee for the life safety of construction personnel.

5.3 Establish and Improve the Management System

The establishment and improvement of management system is not only the necessary means to improve the construction technology of deep foundation pit support, but also an important measure to enhance the core competitiveness of construction units. By establishing and improving the management system, the construction unit can clarify the responsibilities and work contents for the construction personnel of civil engineering. Moreover, it is conducive to the supervision of the management personnel and the smooth completion of civil engineering. The establishment and improvement of management system needs to be carried out from each construction link of civil engineering. It is not only necessary to restrict and standardize the behaviors of construction personnel, but also to provide good guarantee for construction materials and construction plans. Optimizing the management system of civil engineering can promote the development of deep foundation pit support technology, improve the construction speed and quality of civil engineering, and provide good help for the development of urban construction.

5.4 Using Modern Technology Information

The lack of technical equipment has seriously hindered the construction of deep foundation pit support technology. In the face of this situation, the construction unit should first increase the investment of funds and introduce advanced equipment and technology. Through the use of sophisticated mechanical equipment, it can provide a good data reference for the construction of deep foundation pit support

technology. It can not only improve the construction efficiency of deep foundation pit support technology, but also guarantee the construction quality of deep foundation pit support technology. While the construction units introduce advanced technology and equipment, but also need a large number of professional personnel to operate. Therefore, in order to enhance the core competitiveness of construction units, we should strengthen the introduction of professional talents. Through the improvement of equipment and technology, the construction speed of deep foundation pit support technology is enhanced. So that the deep foundation pit support technology for civil engineering construction, play a more significant advantage.

6. CONCLUSION

The application of deep foundation pit support technology in civil engineering can not only provide security for the underground place of the building. It can also solve the problem of urban congestion and provide convenience for people's daily life. When deep foundation pit supporting technology is used in civil engineering, the surrounding environment and geology of the construction site shall be investigated strictly and carefully. It is not only necessary to design the construction scheme scientifically and reasonably according to the specific situation of the construction site, but also to keep the awareness of preventing safety accidents at all times. The weather, groundwater level, climate and other natural factors are predicted by using advanced technology. It can not only ensure the smooth progress of deep foundation pit support technology, but also avoid the occurrence of safety accidents, and promote the orderly construction of civil engineering. Then according to the specific situation of the construction site, select the most reasonable construction scheme. When selecting the support method, it should be considered from all aspects. It is not only necessary to calculate the construction cost of deep foundation pit support technology, but also to consider the construction effect of different support methods. Only by choosing the most reasonable support method, can we make the deep foundation pit support technology play the greatest advantage and improve the overall stability of civil engineering. Finally, through the strict control of construction materials, reduce the construction cost of deep foundation pit support technology, and extend the service life of civil engineering. The application of advanced technology and equipment can greatly improve the construction speed of deep foundation pit

support technology and reduce the labor cost of civil engineering. Through the continuous improvement and optimization of civil engineering management system, the support technology level of deep foundation pit can be further improved. It can not only improve the core competitiveness of construction units, but also accelerate the development of the construction industry and provide a good boost for China's economic growth.

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The Reform and Practice of Training Mode of Applied Talents in Applied Chemistry

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Abstract: In the current development of chemical specialty, due to the increasing pressure of social competition, the employment pressure of college students is increased to a certain extent. Facing the relevant elements such as talents and market demand, the requirements of chemical specialty are higher. Therefore, we should strengthen the practical research and reform of the student training program. Leverage, adopt effective methods and means to promote the cultivation of specialized talents in chemistry, and make the training program of chemical specialization talents advanced and targeted. To meet the requirements of personnel training, while promoting the sustainable development of students, improve the employment rate of students, and promote the effective training of chemical professionals. Based on the current situation of the development of chemical specialty, this paper discusses the talent demand of Applied Chemistry Specialty, promotes the research and reform of talent training program according to the relevant demand of talents, so as to realize the purpose of talent training of chemical specialty and achieve the good effect of professional talent training.

Keywords: Applied Chemistry; Professional Training; Practical Research; Innovation and Reform

1. INTRODUCTION

Different from other disciplines, applied chemistry has the characteristics of systematization and complexity, so it is more difficult in the process of personnel training, which leads to the loss of students' interest in learning chemistry, which is not conducive to the cultivation of chemical professionals [1-3]. In the traditional teaching, because of the singleness of methods, it can't improve the characteristics of chemistry, promote the students' learning of chemistry, and promote the development of chemistry specialty. So, it is necessary to promote the reform of chemistry talent training program. It is the requirement of modern education to promote the innovation of its training program through effective ways and means. To realize the development of chemical specialty can meet the needs of the current society, which plays an important role in promoting the development of the society. It can promote the development of related chemical industry, enhance the comprehensive strength of the country, play the effective role of talents, and promote the chemical industry. Implementation of measures and technologies to achieve good development of the country.

2. TALENT DEMAND ANALYSIS OF APPLIED ACADEMIC PUBLISHING HOUSE

CHEMISTRY BACKGROUND

According to the needs of talents with applied chemistry background, it needs to be based on the current situation of chemical development. Applied chemistry has great application value in society, is an important productivity in society, and has practical characteristics. Different from theoretical chemistry, to promote the development of Applied Chemistry, it is necessary to improve the practicability and skills of students. Therefore, continuing to use traditional teaching methods in Applied Chemistry will not be able to meet the teaching characteristics and requirements of Applied Chemistry, which is not conducive to students' learning. With the development of the current era, the scope of Applied Chemistry is expanding and its connotation is enriching. For example, in the theoretical quantum chemistry, the introduction of applied quantum chemistry represents an important trend of the development of Applied Chemistry, which has a good prospect of application and is the focus of teaching and talent training. Applied Chemistry belongs to the category of chemistry, which corresponds to theoretical chemistry, but it is more practical than theoretical chemistry. Strengthening the training of Applied Chemistry professionals will promote the improvement of people's life quality and the development of social production through the relevant scientific and technological forces of Applied Chemistry. In the current situation of continuous development of industrialization, applied chemistry professionals have a better development prospect. With the expansion of its production scale, it has led to a higher demand for relevant professionals and a lack of talents. According to the relevant data, in the process of modern industrialization, there is a lack of low-level applied talents, while the middle-level applied talents are saturated, and the high-level talents are lack. Therefore, according to the development law of the market, we should promote the cultivation of high-level talents, formulate relevant training programs, improve the technical level of training, and promote the reform of training programs. Reform will be an inevitable requirement for training high-quality talents. To coordinate the cultivation of talents with the social and economic construction, promote the formation of application-oriented talents, make them truly suitable for the development of society, and promote the development and improvement of related industries.

3. THE REFORM MEASURES OF TRAINING PROGRAM OF APPLIED CHEMISTRY TALENTS

3.1 Student oriented

To promote the reform of the training program of Applied Chemistry talents, we should first base on the students, take the students as the standard, and promote the training of

students' specialization. Taking the students as the standard needs to play the main role of learning in the classroom in the process of student training, so that students have the main role in the classroom, and cultivate the enthusiasm and autonomy of students. According to the characteristics of students' learning, formulate relevant training programs and learning plans to make reasonable plans for students, meet the characteristics and development requirements of students' personalities, have a targeted goal, promote the formation of students' professionalism, improve the implementation of students' training programs, and achieve the effectiveness of students' training through reasonable programs. For example, in Higher Vocational Colleges and undergraduate colleges, different training programs should be selected according to the basic level of students, so as to combine the theoretical study of students with the ability of students, and promote the coordination of the two, so as to make a training program suitable for the development of students based on the students' standard, and in the process of the realization of the relevant programs, the attention should be continuously strengthened, the implementation and improvement of the programs should be promoted, and the improvement of the action plan can be better applied to the cultivation of students and promote the cultivation of professional talents [2].

3.2 Market demand oriented

Secondly, to promote the training of Applied Chemistry talents, we should take the market demand as the guide and meet the basic market demand. It is the training of chemical talents with pertinence, which can really be applied to the development of various production enterprises and enhance its practicability. So that the relevant talents have a wider employment space, improve their employment rate, and promote the development of society. In the process of the development of modern production enterprises, the state usually needs a large number of comprehensive talents, and has the professional quality and modernization awareness to promote the development of enterprises. Therefore, in the process of talent training, it is necessary to strengthen the investigation and analysis of relevant jobs, enhance the understanding of relevant industries, and make the training program targeted, Adjust the relevant teaching programs, make the theoretical knowledge teaching and skills training in line with the market demand, can effectively increase the practice and hands-on ability of students, and promote the mastery of knowledge. Based on the market demand, educating students according to the market demand will enable students to adapt to the social life in advance, be conducive to the management of students, enhance their sense of

teamwork, make it better suitable for the market demand, meet the development of the market, and be an effective measure to cultivate talents. It is conducive to the modern development of enterprise management and a symbol of enterprise progress and modern education.

3.3 Increase teachers

Teachers play an important role in the process of chemical talents training, that is, they can effectively guide students and have a guiding role for students. It will play an important role in the cultivation of students and guarantee the direction and quality of students' professional cultivation to increase the teachers' strength, expand the teachers' team and cultivate the teachers' team with professional quality and strong comprehensive ability. To increase teachers' strength, we need to strengthen the training of teachers, improve the requirements of teachers' professional and technical practice ability, and effectively improve the level of students' training by using high skilled, high-quality and high-level teachers in the process of talent training. It can be better applied to the teaching of talent training, keep pace with the times, constantly improve the teaching program, strengthen the implementation of relevant work, effectively promote the adjustment and reform of the teaching program, effectively improve the teaching effect and teaching quality, and guarantee the escort of talent training.

Conclusion: throughout the whole paper, this paper mainly analyzes the needs of chemical talents, discusses the importance of the reform of the training program of chemical talents, and the reform of the training program of Applied Chemical talents needs to be student-oriented, market-oriented, increase the strength of teachers, promote the implementation of the training program, and achieve the purpose of the reform of professional talents, Promote the training of professional talents [3].

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Discussion on The Teaching Reform of Computer Education Under the Network Teaching Mode

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Abstract: In recent years, with the gradual improvement of the level of science and technology in China, network information technology is gradually applied to all aspects of people's life and work. At the same time, in the computer education teaching, the network teaching mode is gradually introduced, which makes students more convenient and efficient in actual learning. This paper starts with the reform of computer teaching, and analyzes the main measures and important significance to adapt to the network teaching mode.

Keywords: Network Teaching; Computer Education; Promotion Measures; Significance

1. INTRODUCTION

Due to the influence of traditional teaching thinking, students learn professional knowledge mainly through the teacher's explanation, and their participation in the classroom is insufficient. At the same time, in the actual teaching of computer, there is a part of content that is more abstract. Students often think that this part of content is difficult to understand in the actual learning. As time goes by, primary school students will have a boring and boring psychology to this part of knowledge content, and they will have resistance to the students of computer knowledge content. Therefore, in the actual learning of computer in our country, we should gradually adopt the traditional teaching method, gradually introduce the network teaching in the actual teaching, and show the dull and difficult knowledge points in the way of pictures and videos [1-3]. In the intangible, it is also conducive to reduce the students' fear of difficulties in the actual learning, and more willing to participate in the actual learning in the classroom actively. The classroom learning effect Gradually improve.

2. THE SIGNIFICANCE OF COMPUTER NETWORK TEACHING

2.1 Promote Students to Study Efficiently

Under the traditional teaching mode, if students want to learn professional knowledge more reasonably and effectively, they should not only master the basic knowledge content of textbooks, but also enrich their extra-curricular knowledge in actual learning, so that they can apply each knowledge content more reasonably and effectively in the later practical application of practice and examination. However, in the actual learning, due to the lack of reasonable and

effective application of Internet information technology, students need to spend too much time and energy in the actual arrangement of extracurricular knowledge content. Some students are often tired of changing their voice and boring psychology, unable to timely and effectively arrange various materials after class. In the actual learning, they just blindly follow the textbook knowledge content It cannot effectively improve the students' proficiency in the application of knowledge points. With the gradual improvement of the level of science and technology in our country, the Internet information technology is gradually introduced into the actual learning of students in our country, so that students can be more efficient and accurate in the actual access to materials, and spend less time in the actual access to materials, so as to prevent students from taking up a lot of learning time. Therefore, in the actual learning of students, the frequency of consulting various data and materials gradually increases, which makes the actual learning efficiency of students gradually improve.

2.2 Self Learning Is More Convenient

Because of the influence of the traditional teaching mode, students are always in a passive position in the actual learning, and they just listen to the teacher's explanation. Before the actual learning, there is no preview in advance, which makes the students blind in the actual learning, learning objectives are not clear, and the actual learning effect is not obvious. At the same time, before the introduction of the computer network teaching mode, primary school students in the pre class preview, once encountered more difficult to understand the knowledge and content, the lack of reasonable and effective solution tools, making the pre class preview work cannot be carried out normally. Therefore, after the gradual introduction of Internet computer technology into teaching and learning in our country, students can solve the problems and knowledge points that are difficult to understand in the actual pre class preview by consulting materials independently, so that students can understand the content of teaching knowledge points before class, and effectively improve students' actual learning enthusiasm and participation in the intangible And sense, to prevent the occurrence of not following the teacher's teaching steps.

3. EFFECTIVE MEASURES OF COMPUTER EDUCATION REFORM UNDER THE NETWORK TEACHING MODE

3.1 Change the Traditional Teaching Mode

Although the new curriculum reform is gradually popularized to all stages and aspects of education and

teaching in our country, there are still some teachers who only pay attention to their own teaching progress and the practice of simplifying teaching calculation in the actual teaching due to the influence of traditional teaching thinking, and do not pay reasonable and effective attention to the actual learning situation and learning progress of students. Learning often occurs. Students cannot keep up with teachers' teaching progress, students' academic performance cannot be effectively improved, and students' actual learning confidence is seriously reduced. Therefore, in today's education and teaching in China, teachers should gradually introduce network information technology on the basis of traditional teaching, enhance the actual communication and exchange with students, and reduce the adverse impact of traditional "full-scale" teaching model. For example, in the actual teaching of teachers, in order to grasp the actual learning progress of students in a timely and effective manner, after class, we can use the "cloud classroom, learning through, nail" teaching app to arrange some exercises for students after class, so as to detect the actual learning situation of students in the classroom in a timely and effective manner. In the later stage of teaching, teachers can make corresponding teaching plans according to the data feedback content of the after-school test assignment. For students to understand and master the better knowledge content, there is no need to repeat the explanation for many times. For students to master the weaker knowledge content, more consolidation should be made, so that the teacher's teaching plan is clearer and more professional, and the actual learning situation of students is firmer and more effective.

3.2 Using Computer Network to Understand Students' Learning in Class

In the actual teaching, teachers should think and solve problems from the perspective of students, only in this way can we really solve a series of problems encountered by students in actual learning. But in the actual learning of students, most students will be afraid of teachers. In the actual learning, they are often not used to and dare not to raise their doubts in class time, which is not only conducive to effectively improving their actual learning efficiency and performance, but also to promoting teachers to understand the actual learning progress of students. Therefore, in today's education and teaching, we should gradually introduce

the network information technology, so that students can put forward their own questions according to the teacher's explanation in class, so that teachers can effectively understand the students' actual learning situation in the actual teaching process, and solve the problems in the actual learning process. In order to prevent teachers from only paying attention to the improvement of classroom teaching progress in the actual teaching process, but not knowing the actual learning situation of students, thus making the design of teaching scheme lack of rationalization.

3.3 Promote the Sharing of Teaching Resources

In today's students' actual learning process, teachers usually need to prepare multimedia teaching materials in advance, and it takes more time for teachers to produce exquisite teaching ppt. Therefore, in the actual teaching of network information, some teachers can be organized to make teaching ppt, so that the teachers can show the difficult content in the learning with pictures and videos in the actual teaching process, and then effectively improve the actual learning efficiency of students. In the traditional teaching mode, students can't review the teacher's teaching content effectively after class. Therefore, after the introduction of network information technology, related teaching videos can also be recorded in the actual teaching process of teachers, so that students can review the difficult content in the learning process in time after class, and then effectively consolidate the actual learning effect of students.

4. CONCLUSION

In a word, with the development of the new curriculum reform in China, we should gradually change the traditional education and teaching mode, introduce the network information teaching mode, and then effectively promote the improvement of learning efficiency, students' autonomous learning ability, and make students master the content of teaching knowledge more firmly.

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An Analysis of The Factors Influencing the Interaction Between Teachers and Students in College English Class and The Countermeasures

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Abstract: With the deepening of the current teaching reform, College English classroom pays more attention to the interaction between teachers and students to improve learning efficiency. Compared with junior high school and primary school students, college students have a more mature psychology. However, compared with primary school and junior high school students, College English classroom is obviously not active enough. As a key time to improve students' professional quality and comprehensive ability, the interaction between teachers and students in English classroom is a key teaching link.

Keywords: College English; Interaction Between Teachers and Students; Analysis of Influencing Factors

1. INTRODUCTION

At present, the country of education reform pays more attention to the quality education of students, that is to improve the comprehensive quality of students. Higher education requires students' comprehensive quality not only to be strengthened in their professional ability, but also to pay more attention to their practical ability. In the future, college students will invest in various fields of national and global economic and cultural development. English learning is a very necessary communication tool. People with high English level can improve their competitiveness when they work. Because the current businesses involved in are not limited to domestic businesses, they want to play an important role and value in their work, and have a relatively hard It is necessary to have a good command of English [1-3]. How to improve the students' English level in the university stage requires teachers to first achieve a breakthrough in teaching mode and teaching skills, give full play to the role of classroom interaction, take students as the main body to improve students' participation and enhance the emotion between teachers and students, which is of great significance to cultivate students' comprehensive quality, so as to really improve the quality of classroom teaching.

2. THE MAIN FACTORS INFLUENCING THE INTERACTIVE TEACHING IN THE CLASSROOM

2.1 Teachers' inherent classroom teaching concept

Teachers' ideas affect students' learning. If teachers always adhere to the traditional ideas, it will be reflected in their words and deeds in teaching activities

Most of them have a high level of English, but the teaching effect is directly related to their ideas. If teachers' teaching ideas are not updated in time, cannot conform to the current trend of the development of the times, and use the past teaching mode, it will make the classroom teaching link cannot fully play its role and value, and even some classroom interaction links are not developed at all.

2.2 Students' learning concept and learning strategy

Students' concept of College English learning is also very important. If they always feel that college English learning is only to meet the passing score, and they do not pay attention to improving their own ability, then in the process of learning, even if the teacher intends to mobilize the classroom atmosphere to carry out classroom interaction, without the participation of students, the interaction link is unable to act, although most of the current Our college students have a certain understanding of the importance of English learning and want to learn English well. However, if they lack practical exercise and are unwilling to show themselves or communicate with teachers in class, it is the loss of their initiative that greatly reduces the value of classroom interaction.

2.3 Generation of classroom anxiety

The generation of classroom anxiety in College English classroom is mainly manifested in their fear of showing themselves, that is, they are not confident or afraid of some negative evaluation. Part of it is due to their lack of mastery of the knowledge learned in the classroom. Because their basic knowledge is not solid enough, they want to learn English well and cultivate oral English. These two emotions are contradictory There is classroom anxiety. This kind of negative emotion has a great influence on students' oral English ability. It not only limits the interaction between teachers and students in College English class, but also may produce some negative emotions for students. Some students do not find their own learning strategies, which does not mean that they do not have good learning habits and healthy psychology, which only means that they have entered the misunderstanding of learning.

2.4 Selection of teachers' teaching skills

The choice of teaching skills is an important factor in the interaction between teachers and students. If teachers have enough control over teaching ideas and rich practical

teaching experience, they will be able to fully understand the current psychological characteristics of students and find out the relevant things that can arouse their enthusiasm and interest in learning. The teaching mode of university classroom is relatively simple, and this kind of atmosphere for students and teachers, cannot really achieve effective classroom teacher-student interaction.

3.HOW TO IMPROVE THE INTERACTION BETWEEN TEACHERS AND STUDENTS IN COLLEGE ENGLISH CLASS

3.1 Establish modern teaching concept

To establish a modern teaching concept, first of all, teachers should understand the current psychological characteristics of students and their future development needs. When developing the classroom interaction, they can adopt a multi-mode interaction mode. In addition to setting up the corresponding Q & A, if they can also give students the opportunity to discuss in groups, some university classes are not as fixed as the traditional high school classes. The communication between students may be limited between dormitories and classes. The development of group interaction in the classroom can fully enhance their emotions, and also have a very positive impact on the mobilization of classroom enthusiasm and the improvement of classroom atmosphere. This link realizes the collision of students' ideas and gives them an opportunity to open their hearts. At the same time in this link, they can apply what they have learned. Both teachers and students should abandon the traditional teaching ideas and actively accept the new teaching methods. Teachers should pay attention to continuous learning to improve their professional level, and students should actively cooperate with teachers as early as possible.

3.2 Improve the relationship between teachers and students and create a good atmosphere for classroom interaction

Improving the emotion between teachers and students is very important to improve the classroom atmosphere and effectively develop the interaction between teachers and students. College students have certain thoughts and ideas, so they will inevitably encounter some problems in the learning process. The development of university classroom is not only a process for teachers to teach students knowledge, but

also a place where academic and cultural exchanges collide, so as to enhance the interaction between teachers and students. Emotion, in the class, teachers should be willing to solve the problems between students, and students should respect and understand teachers. In the process of teaching, teachers should pay attention to students' psychology, pay attention to students' actual feelings, and respond positively to students' problems, and give them proper encouragement and affirmation.

3.3 Pay attention to learning and practice and improve practical application ability

The ultimate goal of English learning is to apply it to practice. In the process of learning, students should first pay attention to exercise their oral ability, fully explore and apply the knowledge reserve they have, devote themselves to the classroom, and be brave to show themselves in the interactive link. Even if there are mistakes, they should learn from them constantly. Practice tests true knowledge. Only by applying what I have learned to practice can I make knowledge play its real role and value.

4.CONCLUSION

The college stage is also a key stage for students to learn and grow. If we can use this period to learn English well, it will have a profound impact on students' future life and great benefits for their future development. The English knowledge learned in the college stage is based on the supplement and improvement of the English knowledge learned in the junior and senior high schools. At the same time, we should pay more attention to the college stage. Students' practical application ability of English knowledge, that is, their listening, speaking, reading and writing ability, requires teachers to make full use of the interaction between teachers and students to guide them.

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On the Important Role of College Music Education in The Inheritance of National Traditional Music Culture

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Abstract: The Chinese nation has been a nation full of art since ancient times. Five thousand years of Chinese culture has bred a rich and diverse art culture, leaving precious cultural and artistic treasures for China and the world. Among them, the traditional music culture of Ming nationality is a wonderful flower in Chinese traditional culture and art, which plays an active role in promoting Chinese traditional culture and enriching people's spiritual life. Therefore, it is very important to inherit the traditional music culture. This paper will discuss the importance of music education in Colleges and universities to the inheritance of traditional music culture.

Keywords: National Tradition; Music Culture; Inheritance

1. INTRODUCTION

With the development of Chinese economy and culture, people's quality of life has been improved. With it, people's demand for spiritual life is rising. In order to make our culture more abundant, the quality of cultural works is higher. As a treasure of Chinese culture, traditional music of famous ethnic groups deserves the attention of relevant cultural departments [1, 2]. To do well in music education in Colleges and universities can inject the vitality of the times into the inheritance of national traditional culture and make traditional national music full of vitality.

2. PROMOTE THE INNOVATION OF NATIONAL TRADITIONAL MUSIC CULTURE

College education is faced with the education of young people. Young people's thoughts are more active. Their brains are faster than other age groups when they think about problems. It can greatly promote the inheritance and development of ancient music culture, increase the innovation of cultural works, and inject fresh blood into traditional culture. Music education for colleges and universities is an education with the characteristics and spirit of the times, which plays a very important role in inheriting traditional culture.

With the development of modern colleges and universities, the modern facilities of many colleges and universities are very perfect, and the musical equipment and facilities are constantly updated, creating a good opportunity and platform for students to learn music. In addition, music teachers are rich in resources and increasingly strong in faculty, which is of great help to guide students to create. As a new

youth in the new era, college students have creative ideas that conform to the trend of the times and are the mainstay of inheriting the traditional music culture of the nation. College students are active in thinking and accept many new things. In the process of learning music, they can create works of art that combine the spirit of the times with the traditional music of famous ethnic groups, inject fresh blood into the traditional music of ethnic groups, and create music of famous ethnic groups that keep the original characteristics of ancient traditional culture and more cater to the aesthetic views of modern people's culture and art. Therefore, it is very important for the innovation and inheritance of traditional culture to improve the music education in Colleges and universities.

3. IT IS CONDUCIVE TO THE PROTECTION OF NATIONAL TRADITIONAL MUSIC CULTURE

As an important part of modern people's cultural life, music occupies a large proportion in people's cultural life. Therefore, it is very important for the development of modern music to protect the traditional music culture. College music culture education is a complete and reasonable system of music culture education, which plays a positive role in protecting traditional music culture.

With the continuous development of China's cultural construction, the development of the types of music is becoming more and more diversified, in which pop music is growing, more and more young people choose pop music as the main object of appreciation and creation. Traditional music is difficult to understand because of its rhythm and people's feelings, which makes the development of national traditional music culture greatly challenged. In the process of inheriting traditional national music, there must be many problems, and music education in Colleges and universities can improve a lot of support to solve these problems. Music education in Colleges and universities, to cultivate students' artistic sentiment, can make students contact with a wider range of music types, so that students have a deeper understanding of national traditional music culture. The establishment of music education in Colleges and universities is not only to impart traditional music culture knowledge, but also to cultivate students' sentiment, increase their knowledge, and contribute to the construction of our cultural society, so that traditional culture will not be buried in the long river of history because of time, so that people all over the world can feel the power of traditional music culture.

4. EXPAND THE AUDIENCE OF TRADITIONAL FOLK MUSIC

The main body of inheriting traditional national music culture is people. As long as more and more people contact traditional music and inherit traditional music, cultural inheritance can achieve results. Music education in Colleges and universities is faced with the education of young people, which has the characteristics of concentration and scale, and can rapidly expand the groups inherited by traditional music culture. Because traditional music is less commercial than pop music, there are few creators to create relevant music in modern society. However, the development of music courses in Colleges and universities can greatly affect the students in Colleges and universities. The preferences of the young generation basically determine the popular trend of that era, so catching the eyes and attention of young people can greatly promote the development and inheritance of traditional music.

With the development of music education in Colleges and universities, the time and opportunities for students to contact with music culture increase, which makes students learn music knowledge and increase their understanding of traditional music culture. The establishment of professional music education in Colleges and universities can promote the interweaving and integration of modern music culture and traditional music culture, make people feel the charm of traditional music culture in modern music, expand the influence of traditional music culture, and increase the number of people who inherit culture.

5. HOW TO MAKE COLLEGE MUSIC EDUCATION SERVE FOR THE INHERITANCE OF NATIONAL TRADITIONAL MUSIC CULTURE

In order to make college music education meet the requirements of inheriting national traditional music culture, achieve better inheriting effect, give full play to the charm of traditional Chinese culture, and improve the international status of traditional Chinese culture, I think colleges and universities should do a few things in the process of education.

First of all, colleges and universities should set up open music and culture education courses. At present, many colleges and universities only set up courses for music or art majors, but not for other majors. This has greatly reduced the number of groups receiving music education in Colleges and universities, which is not conducive to the advantages of colleges and universities in inheriting traditional music culture. Therefore, in the process of music culture education, colleges and universities can offer a wide range of related courses to make the courses diversified and open. So that every student can have the same opportunity to contact the traditional music culture.

Secondly, the person in charge of colleges and universities should pay more attention to music

education. In the process of building music education, colleges and universities should invest a lot of money, actively purchase excellent music teaching equipment, and build a comfortable creative design environment. When conducting music education, the school can buy some traditional music instruments, recruit professional traditional music and culture teachers to teach students, improve the professionalism of each course, enable students to really learn knowledge, make college music education more professional, and promote the inheritance of traditional music and culture.

In addition, colleges and universities should actively carry out competitions with traditional characteristics. In the design of music cultural activities, elements of traditional music culture can be added, such as traditional music cultural knowledge competition, national style music singing competition and so on. Through these competitions, students' enthusiasm for learning traditional culture can be stimulated. They are more willing to understand traditional culture and spread these activities to make more people know and understand these cultures.

Music education in Colleges and universities plays an active role in the inheritance of traditional music culture. Colleges and universities must do a good job in opening relevant courses, increasing investment in music education, and carrying out activities related to national traditional music culture, so that the music culture education in Colleges and universities can play the largest role in inheriting traditional music culture.

6. CONCLUSION

The inheritance of traditional Chinese culture in college music education plays an important role. Therefore, educators should attach great importance to the cultural edification of young people, so that they can receive root music education at a higher age of innovation ability, cultivate their sense of responsibility for the inheritance of traditional culture, promote the development of Chinese culture, and increase the weight of China's international identity. When carrying out music education, colleges and universities should give full play to their own educational advantages to make modern music and culture education better serve the inheritance of national traditional culture, actively carry out professional music courses and interesting activities of national traditional music and culture, improve students' learning and interest, and rejuvenate national traditional music and culture.

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Study on The Strategy of Rice Cultivation Technology to Improve the Benefit of Rice Cultivation

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Abstract: Different from the western developed capitalist countries' meat-eating habits, rice is the main food crop in China, and rice is the main food in more than 90% of the country. In this context, how to improve the efficiency of rice planting, that is, to increase the per mu yield of rice, is very important. It seems to be a food problem to improve the efficiency of rice planting and the actual yield, but improving and ensuring the yield of major food crops is more related to the fate and development path of the country. In this context, this paper talks about the research of rice cultivation techniques to improve rice planting efficiency.

Keywords: Rice Planting Technology; Rice Cultivation; Relevant Technical Countermeasures

1. INTRODUCTION

With the continuous improvement of people's living standards, for "eating", we have gradually completed the transition from full to good, which is also an important factor to be paid attention to in the current process of food crop planting and selection. In the actual crop planting process, due to the lack of professional cultivation personnel, they only rely on experience to cultivate rice and only pursue higher yield per mu [1-3]. These behaviors have brought a heavy blow to the soil quality of the planting land. In the actual rice planting process, only when relevant personnel fully understand the specific process of rice cultivation and carry out scientific cultivation can they make rice planting the economic and ecological benefits of cultivation are "double harvest".

2. SPECIFIC TECHNICAL PROCESS OF RICE CULTIVATION

2.1 Selection of Rice Varieties

Different from the idea of solidification, rice is not the only one variety in China. According to its characteristics, rice is often divided into "drought resistant and waterlogging resistant varieties, low-temperature resistant varieties", etc. in the actual rice cultivation process, different varieties must be selected according to the region and the different climate conditions of the cultivation site, which is also an important factor to ensure rice yield. Taking Northeast China as an example, the northeast region itself has the situation of large temperature difference in winter and summer, long winter, and low temperature weather in spring. In view of this situation, we must select rice

varieties with strong cold resistance in the process of rice planting, while the northeast region itself is dominated by the topography of the great plain, so we should also consider the local area comprehensively in the process of rice variety selection Shape, select the most suitable rice varieties for the local climate and topography, which is also the first step to improve rice yield per mu.

2.2 Selection of Rice Planting Location

As mentioned above, people's requirements for the quality of food are also constantly improving. For rice, in addition to selecting the right varieties, to improve the quality of rice, we must select the right rice planting location. In the specific rice cultivation process, we should try to stay away from residential areas and industrial areas, and we'd better plant rice in the periphery of the city, so as to make the rice planting area the smallest affected city And industrial pollution, to ensure the quality of the ecological environment in the planting area, through the selection of this position coincidence to ensure the quality of rice to the greatest extent. In addition to the environmental quality, in the selection process of specific rice planting areas, we also need to take into account the characteristics of rice as a crop. For example, rice likes to be wet, and its planting and growth cannot be separated from sufficient water sources. Therefore, in the selection process of planting areas, we should try to select places with pure water sources around for rice cultivation and planting, and finally, we must pay attention to the location selection process The area of the selected field must be enough to make rice evenly distributed and fully conform to the growth habit of rice.

2.3 Relevant Management Work

After seed selection and site selection, the preliminary preparation of rice officially comes to an end. The rest is transplanting and later management. With the development of science and technology, rice transplanting has basically realized the modernization of the whole process. This modernization also makes rice transplanting have higher requirements for workers' operation of machinery. What needs to be paid attention to in the actual mechanized transplanting process is Do not transplant seedlings in rainy or hot weather. The next step after the end of rice transplanting is to manage the seedlings. The management is mainly divided into two steps. One is to manage the survival rate of the seedlings. This part requires relevant personnel to check the seedlings within a period of time after the end of transplanting, and then carry out supplementary transplanting or pulling according to the actual situation to ensure the density of the seedlings; the other is to manage

the relevant resources in rice Water is the most widely used resource in the process of planting and growing. In the actual management process, relevant managers must adhere to the basic national policy of "sustainable development" and make rational reuse of water resources in rice fields. The common way of reuse is to aquaculture in rice fields and raise some common fish and other animals. In this way, the same water resources are recycled at the same time, it also objectively standardized the use of pesticide and fertilizer, which is conducive to the green and healthy development of rice ecological industry.

3. SPECIFIC MEASURES TO INCREASE RICE YIELD PER MU

3.1 Add Soil Detection and Bacteria Killing Steps

As a kind of crop, the cultivation and growth of rice have relatively high requirements on the soil quality of the planting land. In the past, we always estimated the "soil capacity" according to the actual experience and then estimated whether the soil is suitable for planting rice. Such a way cannot have a scientific and reasonable evaluation on the soil. The nutrient composition in the soil may not be suitable for planting rice and have adverse effects on the quality of rice in view of this situation, with the development of economy and science and technology, there are more advanced soil detection and sterilization technologies. Before the actual transplanting and sowing, we can sample and test the soil to see whether there are trace elements necessary for rice growth in the soil. If there are some important trace elements missing, we can use artificial fertilization to supplement. Sometimes, too much bacteria in the soil is also an important reason for affecting the yield of rice per mu. In this case, before rice planting, the soil must be turned over deeply, the bottom soil must be turned over to the upper layer, and then the purpose of sterilization can be achieved through sunlight. Before transplanting, the professional detection of the soil and bacteria killing are important steps to ensure the soil quality and rice quality.

3.2 Relevant Water and Fertilizer Maintenance Work

Water and fertilizer are two very important factors to ensure the growth quality of rice. In terms of water resources, rice planting does not mean that more water is better. Water quantity must be controlled reasonably according to the different growth stages of rice, and sun drying treatment must be carried out at the

necessary stage of rice growth. Here, it should be noted that the sun drying time should not exceed seven days, and rice should be irrigated after the sun drying. In the process of irrigation, both the cleanness of irrigation water and the amount of irrigation should be ensured Only in this way can we ensure the quality of rice and the yield per mu. In terms of fertilizer application, we all know that the purpose of applying fertilizer is to make rice grow better. In the process of rice growth, we usually need to apply two or three times of fertilizer. The first time is to apply base fertilizer before rice planting to improve the content of soil microelements and ensure "soil strength". The second time is to spray fertilizer on the surface of rice seedling in the middle period of rice growth in order to make rice grow better, the third fertilization is not needed unless the soil nutrient content is very low. In the process of fertilization, we must pay attention to the detection of the content of nutrients in the soil, and really do "medicine to the case" only apply the nutrients that are missing in the soil, only in this way can we not only ensure that the soil itself will not be eutrophicated, but also ensure that the rice has enough nutrients to grow and ensure the rice yield.

4. SUMMARY

Through the description of the full text, we can roughly understand the steps of rice planting. In order to really improve the yield of rice, we must start from these steps, strengthen soil detection and water and fertilizer management. This paper only mentioned these two ways to improve the yield of rice per mu, but the specific way also involves many aspects such as pesticide spraying, and more ways need to be based on specific crop growth habits Only when all kinds of factors have reached the "most suitable" degree of rice growth, can we really promote the actual growth of rice and really improve the yield of rice per mu.

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Analysis of Corporate Culture, Executive Characteristics and Company Growth

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Abstract: This paper puts forward the correlation assumption between corporate culture and company growth, executive characteristics and company growth, and uses the data of domestic A-share listed enterprises for correlation analysis and regression analysis from 2014-2019.

Keywords: Corporate Culture; Educational Level; Company Growth

1. INTRODUCTION

The growth of the company marks the future development potential of the enterprise, and the analysis can enable the managers of enterprises to grasp the actual operation and production situation within the enterprise, understand the future development trend, so as to form the correct decision-making. The factors that affect the growth of a company can be divided into internal factors and external factors, while internal factors. For example, corporate culture, executive characteristics, etc., can achieve effective control and promote the internal operation efficiency of enterprises, which needs to be analyzed.

2. RESEARCH ASSUMPTIONS

2.1 Hypothesis 1: Corporate culture is positively correlated with the company's growth

Corporate culture affects the innovation consciousness and enthusiasm of employees in the enterprise, and a good corporate culture can maximize the subjective initiative of the employees, so as to achieve the effect of enhancing the competitiveness of the enterprise [1]. Based on this, it is proposed to put forward the hypothesis one, that is, corporate culture and the growth of the company is positively related.

2.2 Hypothesis 2: Positive correlation between executive characteristics and company growth

Executive characteristics are mainly reflected in education, work experience and so on, these factors can reflect the personal ability of business executives. The company's level of development is better when the company's executives are more personally capable [2]. Based on this, it is proposed that hypothesis two, that is, the executive characteristics and the company's growth is positively correlated.

3. RESEARCH DESIGN

3.1 Samples and data

The sample of this study selected domestic A A-share listed enterprises for the 2014-2019 observation period. The data come from the annual report of the enterprise, the network, etc. At the same time, the sample excluded information disclosure is not comprehensive,

insurance and financial enterprises.

3.2 Defining variables

Culture is mainly expressed by the strength of corporate culture (system culture, brand culture, employee culture, environmental protection culture, i.e. 1 point and 0 point). Executive characteristics (EC) are mainly expressed in terms of education. Growth is mainly expressed by the growth rate of main business income. Among them, the specific setting of executive education level score is as follows: secondary school education and below 1 point, the setting value of junior college education is 2 points; the setting value of undergraduate education is 3 points; the setting value of master education is 4 points; the setting value of doctoral education and above is 5 points.

3.3 Model Building

Suppose a model is:

$$Growth = \alpha_0 + \alpha_1 culture + \alpha_2 size + \alpha_3 lev + \alpha_4 share + \alpha_5 pb + \alpha_6 bm + \sum year + \sum ind + \varepsilon$$

$$Growth = \alpha_0 + \alpha_1 culture + \alpha_2 size + \alpha_3 lev + \alpha_4 share + \alpha_5 pb + \alpha_6 bm + \sum year + \sum ind + \varepsilon$$

The model for scenario two is:

$$Growth = \alpha_0 + \alpha_1 ec + \alpha_2 size + \alpha_3 lev + \alpha_4 share + \alpha_5 pb + \alpha_6 bm + \sum year + \sum ind + \varepsilon$$

In the model, size is enterprise scale; Lev is asset liability ratio; share is equity concentration; Pb is market to net ratio; BM is book to market value ratio; year is year; and is industry.

4. EMPIRICAL ANALYSIS

4.1 Descriptive Statistics

The analysis shows that the average growth rate of the company is 0.034, which shows that the main business in the sample enterprises shows an overall growth trend, confirming that the growth of most enterprises is good, and the standard deviation is low(0.131), indicating that the gap between the main business growth rate between enterprises is not high. The mean of corporate culture is 3.227, which shows that the overall importance of the sample enterprise to corporate culture is high, and the standard deviation is large (2.131), indicating that there is a big difference in the cultural construction between enterprises. The average of executive characteristics is 3.676, which shows that the overall level of education of the executives of the sample enterprises is high, and the standard deviation (2.441) indicates that there is a large difference in the educational level of executives between enterprises.

4.2 Relevance Analysis

The results show that corporate culture is significantly related to corporate growth at the level of 1%, and the correlation coefficient is 0.221, which proves that

hypothesis one holds. That is to say, the optimized construction and active promotion of corporate culture can promote the growth of the company. The correlation coefficient is 0.246, which proves that hypothesis two is true, that is, the enhancement of executive characteristics can promote the growth of the company.

4.3 Regression Analysis

In order to ensure the accuracy of the analysis results, the author further carried out regression analysis on hypothesis one and hypothesis two. The results are as follows: corporate culture has a significant correlation with corporate growth at the level of 1%, and the regression value is 0.576, which confirms the hypothesis one again. The regression value is 0.557, which proves the second hypothesis. In general, relying on the comprehensive and optimized construction of corporate culture, the rich working experience of senior managers and the promotion of education can promote the development potential of enterprises and promote the better development of enterprises.

5. CONCLUSION

To sum up, the correlation analysis of corporate culture and company growth, executive characteristics and company growth, and regression analysis, found that it shows a significant correlation at the level of 1%, can show that: corporate culture and company growth is positively related, executive characteristics and company growth is positively correlated. Relying on the optimization of corporate culture construction and the promotion of senior executive education, can enhance the competitiveness of enterprises, promote the sustainable development of enterprises.

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Application Analysis of Big Data in The Current Internet Era

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Abstract: With the continuous development and progress of information technology, China has obviously stepped into the Internet era, and with the rapid development of the Internet era, it has brought more benefits to all walks of life, promoted the improvement of economy, and played an important role in national development. Under the background of Internet era, strengthening the application of big data technology is an inevitable trend of the development of the times, and also an effective way to enhance the national strength and competitiveness. Therefore, according to the concept of computer big data, this paper will discuss the application of computer big data in the current Internet Era by analyzing the development characteristics and current situation of big data, so as to promote computer big data. The popularization of data in the social scope makes it play the largest application value and drives the better development of the society.

Keywords: Big Data Technology; Internet Era; Application

1. INTRODUCTION

According to the relevant data, in recent years, the Internet has been more rapid development, and the number of Internet users has been improved in an all-round way, and the Internet and other technologies continue to optimize, making the speed of Internet more efficient. So, it is more and more widely used in the current society, and plays an increasingly important role in the society. It is necessary to promote the application of Internet and big data and strengthen the research on them. The application of computer big data not only changes people's way of thinking and behavior habits to a certain extent, enriches people's daily life, brings greater convenience to life, but also makes the development of various enterprises more efficient. Through advanced Internet technology, optimize the links and structures in the work, promote the improvement of enterprise development, drive the development of enterprises, and improve High industry standards and competitiveness have become an important opportunity for the development of all walks of life, promoting the development and upgrading of the industry. Therefore, at present, computer big data is widely advocated and respected, and becomes one of the necessary means of social development and promotion.

2. THE CONCEPT AND DEVELOPMENT CHARACTERISTICS OF COMPUTER BIG DATA

ACADEMIC PUBLISHING HOUSE

Computer big data has the characteristics of massive and systematic, which can promote the diversification and efficiency of work and life in the process of application, including a large number of data, which can be effectively classified and analyzed through its intelligent system, showing a multi-element form and timeliness, which belongs to a part of information technology in the current information age. Big data technology and cloud computing technology are closely related to each other. It caters to the current characteristics of the complexity and mass of social information, meets the requirements of the rapid development of society, and has the necessity of application in the current society. With the passage of the times and the development of technology, the calculator big data technology is more abundant and perfect, so its application effect is constantly improving, playing a greater role in the society, occupying the present and future market of the society, with a better development space [1-4].

Computer big data has the characteristics of rapid development, large data carrying capacity and strong timeliness. Its rapid development is mainly reflected in the application and popularization of Internet technology, which has become an essential tool in life, showing the development of coverage, so its development speed is extremely fast, and showing a gradual rise phenomenon. The large data carrying capacity is mainly reflected in its massive characteristics, which can accept the diversification and diversification of information. In the current society, when the data system is extremely complex and scattered, it can guarantee the normal operation of various programs, so the carrying capacity is huge, and it can complete the corresponding work in real time and efficiently, with strong carrying capacity. The effectiveness is mainly reflected in that the analysis and processing speed of computer big data technology is very fast, it can complete all work in real time, realize the sharing and interaction of resources, and has strong effectiveness.

3. THE MANAGEMENT AND APPLICATION OF COMPUTER BIG DATA UNDER THE BACKGROUND OF INTERNET

3.1 Big Data Management

At present, big data technology is a new type of science. Due to its current development, it is still necessary to strengthen management and application, promote the practice of computer big data, and realize the development of computer big data, which can meet the requirements of the current society, and promote the social upgrading and transformation. Under the background of Internet, the application of big data technology is mainly reflected in big data management. Big data management is different from traditional data processing and has the characteristics of

diversity. It not only needs to process computer data management, but also needs to strengthen the combination of diverse data with different structures. Through the function of data analysis and processing, information extraction and classification are realized, which makes it have high adaptability. With the development of the current society, the variety of data increases, so it brings more pressure for big data management, and the workload that needs to be carried increases gradually.

3.2 Research on Data Processing System

Data processing is the main form of application of big data technology, and it is also the main subject researched by major technology companies. According to the different forms and functions of data processing system, it is divided into semantic mining, image mining, data visualization and other aspects. For example, the essence of Alibaba, JD and other e-commerce is data companies. Therefore, to promote the management and application of big data, it is necessary to strengthen the research of data processing system, promote the cultivation of talents, increase the investment in data processing research, enhance the relevant professional talents, realize the effective application of data processing, and improve the application value of big data [2].

3.3 Integration and Integration of Big Data

Under the background of Internet, the integration and integration of big data will be an important form of development, and also the main form of big data application. In the current society, there are the characteristics of massive big data, which will produce a lot of data every hour and every second. Therefore, the massive data will exceed the load of human and material resources, so it is necessary to improve the application of big data. The integration and integration of big data is mainly reflected in that it can integrate the advantages of data, realize the unification and integration of functions, make it applicable to all aspects of society, and meet the needs of different levels. Therefore, data integration and integration are advanced and scientific, which can promote the efficient completion of various tasks to a certain extent. It is an important research direction at present and has a good development space. For example, through the search function in e-commerce platforms such as Alibaba, you can recommend related items to netizens, drive a series of consumption, stimulate consumption, have a guiding role, and effectively drive economic growth.

3.4 Application and Promotion of Big Data

In the Internet era, the main purpose of strengthening research and application of related technologies is to promote application, so that advanced and scientific technology can be applied to various fields and promote development in all fields. In the current society, industries that are widely used are finance, education, and medical treatment. The application and promotion of big data can provide it with a broader platform, realize the advantages based on the foundation, increase the core competitiveness of the enterprise and broaden the development market, which is an opportunity for the development of various industries. Therefore, it is necessary to strengthen the application and research of big data, promote its promotion and enhance the advantages of development [4].

4. CONCLUSION

Computer big data is widely used in the current Internet era, and has brought many benefits, which plays an important role in the current social development. Throughout the whole paper, computer big data has the characteristics of rapid development, large data carrying capacity and strong timeliness, which can promote the development of society to a certain extent, accelerate the pace of social modernization, and promote the management and application of big data. Through the analysis of big data management, data processing system research, and big data integration and integration, etc, Promote the implementation of its management and application, and realize the application and development of computer big data in the current Internet era.

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On the New Management Model of Ideological and Political Education for College Students in The New Era

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Abstract: The continuous development of economy and society also promotes the constant change of education mode, so the ideological and political education management of college students will also appear some new modes. In the context of the development of the new era, we must attach great importance to the management of Ideological and political education; for the exploration of the new model in the new era, we should gradually elaborate, only in this way can we constantly integrate ideological and political education into students' minds, and constantly implant it into students' minds. For the current ideological and political education course in Colleges and universities, its new management mode also has some problems in some aspects. We also need to conduct careful research and Analysis on this, so as to take ideological and political education as the basis of college students, constantly improve the comprehensive quality and ability of college students, and constantly push the ideological and political education of college students to a higher platform.

Keywords: New Era; College Students; Ideological and Political Education Management; New Mode Exploration

1. INTRODUCTION

With the continuous entry of socialism with Chinese characteristics into a new era, the development of education in China has also undergone great changes. For the coming of the new era, the ideological and political education in our country will inevitably have some changes. In the new era, the ideological and political education management of college students is the most necessary, because the ideological and political education in Colleges and universities is now regarded as the most important content of education [1, 2]. Therefore, everyone should attach great importance to ideological education. Ideological education can not only help college students to have a better idea, but also constantly improve their own quality. However, in terms of the current social situation, there are still some problems in Ideological and political education management in some colleges and universities, so we should constantly solve the problems that appear in it, so as to Management to promote better development, but also for the new era of Ideological and political education management of college students continue to

lay a good foundation.

2. PROBLEM

2.1 Lack of Understanding:

For the current level of social education, there are many students' understandings of Ideological and political education is not in place, and some social ethos will also affect some ideological and political education of students. At present, the most important core of Ideological and political education in Colleges and universities is that college students should grasp the ideals and beliefs of Ideological and political education. Now the society is full of complexity, which will naturally affect the education of students. For example, some students' moral quality is bad and their quality is low, which will lead some students to focus on their immediate interests and ignore the collective interests, which will also It will cause harm to one's physical and mental health, and will also cause certain psychological harm. There are some college students who only spend their time, waste their time, and do not consider their future and future. Therefore, there is a serious lack of understanding of Ideological and political education among college students. Every college should focus on Strengthening Students' understanding of Ideological and political education, we should strengthen management.

2.2 Lack of Practice:

For most college students, they are lack of practical ability. The most important thing of Ideological and political education is not only the study of some theoretical knowledge, but also the mastery of practice. Only in this way can we attract students to study ideological and political education better, and make ideological and political education more attractive and appealing. Due to the continuous development of the society and the continuous emergence of the network media, there will be a lot of moral corruption, corruption and dirty thinking and other behaviors in the society, which will cause many college students to have difficulty in understanding why they want to study ideological and political education? Why there are so many moral problems after learning? So this is that students lack certain practicality. The study of Ideological and political education must combine theory and practice to better ensure the ideological and political education of college students in the new era to achieve better management and promotion, and to constantly ensure the ideological and political health of college students, so as to constantly attract the learning attraction of college students.

2.3 Lack of Initiative:

For the course of Ideological and political education, the

most important thing is that students must have autonomy, initiative and creativity. However, the present students generally lack a kind of initiative and initiative in learning. In the course of learning ideological and political education, there are some phenomena such as disobedience and laziness in discipline, and some teachers don't pay attention to the classroom quality and teaching effect, which will cause some social phenomena such as low ideological and political education of college students. For the course of political education, students may have the idea that teachers can listen to what they say in class, and then recite what they recite after class. They have no ideas and opinions of their own, and can't play their better initiative. Therefore, most students don't pay attention to the course of Ideological and political education, so students' initiative is important for learning the course of Ideological and political education. Courses are very important. Students themselves should pay attention to this course, and constantly express their own opinions and opinions, only in this way can they better improve their ideological and political, and also can constantly improve their comprehensive quality and ability.

3. MEASURES

3.1 Enhance Awareness

The so-called strengthening of understanding requires college students to pay more attention to ideological and political education. In view of the fact that college students don't pay attention to ideological and political education, the most important thing for us is to do a good job in their understanding and management. To strengthen their understanding, first of all, we need to make them realize the significance of Ideological and political education for their lives and future. Only when they have a good ideological and political foundation, can they better improve their self-quality, and also be able to improve their future. After full of hope; now some students continue to waste time and waste life, so it is necessary to constantly change their values and ideas, so as to constantly promote the development of Ideological and political education in Colleges and universities. For the management of Ideological and political education in Colleges and universities, not only can promote the further development of education, but also can further promote the ideological quality level of college students.

3.2 Innovative Teaching

For the ideological and political education of college students, the most important aspect is to constantly carry out innovative teaching. In terms of teaching, some teachers will not pay attention to the activity in the classroom and the change of thinking. They only pay attention to the explanation of theoretical knowledge and do not know how to interact with

students. Therefore, we need to innovate teaching methods constantly. Only in this way can we better train the ideological and political education of students and improve the efficiency of the classroom. Teachers can use electronic software, such as multimedia to interact with students, to learn with students, to play more videos about Ideological and political education for students, to explain and watch together, so that students can freely express their views; after class, they can also be divided into various political interest learning groups, and then constantly cultivate students' Ideological and political education and learning. The interest can promote the healthy development of College Students' thoughts and help them to set up the Three Outlooks better.

3.3 Open up thinking

The so-called open thinking is to increase students' enthusiasm, initiative and creativity in Ideological and political learning. The course of Ideological and political education requires students not only to master better theoretical knowledge, but also to have pioneering thinking. Therefore, students can apply the theoretical knowledge they have learned to practical life, experience the importance of Ideological and political management through every bit of life, so that they can expand their own career and improve their ideological and political education. The interest in governance education can further improve the efficiency and quality of the classroom, and constantly promote the correct development of College Students' ideas.

4. CONCLUSION:

Some people say that "a good thought is the basis of life", so it is necessary for college students to have a good ideological and political education management. Only with a good ideological and political concept, can they become a person with more quality and moral cultivation. The most important thing for the political education course in Colleges and universities is that every college student should constantly strengthen their understanding of the ideological and political education; teachers should not be complacent, should constantly innovate their own thinking, so as to constantly help students better study the ideological and political education; in addition, this course can also help college students have a better three views, so they can not. To promote the development of Ideological and political education in Colleges and universities, and constantly promote the new management model.

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Analysis of The Influence and Promotion of Ideological and Political Education on Students' Entrepreneurship Education

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Abstract: Nowadays, entrepreneurship education has been integrated into the professional education of colleges and universities, and the integration of Ideological and political education into entrepreneurship education has certain impact and role on students. This paper will analyze the impact of Ideological and political education on students' entrepreneurship education, explore the role of promoting entrepreneurship education, and put forward the measures of Ideological and political education in Colleges and universities to promote students' entrepreneurship education.

Keywords: University; Ideological and Political Education; Entrepreneurship Education

1. INTRODUCTION

At present, the main purpose of higher vocational schools in China is to cultivate a batch of excellent practical talents for the society every year, and then transport a large number of talents for social posts, and provide good conditions for the operation of the economic market in China. When teaching, higher vocational colleges should take students as the center, pay attention to the cultivation of students' innovation and practice ability, so that students can obtain various development. Now in the process of teaching development, there is a very serious problem, that is, colleges and universities only pay attention to theory and not practice, which leads to the lack of practical courses offered by ideological and political education, and the students' practical ability is not strong. In this era of development, we must cultivate students' innovative spirit and ability, so as to improve students' creativity and promote the economic development of our country. Economic development provides a good guarantee, so we need to improve the employment model of students and make changes to the traditional employment [1].

Practice is based on the society. Colleges and universities take the results of social practice as the way to judge learning achievements. Entrepreneurial practice is comprehensive and open. In the process of practice, students' hands are trained and their wisdom is inspired. Students can conduct a series of careful observation, collection and arrangement of data according to independent or cooperative operation in the whole process of practice. Investigation and research improve students' cognition, emotion and

skills in the process of training, because in the process of practical operation, it is necessary to investigate, visit, research and practice in the production workshop and economic field, involve the scope of production and operation, broaden students' vision, stimulate students' innovative thinking and entrepreneurial potential. Carrying out entrepreneurship education can cultivate a wide range of entrepreneurial talents for the society, so it is very important to carry out ideological and political education. It conveys correct values in Ideological and political education, can spread the idea of advocating freedom, and can achieve the goal of innovation and entrepreneurship training [2].

2. THE MAIN CHARACTERISTICS OF ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS

In the current education system, entrepreneurship education is a new educational concept, which plays an important role in the new era. Entrepreneurship education mainly has the following characteristics:

First, interactivity is a kind of social activity characteristic. Many students' main task before accepting higher vocational education is to study and achieve excellent results, but the development of other aspects of students is greatly limited. In the process of entrepreneurship, students must communicate with various roles in the society. Therefore, before entering the society, students must accept this kind of education in advance. In the process of implementing the innovation education, students must interact with various roles in the society and change their roles, so that students can adapt to study and work in the social environment as soon as possible and obtain certain Development, in this process, students improve their psychological quality. Once students do not adapt to the complex social environment and interpersonal communication of a good mentality, in the face of the real social environment, the mentality is easy to collapse, and the entrepreneurship education into professional education, from the ideological and political education to train students to achieve a wealth of knowledge reserves, training students' practical ability, even if encountered setbacks will not be depressed, so it can be in a very big To a certain extent, it breaks through the original restrictions. Innovation is the inexhaustible power of social development. As the main body of innovation activities, contemporary college students are important resources to promote social development. Therefore, the cultivation of innovation ability should be highly valued [3].

Second, entrepreneurship education is very open. China has shown a new era. In this environment, everyone can start a

business, and the degree of entrepreneurship has reached an unprecedented active state. This form of open entrepreneurship can let students master more advanced technology, and students' innovation and entrepreneurship thinking are also improving. This inclusiveness allows many college students to learn from themselves. Free innovation and Entrepreneurship Based on the technology we have mastered [4].

3. THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' ENTREPRENEURSHIP EDUCATION

3.1 Improve the level of entrepreneurship education

Ideological and political education has a very important position in Colleges and universities, and after years of practice, some vocational colleges have formed a set of higher vocational employment system, which is a very important thing for entrepreneurship education, the development of entrepreneurship education also has a certain material guarantee, students can only make progress in entrepreneurship education if they have good creative ability, and students are encountering Problems can be dealt with calmly, and the happiness of entrepreneurship can be felt in this process. Entrepreneurship education through ideological and political courses provides a good platform for entrepreneurship education. Ideological and political education itself contacts with many aspects. Students can constantly reflect when they contact political, historical and humanistic knowledge, and have a very important life for students to enter the society the cultivation of innovative thinking and ideological and political education are closely related to each other. Ideological and political education itself involves practice and innovation. It can improve students' personal accomplishment in education, think and reflect in the process of communication with people, things and things, and carry out innovative spiritual education, which has a good positive effect on students' entrepreneurship. In the process of education, students should not only learn theoretical knowledge, but also learn operational skills, as well as the character and quality of life, which plays an important role in students' personality and ideological beliefs [5].

3.2 Promote the all-round development of students

In entrepreneurship education, ideological and political education can not only cultivate students' entrepreneurial ability, but also cultivate students' sense of social responsibility, shape students' character, enhance students' inner spirit, establish firm ideals and beliefs, make students have correct world outlook, outlook on life and values, and promote students' morality, intelligence and body The United States and labor are developing in an all-round way. All of these aspects of entrepreneurship education are related to ideological and political education, and the joint development of Ideological and political education and entrepreneurship education has a positive effect on the improvement of students' comprehensive ability.

In the process of education, through the joint cooperation of students' teams, students' sense of unity and spirit of cooperation are enhanced, and students' sense of social responsibility is enhanced. In this process, students can form a good psychological compatible relationship and pay attention to common goals, tasks and actions in the process of activities, forming a good cooperative group, and members of the group can form a common The goals and interests concerned can interact, influence and depend on each other, so as to achieve the goals of the organization together. And the power in the group is impossible for an independent individual to achieve. Through the cooperation of the group, the efficiency of students' entrepreneurship can be effectively improved Ideological and political education and entrepreneurship education are carried out together, which can enable students to fully understand the connotation of competition, cultivate students' sense of competition, exercise students' willpower, improve innovation spirit and innovation ability, cultivate good cooperation ability, improve the competitiveness of the society, and become the outstanding talents needed in social posts.

Through carrying out competition activities and competitions in Ideological and political education, and adopting interesting ways, students can have a correct understanding and understanding of competition and competition, so as to understand the correct nature of competition, establish a sense of fair competition in continuous exercise, and have good competitiveness.

3.3 Cultivate entrepreneurship awareness

By giving full play to the important ways of Ideological and political education and entrepreneurship education, we can cultivate students' entrepreneurship ability. Ideological and political education is not linear in the process of explaining subject knowledge, but will go through a spiral process. In this process of teaching, there are twists and turns, setbacks, hesitations, stagnation and even retrogression, so we can say that the process of education itself is a kind of innovation Cheng is the seed of entrepreneurship education. In the process of subject education, teachers can tap the elements of Ideological and political education and integrate the awareness of innovation and entrepreneurship into teaching. Ideological and political teachers can carry out activities with the theme of innovation education, enhance the practical effect of innovation education, effectively strengthen the training of entrepreneurship education, and cultivate students' entrepreneurial ability.

4. CONCLUSION

When students enter the society, they should not only have sound personality and excellent entrepreneurial ability, but also cultivate students correct three views and good behavior habits through ideological and political education. In the process of accepting ideological and political education and entrepreneurial education, students' innovation and entrepreneurial ability are constantly improved, they can grow up actively and healthily, so that they can truly adapt to the high-speed development of social life.

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The Practice and Thinking of BOPPPS Teaching Mode in University Chemistry Teaching

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Abstract: This paper starts with the concept analysis of BOPPPS teaching model, and analyzes the application of BOPPPS teaching mode in university chemistry teaching activities, mainly divided into import, goal, evaluation and teaching process, hoping to provide innovative ideas for the university's chemistry teaching design.

Keywords: BOPPPS teaching model; University classrooms; Chemistry teaching

1. INTRODUCTION

University chemistry teaching is always difficult, students are generally not adapted to the university's chemistry teaching methods when they first enter the university campus. In order to improve this situation, teachers can use BOPPPS teaching mode to carry out chemistry teaching, improve students' knowledge acceptance.

2. BOPPPS TEACHING MODE

In BOPPPS teaching mode, the teaching process is usually divided into six links, namely, import, learning objectives, pre-class testing, participatory learning, post-testing, teaching summary. Among them, import refers to the appropriate case analysis and other ways to mobilize students' enthusiasm. Learning goal setting is to make students understand what the difficulty of curriculum teaching is through three-dimensional goals. A pre-test test is a way to understand the student's foundation by asking questions or taking a test. Teaching activities are based on participatory teaching, through rational construction of situations and group discussions to achieve the purpose of teaching. The after-school test is to understand the students' knowledge of the classroom by asking questions and so on. Teaching summary is to help students further comb and consolidate the knowledge learned in the classroom [1].

3. APPLICATION OF BOPPPS TEACHING MODEL IN UNIVERSITY CHEMISTRY TEACHING

2.1 Course Import

The traditional university chemistry teaching is mainly logic teaching and theoretical knowledge explanation, and does not pay attention to the design of the course import link, which leads to the majority of students in the classroom passive position, lack of interest in learning. Based on BOPPPS teaching model, university chemistry teaching can take the practice of

a teacher, who uses chemical celebrity stories as a course introduction, selects content related to teaching content, stimulates students' interest in learning, and the teacher designs a question related to teaching content to inspire students to think, and students can re-establish knowledge structure through gradual and in-depth thinking.

2.2 Goal Setting

The teaching goal is the main basis for teachers to carry out teaching activities, and the teaching goal in BOPPPS teaching model is different from the traditional three-dimensional goal, which needs to be designed from the three dimensions of knowledge goal, ability goal and quality goal. For example, the main purpose of chemistry curriculum teaching activities is to promote students to acquire basic chemical knowledge and abilities in teaching activities, and to master the use of knowledge in follow-up learning, this part of the content is included in the knowledge objectives. On the basis of students' original knowledge, the teaching goal of further improving their chemistry thinking, chemistry experiment and chemical skills belongs to the capability goal of BOPPPS teaching goal. Teachers train students' ability of independent learning and independent thinking through appropriate methods, and arouse their interest in the study of chemistry, which belongs to the quality goal.

2.3 Pre-school assessment

Chemistry is characterized by abstract content, rigorous system and logical and experimental, which shows that students' mastery of the basic knowledge of chemistry will have a major impact on the overall teaching effect of teachers, so the pre-school mapping link in BOPPPS teaching model is very important. However, the flexibility of this link is high, the specific application can take a teacher as an example, the teacher will be the pre-class mapping and curriculum import combined, with the form of questions and examples of students to carry out a simple test. On the one hand, the teacher's teaching method can effectively understand the students' basic chemistry knowledge and adjust the teaching plan quickly. On the other hand, it is possible to bring out the need for teaching new content through reasonable import.

The after-school assessment is carried out after the end of the teaching activities, teachers can still use the way of asking questions and examples of tests, but the design of the questions need to be different from the pre-class mapping, to the actual teaching content, through reasonable questions to test the students' classroom learning effect, and for the students' weak points to stay after-school assignments, to

achieve a solid effect.

2.4 Teaching process

The traditional chemistry teaching classroom is teacher-centered, and in the chemistry teaching classroom under BOPPPS teaching mode, the teacher is the guide, which needs to set up a chemical knowledge framework for the students by creating situation, enlightening the students to improve their thinking ability and the degree of knowledge of chemistry through proactive and exploratory learning methods, fully respecting the students' main position in the classroom, and guiding students to develop their own initiative to learn. In addition to situational construction, teachers can also use other diversified teaching methods, such as: a teacher in the teaching process to divide students into groups, guide them to explore the teaching content, not only respect the main position of students in the classroom, but also cultivate good learning habits of students [2].

3. CONCLUSION

In summary, the application of BOPPPS teaching

mode to university chemistry classroom can effectively improve students' participation in the classroom. In addition, the use of the teaching mode can also help students to self-construct the structure of chemical knowledge, and timely summary of the classroom teaching effect, so that the teaching effect has been significantly improved.

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Construction of Characteristic Teaching System of Landscape Architecture

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Abstract: The construction of teaching system is the basic and key content of teaching reform. The construction of teaching system plays an important role in improving the quality and efficiency of teaching and promoting the scientific and innovative development of subject teaching. Taking landscape architecture specialty as an example, this paper explores the construction strategy of its characteristic teaching system, and puts forward suggestions such as defining teaching objectives, building core courses, and promoting discipline integration, hoping to provide reference for relevant personnel.

Keywords: Landscape Architecture; Characteristic; Teaching

1. INTRODUCTION

Landscape architecture professional as an important way to train high-quality landscape architecture planning and design, urban planning and design, urban garden construction, landscape design management and other applied talents. In the landscape architecture construction demand continues to improve, has been rapid development. Because of the comprehensive and practical nature of landscape architecture discipline, it is necessary to continuously strengthen the professional characteristics in the process of teaching system construction in order to better carry out the training of applied talents [1]. The following is the author's experience of the construction of the specialized teaching system of landscape architecture, which is intended to throw bricks and jade.

2. CLARIFY THE TEACHING OBJECTIVES OF LANDSCAPE ARCHITECTURE PROFESSIONALS AND GIVE FULL PLAY TO THE GUIDING ROLE OF THE GOALS

In the process of building the teaching system of landscape architecture professional characteristic, in order to ensure the scientific, accurate, reasonable and effective construction of the teaching system, it is necessary to have a comprehensive understanding and accurate grasp of the teaching goal of landscape architecture professional. It is possible to design the teaching system under the guidance of teaching objectives, formulate the construction plan of the teaching system, deploy the teaching system construction activities, and meet the needs of the construction of the characteristic teaching system. In this process, one should be clear landscape architecture professional training objectives. Landscape architecture is a comprehensive discipline supplemented by "biological and ecological

disciplines" and other disciplines (including civil engineering, architecture, urban planning, history, art, philosophy, etc.). Paying attention to landscape planning and design, landscape architecture construction and management, urban planning, urban ecological landscape design and other related knowledge and technology transmission, requires for the garden bureau, design institute, landscape design enterprises, tourism planning enterprises, construction projects, urban planning construction and management enterprises, environmental art industry, such as the delivery of high-capacity, high-quality, professional innovative application talent. Therefore, the landscape architecture professional teaching system needs to have the basic theoretical knowledge to meet the needs of talent training, and provide a practical application platform of professional skills. Second, to understand the needs of society, grasp the trend of curriculum changes. For example, in the context of environmental problems and resource problems, if the landscape architecture major wants to be competitive and improve the employment rate of professional students, it is necessary to introduce the concept of ecological design into the curriculum teaching, and cultivate and promote the concept of sustainable ecological development of students.

3. CREATE THE CORE CURRICULUM OF LANDSCAPE ARCHITECTURE SPECIALTY AND ENHANCE THE CHARACTERISTICS OF THE PROFESSIONAL TEACHING SYSTEM

The "characteristic" in the "characteristic teaching system" is not only reflected in the professional characteristics, but also in the local characteristics. That is, in the process of building the professional course system of landscape architecture, local material knowledge, local artistic aesthetic concept, local landscape architecture engineering construction thinking into the theory and practice teaching, improve the students' ability to create space, resource integration and utilization ability, traditional excellent cultural heritage and carry forward the ability. In this process, through the school-based curriculum, core curriculum construction, to carry out a concrete embodiment. As far as the construction of school-based curriculum is concerned, through course research, we can deeply excavate the landscape architecture teaching resources (such as bamboo buildings, hanging feet, water towers, wooden houses, carvings, etc.) contained in the area where the institutions are located, and display them in the form of open and elective courses. As far as the core curriculum is concerned, according to the needs of applied talent training, the theory, knowledge and techniques of ecology will be integrated into the basic course of landscape architecture profession through the adaptation of teaching materials, so

that the basic courses are converted into core courses and quality courses, so as to cultivate students' ecological consciousness and improve students' ecological design ability of landscape architecture.

4. PROMOTE MULTIDISCIPLINARY KNOWLEDGE INTEGRATION, BROADEN THE CURRICULUM AND ENRICH TEACHING CONTENT

The comprehensive characteristics of landscape architecture discipline determine that in the process of the construction of characteristic teaching system of landscape architecture specialty. It is necessary to attach importance to the integration of multi-disciplinary knowledge, which can supplement, reform and improve the curriculum through the integration of multi-disciplinary knowledge. In this process, the method of "teaching by research" can be used to promote the integration of multi-disciplinary in the construction of characteristic teaching system of landscape specialty. For example, in the research process of teaching system construction, research topics such as "landscape and ecology", "landscape and architecture", "landscape and culture art", "landscape and tourism", "landscape and urban-rural integrated development", "landscape and Rural Revitalization" are set up. And in social research activities, field investigation activities, case analysis activities and other organizations to carry out research resources, research results. It can also transform

research resources and research results into resources needed for the construction of teaching system and improve the quality of teaching system construction [2].

5. CONCLUSION

In a word, the construction of landscape architecture professional characteristic teaching system is an important measure to improve the quality of landscape architecture professional teaching. On the basis of clearly recognizing the importance of the construction of the characteristic teaching system of landscape architecture, we should have a comprehensive grasp of the characteristic teaching goal, so that under the guidance of the goal, the teaching system can be constructed from multiple angles, and lay a good foundation for the design and development of teaching activities, so as to promote the maximum play of the professional teaching role.

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Research on The Circular Narrative of Ming And Qing Novels in The Field of Prototype Criticism

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Abstract: Ming and Qing Dynasties is a prosperous period in the history of Chinese novels. Whether it is from the content or theme of the works, it fully contains the essence of traditional culture and advances its moving story into thousands of households. Based on this, based on the archetypal critical theory, this paper makes a brief analysis of the circular narrative structure in the novels of Ming and Qing Dynasties, hoping to provide reference for the relevant staff.

Keywords: Ming And Qing Novels; Archetypal Criticism; Circular Narration

1. INTRODUCTION

In Ming and Qing Dynasties, the social value and literary value of novels were fully revealed, and they were recognized and loved by the public. The four most famous masterpieces in China were all written in this period, and their narrative style and ideological core are very representative and influential. In order to interpret the circular narrative pattern in Ming and Qing novels more profoundly, the archetypal critical theory can be introduced to analyze it effectively [1, 2].

2. PROTOTYPE CRITICISM THEORY AND CIRCULAR NARRATIVE MODE

Anthropology and psychology are the theoretical sources of archetypal criticism. This school of literary criticism thinks archetypal is a typical and recurring image. Therefore, archetypal criticism is a study on the internal similarity of literature and art from a macro perspective based on myth, which is mainly manifested in the structural mode and writing principles of literary works, and can complete the exploration of the evolution law and development commonality of works as a whole [1]. While the circular narrative mode is a very common narrative method, which is a direct embodiment of the Chinese style values of perfection. The application of this method can often achieve the sublimation of the characters' fate and character connotation. In narration, the beginning and the end often have the characteristics of "the same in shape but different in quality". Its circular cycle represents that the story starts here and ends here. However, compared with the starting point, the characters who go to the end have achieved growth and change. This kind of narrative

method of the first and last reference is extremely beneficial to the theme of Shenghua's works. The circular narrative mode is widely used in Ming and Qing novels. When evaluating Ming and Qing novels based on the theory of archetypal criticism, it is necessary to study this narrative mode.

3. CIRCULAR NARRATIVE MODE FROM THE PERSPECTIVE OF PROTOTYPE CRITICISM

In the field of literary research in China, archetypal criticism is not uncommon. The introduction and application of the theory realizes the collision and blending of Chinese and foreign cultures, which is a cultural evaluation mode based on the advanced critical vision and inherent discourse. This mode can make the Western mythological archetype be reinterpreted in Chinese culture, and become a mode that is consistent with the local language habits and theoretical context of our country. Based on this perspective, the study of the circular narrative mode of Ming and Qing novels is more helpful to understand the application value of the mode and dig into the cultural connotation of Ming and Qing novels. Therefore, the author chooses the famous novel *Journey to the West* in Ming Dynasty as a case to study the circular narrative from the perspective of archetypal criticism.

3.1 Round cycle on the path of access

In the journey to the west, the circular narrative method runs through all the time. Tang Monk and three disciples met a lot of gods and demons on their way to learn the Scriptures. Each stage of the story seems to be independent but there is always continuity. In essence, every story on the way of learning from scriptures is a cycle of "learning from scriptures, meeting demons and subduing demons". Each suffering is not the same, but it promotes the change of the mood and values of the four teachers and apprentices. So, at the end of the story, they seem to return to the role orientation at the beginning of the story, but the core of the characters has changed qualitatively. From the perspective of archetypal criticism, the cause of taking scriptures is a kind of cause belonging to the deity and Buddha. It is an activity that the four teachers and apprentices take the will of God or take part in actively or passively. Its archetypal is similar to the rite of passage in ancient times. Before taking scriptures, four people can be regarded as immature children. After 81 different kinds of sufferings, they "grow up". Therefore, based on the theory of archetypal criticism, we find that the four protagonists in journey to the West repeat the process of "adult" in each disaster, which is a kind of

continuous reincarnation. And the narrative technique of circular circle also deepens this meaning in the time reciprocation. This expression reflects people's inner understanding of myth concept and collective subconscious [2].

3.2 Round loop of opening and ending

In the journey to the west, monkey completed the cycle of Bi Mawen, Qi Tian Da Sheng and Dou conquering Buddha. Tang Monk completed the cycle of Jinchanzi, Tang Monk, zhantan merit Buddha. Zhu Bajie completed the cycle of Marshal Tianpeng, Zhu Bajie and the messenger of the altar of purity. Monk Sha completed the cycle of rolling curtain general, Liushahe monster and golden Luohan. The white dragon horse also completed the cycle of the three Prince of the Dragon King, the white dragon horse and the eight broad Bodhisattvas of Tianlong. At the beginning, they were all immortals, but they left Tianting for various reasons. In the end, they returned to Tianting. It seems that they have returned to the origin, but in fact, they have already become different "people" from the past.

All the characters appearing in this paper are the embodiment of mythological archetypal images. For example, the fairy stone into a monkey symbolizes the mythical prototype of the spirit stone, while the pursuit of immortality by demons or humans shows the worship of soul in ancient times. Many of the demons in this paper show the prototypes of animal and plant totems, while Tianting and the immortals are the incarnations of star and moon myths. Therefore, from the perspective of archetypal criticism, "journey to the west" realizes the retrospection and homage to ancient myths with the story core of cycle and cycle, and this circular narrative mode makes the story full of

"fatalism". It is obvious that Wu Chengen fully expressed the ideological connotation of his works through the circular narrative of "five saints" becoming Buddhas. The ending of the protagonists' return to the original point also proves that to achieve a good ideal and achieve a great cause will suffer hardships and must overcome difficulties. Only with indomitable spirit and confidence can we conquer nature and destroy evil forces. The novel Journey to the west is based on the myth, and the circular narrative method of the regenerative myth is the concentrated embodiment of the Ming and Qing novel's style of satirizing the present and criticizing the current.

4. CONCLUSION

In a word, myth is a primitive form of literature and art, and it is also the sustenance of people's ideal. In the novels of Ming and Qing Dynasties, it is very common to integrate mythology into secular writing, and most of them are shown in the form of circular narration. The protagonist's "fate reincarnation" shows his yearning and expectation for a better spirit and behavior. Based on the archetypal criticism, the study of the circular narrative technique of Ming and Qing novels can more thoroughly feel its literary value and the advantages of this form of expression.

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Research on College Online Teaching Problems and Countermeasures under the Background of COVID-19

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Abstract: The article introduces the general situation of undergraduate online teaching, teaching form, inspection and supervision during the epidemic prevention and control in the College of Horticulture and Plant Protection of Yangzhou University, and then summarizes the problems in online teaching, and finally puts forward suggestions for improvement. The article provides a reference for the development of online teaching.

Keywords: Online Teaching; Teaching Reform; Teaching Experience; Suggestions

1. INTRODUCTION

The COVID-19 let 2019-2020 academic year spring semester of extraordinary change, all schools and students have gone through a very long winter. In order to implement the Ministry of Education's arrangements for teaching during epidemic prevention and control, and effectively implement the "stopping of classes, teaching continuous", Yangzhou University actively deployed during the winter holidays and established the "Leading Group for Undergraduate Education and Teaching during the Epidemic Prevention and Control Period" and "Online Teaching Supervision Group" to investigate how to carry out "online teaching and learning" and formulate the teaching work for undergraduate education Program [1-4]. Teachers and students of the school have worked together to start online teaching activities in a comprehensive and orderly manner since February 24, 2020.

2. OVERVIEW OF ONLINE TEACHING

2.1 Overview of the course

Taking the College of Horticulture and Plant Protection of Yangzhou University as an example, according to statistics, the school should open 101 courses in this semester, including 73 theoretical courses and 28 practical experimental courses. Judging from the actual start of the course, 73 theoretical courses have all been opened online, some practical courses have tried online teaching, and most practical experimental courses will be reopened after the start of the course. There are 55 online teachers, and the cumulative number of online elective students exceeds 4000.

2.2 Teaching form

According to the survey, teachers of the College of Horticulture and Plant Protection mainly use the

MOOC of China University, the online teaching platform of Yangzhou University, the Tencent classroom or Tencent conference live broadcast platform, and WeChat, QQ classes, etc. to publish course learning tasks and carry out online teaching. Among them: 54% are dominated by school teaching platforms, 28% are dominated by MOOC platforms, and 18% are dominated by Tencent Classroom.

2.3 Inspection and supervision

In order to strengthen teaching supervision, teachers count students' check-in through online teaching platforms, and randomly check students to answer questions during the lectures, so as to urge students to concentrate and effectively control the teaching order. Teaching deans, school supervisors, department heads, class teachers and academic secretaries all join the virtual classroom to supervise the teaching of teachers and students' learning. At the same time, the teachers' online teaching daily report system is implemented to collect statistics on daily online teaching to ensure Teaching runs normally and orderly.

2.4 Feedback from teachers and students

According to the survey, 89% of teachers are "very familiar" with the online teaching process and content, 9% are "familiar", and 2% are "general". According to the feedback from the instructors, the overall classroom order is good, 79% of the classroom order is "very good", 19% of the classroom is "good", and 2% of the classroom is "average". The questionnaire surveyed some students. The data showed that regarding teacher-student interaction, 53% of classrooms were rated as "very good", 40% of classrooms were "good", and 7% of classrooms were "normal". The leadership and supervision organizations randomly checked 21 online classroom teaching situations. Among them, 67% of the classrooms were rated as "very good", 28% of the classrooms were rated as "good", and 95% of the classrooms were above the "good" level. Most students have a high enthusiasm for learning, and earnestly complete the learning tasks according to the teachers' requirements. The majority of students in the classroom have high attendance rates, and some classrooms also have parental attendance.

In short, after several months of exploration, the online classroom construction of Yangzhou University has become increasingly mature and stable, and online teaching has been carried out in an orderly manner, making the school operate normally according to the established teaching plan. But there are still some problems.

3. PROBLEMS IN ONLINE TEACHING

Since the beginning of online teaching, the teachers and students of the college have made arduous efforts, and they

have gradually entered the stage of in-depth discussion from not adapting, which has laid the foundation for one of the long-term teaching models in the future. But it is undeniable that online teaching methods still have their limitations and need to be improved.

3.1 The network is congested or the signal is unstable, there is a phenomenon of jamming during the teaching process, which has an adverse effect on the smooth progress of the course; in online teaching, the communication and discussion between teachers and students are not good, and it is difficult to grasp the students' online Learning behavior and learning effectiveness. This is also a common problem encountered by teachers and students in the process of implementing online teaching. How to complete the classroom construction better and achieve better learning effect still needs to think and improve constantly.

3.2 Most students are able to participate in online classroom learning during class hours. Individual students have poor consciousness and need constant supervision from teachers. In addition, the online teaching process is difficult for student management, and is also affected by objective factors such as 3.3 Online teaching is relatively longer than traditional teaching, and it is difficult to control students' attention. According to statistics, students can no longer concentrate on learning if the online continuous teaching time exceeds 1 hour. It is recommended that teachers make a good judgment on the duration and grasp the rhythm of class.

4. SUGGESTIONS FOR IMPROVEMENT

4.1 Strengthen monitoring and guidance, and actively cultivate excellent online courses

According to the characteristics of different majors, the basic situation of teachers' online teaching should be deeply understood, to solve problems in online teaching in a timely manner, and through this practical exploration of online teaching, actively cultivate excellent online courses to build "online gold courses" "Online and offline mixed gold courses" accumulated experience. And through the practical exploration of online teaching, excellent online courses are actively cultivated to accumulate experience for the construction of "online gold courses" and "online and offline mixed gold courses".

4.2 Enrich teaching resources and improve the use of teaching platforms

Video content and case materials can be added to teaching materials to enhance the intuitiveness of teaching and stimulate students' interest in learning. In response to network problems, it is recommended to use Tencent Classroom for online live broadcast; teachers should flexibly deal with the advantages of different platforms according to the actual situation in teaching.

4.3 Improve online lectures

Video courses with strong operability should be broadcast live, and voice communication may be more effective; for live courses, the duration of each lecture should not exceed 45 minutes, and try to avoid three sessions. Reasonably arrange lecture time, strengthen students' self-learning ability, and further improve the quality of online teaching. It can increase the random question in the classroom and the random display of students to improve the online students' attention. Class discussion should arrange more open questions to cause students to think independently. Comprehensive use of various means to strengthen the homework, exercises, answering questions, questionnaires, tests and other links, timely understand the student's learning status, adjust the progress, improve methods, etc.

4.4 Focus on process assessment to improve students' online learning effect

Teachers should pay attention to process assessment to improve the effectiveness of interaction. Both teachers and students should increase their energy input and enhance various forms of interaction, such as classroom discussion, assignments, rush answers, and tests.

In short, during the epidemic prevention and control period, teachers and students of Yangzhou University worked together to overcome the difficulties, which provided a strong guarantee for the smooth progress of online teaching. At present, the construction of online courses has achieved initial success, and the school is continuing to master the online teaching situation of teachers, discover and solve the problems encountered in the process of online teaching in time, and further explore and improve related courses. We look forward to accumulating experience for the teaching reform that adapts to social development through this online teaching practice exploration.

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Research on The Education of Inheriting Fine Family Style of Female College Students in The New Era

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Abstract: At present, female college students in China lack a correct understanding of the connotation and function of traditional excellent family style, and lack enthusiasm for the practice of socialist core values. At the same time, due to the changes of family structure and the lack of family education, the uncivilized words and deeds of female college students and the increase of campus conflicts are not conducive to the construction of campus civilization and the adult development of female college students. In order to make up for the deficiency of family education, colleges and universities need to strengthen the practice of inheriting excellent family style education for female college students.

Keywords: Education; Excellent Family Style; Female College Students

1. INTRODUCTION

Family style, also known as "door style", is a stable style and fashion formed by a family or family in the process of generations' living and reproduction, and a comprehensive embodiment of its life style, traditional customs, moral outlook and values [1]. Family style is related to the world style and the people style, and the family style of leading cadres is related to the Party style and the government style, which is not a trivial matter.

2. THE NECESSITY OF INHERITING GOOD FAMILY STYLE OF FEMALE COLLEGE STUDENTS

2.1 Performance of female college students' lack of good family style education

With the development of the core family structure, family education emphasizes intellectual education, neglects ideal and moral education, the traditional fine family style is weakened, even the family style is in decline. As a front-line full-time counselor, the author has been engaged in ideological education and management of college students for a long time, and found that due to the lack of good family style education of female college students, all kinds of bad performances are stunning.

First, the exit is dirty. At present, many female college students are not ashamed of their swearing, but think that they are "very smart"; they are disrespectful to their elders' language, or even shout loudly; they are uncivilized to their teachers, or even spiteful to each

other, and there are frequent conflicts between teachers and students on campus.

Second, interpersonal barriers. In the campus interpersonal relationship, the female college students' peers are not polite, quarrel and contradiction are frequent, resulting in some female students' interpersonal relationship tension and dormitory cannot stay.

Third, the luxury of chasing the wind. Quite a number of female college students live a life of frugality, blind comparison, lack of food and drink, crazy online shopping, consumerism, and even fall into the mire of campus loans. Tragic cases are frequently seen in the media.

Fourth, the desire to enjoy less fun. After school, female college students do not pursue piano, chess, calligraphy and painting, edify sentiment, but pursue drama, play games, blindly pursue tourism during holidays, attach importance to material consumption, despise spiritual pursuit, and lack of life interest. Wan Junren stressed: "the fun of family life is the best antidote to the poison of bad manners." [1]

Fifth, misunderstandings about romance. Some female college students lack the principle and bottom line in love, hug in public places, expose the indecent behavior, and even entangle with the husband of a woman in society. Mistakenly regarding Meng Lang as a romantic, mistakenly recognizing the flower heart as a romantic.

Sixthly, they are lax and slow to find shortcuts. Some female college students don't study hard, skip class and become a family routine, and review depends on scope and examination by entrainment; they are lazy and tardy in work, lack of professionalism and sense of responsibility.

Seventh, gossip is shallow and less rational. Some female college students are keen on hearsay, spread gossip and gossip, gossip, lack of rational thinking and research spirit.

2.2 The harm of female college students' lack of good family style education

First of all, it is not conducive to the healthy growth of female college students themselves.

Female college students do not know the excellent family style, lack the education of family feelings, lack the spirit of hard work and the habit of thrift in life; in career development and employment choice, they prefer to choose to work in coastal cities and large enterprises, and dislike the old, the young, the border and the poor areas and small enterprises. This is not conducive to female college students' employment, entrepreneurship and social responsibility.

Secondly, it is not conducive for female college students to actively practice the socialist core values. The core values

of socialism are deeply rooted in the fertile soil of Chinese culture. Female college students who lack excellent family style education and edification often do not have the enthusiasm to actively practice the socialist core values.

Third, it is not conducive to building a new family.

As the Chinese saying goes, "a good daughter-in-law, three generations of good children". The western education Maxim also emphasizes that "the hand to promote the cradle is the hand to promote the world." Female college students are women now and will be wives, daughters in law and mothers in the future. They do not master the fine Chinese family style. In the future, they will not only have a lot of family relationships, but also have difficulty in raising the next generation.

Finally, it is not conducive for female college students to understand and practice the spirit of modern university.

Guo Guangyin pointed out that cultivating a sound personality is the common pursuit of fine family style and modern university spirit. Teaching by words and deeds is a common way of educating people. Carrying forward the spirit of great love is the common value pursuit of the two. [2] Therefore, the lack of excellent family style education for female college students is not conducive to inheriting the spirit of modern university and becoming qualified graduates.

3. AT PRESENT, FEMALE COLLEGE STUDENTS SHOULD INHERIT THE CREAM OF GOOD FAMILY TRADITIONS.

Chinese excellent family style has rich forms of expression, such as family letter, family discipline and family rules, which are carriers of family style education and contain rich ideological connotation.

First, the foundation of self-cultivation lies in diligence and self-examination. "University" emphasizes that self-cultivation, family alignment, governance and world peace all start from self-cultivation. Self-cultivation requires sincerity, integrity and knowledge. Therefore, the only way to learn is to know. Both Yan's family instructions and the four instructions emphasize the importance of introspection. [3] The story of Meng Mu's breaking away from the teaching son is a beautiful talk, which also emphasizes the service-oriented learning.

Second, the key to the family is to be hardworking and thrifty, and to be close to each other. Zhu Bailu's "family motto" emphasizes that "to become a family is to be mean, but not to be enjoyed for a long time. Brothers, uncles and nephews, need to be divided into more moistened and less moistened; the elder and the younger, both inside and outside, should be strict and strict." [1] Modern marriage experts emphasize that marriage is not only a good combination of the two surnames, but also a way to rob the rich and help the poor. It is positive to emphasize that women should have peace in their homes.

Third, the way of life lies in faith. "Zhu Zi's family instructions" emphasizes "don't be greedy for

unexpected wealth, don't drink too much wine. Trade with your shoulders, do not take advantage of it; when you see your poor neighbors, you need to warm up your shirt "[1] motto, which still shines with wisdom.

Fourth, the root of politics lies in honesty. Zhao Ding of the Southern Song dynasty recorded in the record of family instructions: "all the officials are honest and diligent. People's talents are short and long, but they are hard to maintain. Only honest and diligent, everyone can arrive. Being honest and diligent, being friendly and accepting things, and being friendly with others can make you comfortable and hurt you a lot." [1] Bao Zheng admonished his descendants not to take bribes and bend the law, or they would not be buried in their ancestral graves. From the perspective of corruption cases, corruption often breeds in relatives and friends.

Fifth, patriotism can contribute generously. In his book with his wife, Lin Juemin said, "we should also be happy to sacrifice the welfare of our body and your body to seek eternal happiness for all people in the world. Do not be sad!" [1-3] In order to fight against the corruption and autocratic oppression of the Qing Dynasty, he gave up his family and died generously, which was really shocking. The legendary story of Hua Mulan's acting father joining the army and defending the country is a good textbook to encourage female college students to cultivate their patriotic feelings and the way of loyalty and filial piety.

In addition, the foreign excellent family style literature is worth learning. In the 18th century, Britain published a letter from the British diplomat count Chesterfield to his son Philip, which was called "the best family letter in history". Harvard Family Instructions, written by American writer William Bernard, is a classic work of family education with the purpose of promoting fraternity, character, dream and courage. [4, 5] In addition, South Korea, Japan, Singapore, Vietnam and other countries are deeply influenced by the Confucian cultural circle, and their works and experience of family instruction are also worth learning.

4. STRATEGIES FOR TRAINING FEMALE COLLEGE STUDENTS TO INHERIT GOOD FAMILY STYLE

In the case of the decline of family education, colleges and universities should strengthen the inheritance of good family style education.

4.1 Combine the inheritance of excellent Chinese family style with the education of socialist core values

First, excellent family style and socialist core values complement each other

Colleges and universities are not only the main position to publicize the socialist core values to young students, but also an important place to combine the good family style with the socialist core values. Excellent family style can enhance people's emotional recognition of the socialist core values, which is an important way to cultivate the socialist core values. The implementation of the socialist core values creates a new environment for inheriting the excellent family style.

Second, dig deep into the patriotic education connotation of red family style

The core of the red family style is the feelings of loving the

party and being patriotic and loyal to the ideal. The cornerstone is the political character of strict discipline and loyalty. The essence is the honest nature of self-discipline and integrity, and the historical responsibility of strict family management and inspiring inheritance. [6] The role of red family style in exemplary education for party and government leaders and members of the whole society cannot be ignored.

4.2 Combine the inheritance of excellent family style with the daily life and work practice of female college students

First, we should be diligent and thrifty, and consume reasonably. For example, through the theme class meeting of consulting "life consumption list" to evaluate the advanced individuals with reasonable consumption; through the "I do my best for my parents" initiative and summary during the holiday, guide female college students to love work and care for their parents. Through the activities of family education storytelling, family ethics drama performance, negative case exposure, etc., to help female college students establish the awareness of scientific consumption, rational consumption and reasonable consumption.

Second, have something to say. Through "positive emotion construction" lectures, essay performances and other forms, to help female college students to understand the power of language, cultivate "oral morality", and avoid disasters and self-harm.

Third, the new explanation of "men and women are not close to each other". The ancients emphasized that "men and women are not able to give and receive, men and women have different seats, eat different utensils, women do not go out of the middle door, etc., which is an unreasonable component of men's superiority and women's inferiority. However, we should also see that men and women are different, and the communication between men and women should follow the reasonable requirements such as etiquette. Today we are from the perspective of equality between men and women, respect and protection of women's rights to say that "men and women are not close to each other".

4.3 Take a good family style education form that is popular with female college students

First of all, we should make fun of teaching and imitate practice. There are various forms of family education in ancient times, which are worth learning from. The Moyang family in the Ming and Qing Dynasties said in the family instructions: "when children are young, they play, kneel, learn to bow, set sacrifices, and act as officers." Let children develop good tutoring in the game. According to the characteristics of children's characters, Wang Shouren, a Confucian scholar in Ming Dynasty, put forward the education method of

"tend to encourage". For example, if a child likes to shout, he will be taught to learn to sing poems. [7] Therefore, the education of good family style in Colleges and universities should often take the form of family ethics drama performance to inspire girls to understand the essence of good family style in imitation.

Secondly, we should pay attention to the society and practice. Colleges and universities should publicize excellent family stories to the community and the grassroots masses through practical activities of college students such as "three going to the countryside". In this practical activity of serving the society and purifying the rural customs, we should enhance the female college students' understanding of the traditional excellent family customs and enhance their moral cultivation.

Finally, we should organize rewards to promote the healthy spirit. Colleges and universities build a family practice platform through the evaluation of "hard work and plain living, thrifty and thrifty Award", "honor for elders and filial piety Award", "Ming ceremony and shame Award", as well as a wide range of traditional excellent cultural education and publicity activities.

As flubbel said, "the fate of the nation is not so much in the hands of those in power as in the hands of the mother.". Therefore, colleges and universities should combine their own reality to carry out the education of excellent family style for female students.

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Discussion on The Hidden Danger of Safety in The Nursing of Geriatric Department and Its Solution

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Abstract: Objective: to analyze the hidden danger of safety in the nursing process of geriatric medicine department, and to work out targeted solutions to improve the efficiency of clinical nursing. Methods: during the period from November 2018 to November 2019, a total of 90 inpatients in the Department of geriatric medicine of our hospital were selected as the subjects of this experiment, and questionnaire was used to investigate the potential safety hazards in the nursing process, as well as the number of common adverse events, and targeted solutions were developed based on the actual situation. Results: according to the investigation, the common adverse events in the nursing of geriatrics department include falls, falling down on the bed, pressure sores, pipeline prolapse, wrong drug delivery and so on. The main causes of the adverse events are that the nursing system is not perfect, the comprehensive quality of nursing staff is not high, the environmental facilities are improper, and the patients' compliance is not high. Conclusion: in order to reduce the risk and protect the patients' health and safety, we need to work out the corresponding measures to build a more efficient and perfect nursing model.

Keywords: Department of Geriatrics; Security Risks; Solutions

1. INTRODUCTION

In recent years, with the deepening of the aging trend in China, the number of the elderly is increasing, which leads to the increase of the number of elderly inpatients, and occupies the main part of the patients. As the elderly's own body immunity is deteriorating with the growth of age, it is more likely to cause adverse events during hospitalization, which has a serious impact on the physiology and psychology of patients. Therefore, in view of the potential safety hazards of the inpatients in the geriatric medicine department during their stay in hospital, it is necessary to formulate targeted countermeasures and solutions in combination with the actual nursing status, improve the safety awareness of the nurses and patients, so as to build a good nurse-patient relationship and improve the clinical nursing effect.

2. DATA AND METHODS

2.1 General Information

During the period from November 2018 to November 2019, a total of 90 inpatients in the Department of

geriatric medicine of our hospital were selected as the research objects of this experiment. After clinical examination, the disease types of the experimental objects mainly include Parkinson's disease, cerebral hemorrhage, cerebral infarction, etc. according to the disease types of patients and the types of adverse events, the existing nursing problems were analyzed Potential safety hazards, and formulate corresponding solutions. All the patients participated in the experiment voluntarily and signed the informed consent, which met the enrollment criteria. Among the 90 experimental patients, the number of male and female patients were 53 and 37, respectively. The age range was 60-82 years old, and the average age was (67.52 ± 1.15) years old.

2.2 Method

For 90 patients who participated in the stagger experimental study, the whole process of nursing intervention was carried out by the nursing staff, the adverse events occurred during the hospitalization were recorded and observed in detail, the existing or possible safety hazards were analyzed, and the experimental analysis was carried out, the existing safety hazards in the nursing of geriatric medicine department were summarized, and the corresponding solutions and improvement measures were put forward. At the same time, it is also necessary to observe the whole process of nursing staff, analyze their shortcomings in nursing work and solve them accordingly.

2.3 Statistical Treatment

The data involved in this experiment were statistically analyzed and processed by software spss20.0. For the test of the experimental results, t value was used, expressed as the incidence of adverse events in (%). When $(P < 0.05)$, the difference between the data was significant, with statistical significance

2.4 Result

Table 1. Common Adverse Events In Geriatrics (n = 90)

Category of adverse events	Number of cases	Incidence rate
fall	3	3.33%
Pressure sore	2	2.22%
Pipe out	1	1.11%
Wrong drug delivery	1	1.11%
Falling bed	1	1.11%

After observation and analysis of 90 elderly patients, we can see that the common types of adverse events mainly include falls, pressure sores, pipe prolapse, drug delivery errors and falling into bed. The analysis of possible causes of these adverse events mainly includes patients' own factors,

nursing personnel factors, environmental facilities factors and nurse patient relationship factors, as Table 1.

3.DISCUSS

3.1 Hidden Danger in Nursing of Geriatric Department

By analyzing and summarizing the adverse events in the Department of geriatrics in recent years, it can be clear that the potential safety hazards in geriatrics nursing mainly include the imperfection of nursing safety system, the improvement of comprehensive quality and ability of nursing staff, the lack of communication between nurses and patients, the tension between nurses and patients, and the improvement of nursing links and facilities [1]. For example, if there is a lack of communication between nurses and patients, it will cause that nurses cannot really understand the problems of patients, and then it is difficult to solve them, which will not only affect the smooth development of nursing work, but also cause the occurrence of nursing disputes. Improper environmental facilities include noisy nursing environment, slippery living area, etc., which may cause accidental injuries such as falls [2].

3.2 Solutions to Potential Safety Hazards

3.2.1 Perfect Nursing Safety System

Improve the nursing safety system of geriatrics department, clarify the importance of nursing safety, so that the relevant nursing staff can establish the awareness of nursing safety, and then help to improve the efficiency of clinical nursing safety. Specifically speaking, it is necessary to strengthen the nursing safety training for nurses, so that they can implement the nursing safety into the whole process of nursing, and conduct in-depth investigation of potential safety hazards, so as to promote the improvement of clinical nursing quality and efficiency, and reduce the probability of potential safety hazards. At the same time, it is necessary to establish a nursing safety management system, clarify the work responsibilities and requirements of different posts, and implement a strict shift system [3].

3.2.2 Strengthen the Comprehensive Quality Training of Nursing Staff

Nursing staff is an important participant and guide of nursing work. Only by ensuring their professional quality and technical ability to reach the standard, can they promote the follow-up nursing work smoothly and improve the nursing efficiency. Therefore, in order to reduce the incidence of potential safety hazards in geriatric nursing, it is necessary to strengthen the comprehensive quality and ability of nursing staff, and make clear and standardized the relevant nursing operations. At the same time, we need to develop more personalized nursing measures according to the characteristics of patients in geriatric

medicine department, so as to improve the effectiveness of clinical nursing [4].

3.3.3 Strengthen Communication Between Doctors and Patients

Building a good nurse patient relationship and strengthening communication with patients are also important elements to ensure the smooth progress of nursing work. For the Department of Geriatrics, due to the poor physical quality of the elderly patients, and the impact of the disease may affect their self-care ability, so it is necessary for nursing staff to strengthen communication with the patients, understand the problems of the patients in hospital, help to build a good nurse-patient relationship, and avoid the occurrence of nurse-patient disputes.

3.3.4 Improve Environmental Facilities

In order to ensure the safety and standardization of clinical nursing and enable patients to receive qualified nursing, it is necessary to create a suitable inpatient environment in strict accordance with the specified requirements, strictly eliminate the phenomenon of adding beds at will, and ensure the quality of nursing work [5]. At the same time, patients with tracheal intubation or ventilator need to be intensively cared, so as to ensure the rational use of nursing resources. In addition, due to the particularity of geriatric patients, the hospital needs to strengthen the setting of protective facilities to prevent patients from falling, falling and other adverse events.

4. CONCLUSION

To sum up, for the potential safety hazards in the nursing of geriatric department, we can improve and optimize the above measures to improve the quality and level of clinical nursing, ensure the nursing safety of patients, and reduce the incidence of adverse events.

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Integration Cooperation and Aesthetic Education: Modern Spread of Traditional Huangmei Opera Under Globalization

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Abstract: As an intangible cultural heritage, Huangmei Opera is a cultural memory link connecting Chinese emotions and an important carrier for promoting international cultural exchanges. Aiming at its current key issues, this article puts forward the contemporary communication strategy of contemporary Huangmei Opera with globalization as the background, including cross-domain cooperation, overseas communication and youth aesthetic education. The research adopts methods such as model analysis and quantitative empirical research. Through the transformation from linear transmission to three-dimensional communication mode, promote the establishment of Huangmei Opera's identity and cultural adaptability in cultural communication.

Keywords: Traditional Opera; Huangmei Opera; Aesthetic Education; Cultural Communication

1. INTRODUCTION

With the expansion of the influence of globalization on human society, it has gradually attracted the attention of various countries in the fields of politics, education, society, culture and other disciplines, and triggered a large-scale research boom. How to innovate and develop the local traditional culture under the background of globalization is a problem that must be faced, which needs dialectical thinking.

With the rapid development of China's overall strength and international status, cultural exchanges between China and the rest of the world are heating up, from the government to the people, from the field of literature and art to the field of ideology. Traditional Opera plays an increasingly important role in cultural exchange. Take Huangmei Opera, a local opera in Anhui Province, for example, which continues to play an important role and has made valuable achievements. Huangmei Opera, as one of the five major operas in China, is suitable for advancing with the times and realizing integration and innovation with its flexible and people-friendly characteristics [1-5]. At the same time, Huangmei Opera has a special history of overseas communication, not only in Hong Kong, Macao, Taiwan and Southeast Asia, but also in Europe and America. It has attracted the attention of scholars at home and abroad, laying a good foundation for further in-depth cooperation and value communication.

2. CURRENT SITUATION OF HUANGMEI

OPERA COMMUNICATION

2.1 SWOT analysis

With the implementation of China's "going global" strategy, it is a rare opportunity to push the traditional opera to the world. It not only has good opportunities for the country to deepen reform and opening up, economic globalization, rapid development of science and technology, especially information technology, but also faces severe challenges, mainly including:

(1) Stay in the hard output mode, domestic Troupes go abroad to perform stage plays after rehearsal, accounting for the vast majority of foreign exchanges, one-way symbol communication. It can no longer meet the requirements of external value publicity.

(2) In the cultural projects that absorb and draw on foreign elements, they are still in the stage of repertoire transplantation, and their independent positioning is unclear, and deep "cross regional cooperation" is rare.

(3) The external broadcasting is messy and scattered, and lacks the overall layout. It is necessary to broaden the channels of publicity, and actively play the role of various media to achieve multiple communication and integration, and explore collaborative communication solutions.

Combined with the current social and cultural context of Huangmei Opera, SWOT method is used to analyze its contemporary adaptability, forming four development paths: SO, growth strategy, ST diversification strategy, WO Turnaround Strategy and WT defense strategy (Figure 1).



Figure 1. SWOT analysis of contemporary development of Huangmei Opera

On the whole, while seeing the threats and disadvantages, we should tend to adopt the SO type growth strategy, that is, under the opportunities of revitalizing the performance market and increasing cross-strait cooperation, let

Huangmei Opera tell a deeply infectious Chinese story, and fully combine the opera singing, performance methods, classical pictures and other elements, flexible aesthetic form and bold integration To achieve the modern innovation of Huangmei Opera in the era of new technology and new media.

2.2 Key issues

From the perspective of theory, the integration, innovation and cross-cultural communication of Huangmei Opera is a process of "deconstruction, coding and construction" of symbols. First of all, "Deconstruction" is to analyze the differences between the inner feelings and the outer forms of Huangmei Opera in cross-cultural communication. Secondly, "coding" is to analyze the systematic adaptation of symbols from the perspective of semiotics. Finally,

"construction" is to solve the problem on the basis of finding out the problem and analyzing the problem, that is, to construct the cross-cultural communication path of Huangmei Opera, in order to obtain better cross-cultural communication effect.

Under the background of globalization, the inheritance, development and dissemination of Huangmei Opera are faced with three key problems:

- (1) The creative development of the noumenon elements of Huangmei Opera and its cross-domain integration with other artistic forms.
- (2) Break the regional restrictions and form a cross-cultural mode of communication path.
- (3) In view of the young generation, we should carry out the education of traditional opera and cultivate the aesthetic ability in the aesthetic edification. As Figure 2.

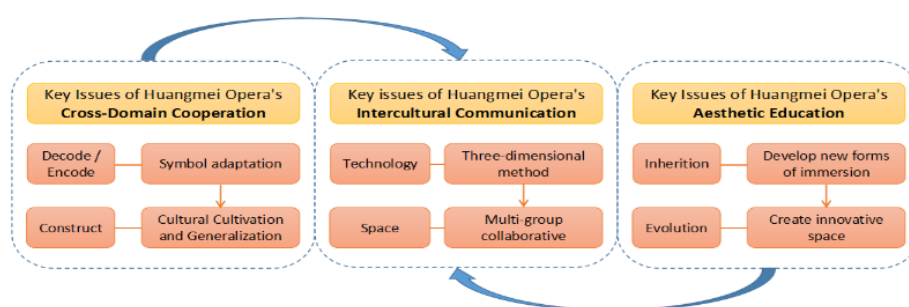


Figure 2. research key issues

3. CROSS REGIONAL COOPERATION STRATEGY OF HUANGMEI OPERA

Compared with traditional arts such as Peking Opera and Kunqu Opera, Huangmei Opera pays less attention to its profession and formula, which makes the marriage between Huangmei Opera and other arts more feasible.

3.1 Singing and performance

Singing is an important core of the essence of drama. Compared with other dramas, Huangmei Opera has not formed a professional singing. In the first period, the performing form of Huangmei opera was singing with a big original voice, drawing artistic nutrients from national songs. After Huangmei opera was gradually introduced into the city from the field, it gained an opportunity to communicate with other operas. In this process, Yan Fengying, the performing artist of Huangmei Opera, gradually fixed the singing method. The melody of Huangmei Opera has absorbed the advantages of Beijing opera, Kunqu Opera and other ancient operas. It is also in line with the tradition of popular music in China. In addition, with the modern concept and techniques of composition, it has become a very important part of popular music in the 20th century. This kind of "using modern sound equipment to mix folk songs and popular singing to make Huangmei Opera song like" However, compared with Kunqu Opera and Beijing opera, the catchy, enthusiastic and lively Huangmei opera music is easier to obtain the rapid recognition and aesthetic cognition of contemporary people [6-9].

Comparatively, Huangmei Opera developed and matured later (about the Second World War), and its performance flexibility was very large, which was different from the traditional method of Beijing opera or even older Kunqu Opera. The earliest performers of Huangmei Opera emphasized the observation and understanding of the details of daily life. Once the performers moved the actions from life to the stage, they would promote them once they were recognized. Especially Yan Fengying's performance highlights this point, and her life style of performance has become a set of lively and natural.

We should give full play to the characteristics of Huangmei Opera, such as free performance and strong absorption, and inherit the good tradition of cultivating star actors with personal charm, so as to cultivate excellent opera actors with contemporary affinity.

3.2 Emerging technologies

Since the 1950s, Huangmei Opera has chosen to "marry" with film and television, which makes Huangmei Opera develop rapidly from a local opera to a local opera, and finally become one of the five major operas in China. This is not only a historical opportunity, but also a correct choice for Huangmei Opera to keep pace with the times. In the realistic context where the living space of traditional opera is very limited, Huangmei Opera, outside the traditional stage position, constantly uses the new mass media to choose the way of film and television communication in order to achieve new brilliance. The research proves that it is an effective way to extend the stage of Huangmei Opera to the screen and the screen from the rich and colorful modern media. This combination should be further

integrated and developed with the aesthetic level of the contemporary audience, modern thinking and more abundant film and television art skills on the basis of early practice.

Huangmei Opera is brave in absorbing technology. For example, in 2017, Anhui Huangmei Opera Theater re arranged the Huangmei Opera film *Dragon Lady*, which made it onto the stage of Anhui Grand Theater. The new rehearsal of the drama not only uses various digital electronic technologies to create various imitations, but also constructs a virtual reality through imitations, and replaces another kind of landscape - macro performance, such as the Dragon Palace, with a landscape in another place. This kind of virtual reality is the "second reality" created by human using digital technology, which is very realistic. Of course, modern scientific and technological means also create a more realistic stage effect, and continue to enrich the communication form of Huangmei Opera.

As far as the current technical speeches are concerned, the author believes that in the form of stage or film space setting, we can use digital means to grasp the scale and create exquisite classical images. Actively integrate VR, electric light and shadow, immersive drama and other technologies. For example, in terms of the inner expression of characters, the experimental drama launched by the virtual reality Drama Art Research Institute of i.e.VR of the University of Kansas in the United States uses virtual reality technology to immerse the audience in the special psychological activities of the characters, let the audience integrate into the characters, feel her anxiety and confusion, and try to use the helmet device to superimpose the pictures to expand the stage space, and change the camera perspective To replace the role of actors and audience thinking and exploration. Today, in VR content production, CG's refinement and efficiency have been significantly improved. The development of panoramic splicing technology has promoted the emergence of real-time virtual content, and action capture and spatial positioning technology has enriched the dramatic interaction. At present, VR technology has achieved a degree of authenticity that can transform the dramatic art. The stage art integrating electro-optic phantom is becoming more and more popular, and the stage aesthetics has also changed dramatically. In recent years, the emerging multi stage experience and immersive theatre are all technical tools that can be incorporated into Huangmei Opera innovation.

3.3 The concept and repertoire of Western Drama

Huangmei Opera is not only a cultural heritage, but also a branch of modern drama. Therefore, we should integrate the practice of avant-garde theatre concept into some plays, and fully consider the relationship among actors, story, audience and space. Chinese opera itself has the gene of "small theater". A simple table and two chairs on the stage can depict thousands of rivers and mountains or interpret the rise and fall of history. However, with the changes of the times and

the difficulties encountered by opera, the innovation stage only stays on the surface, making some high-tech sound and light films, and making some small patterns on clothing and props. The author believes that Huangmei Opera has less burden, more freedom of creation, and is easy to understand compared with other operas, so it can carry out small theater experiments, inject modern spirit, and form "space poetry" proposed by Alto, a post-modern drama theorist. "Innovation is the best inheritance and persistence", through the integration of new ideas and old tastes, we can win the market and the future.

Pay attention to the connection with the world cultural and artistic events, and insert and quote the relevant artistic forms. For example, zaifen Huangmei Art Theatre brings Huangmei Opera Lyric comedy midsummer night's dream adapted from the British dramatist Shakespeare's comedy of the same name, which makes the famous western drama and the traditional oriental drama collide and penetrate, which is an innovation in itself. While retaining the romantic comedy style of Shakespeare's original work, the whole play integrates the unique lyricism and narrative of Huangmei Opera in the form of performance, and uses the artistic processing of slow lens, rewind, etc. in the donkey's dance, the Spanish bullfight and Tango are combined to innovate. This creative transformation of traditional art, coupled with the humorous lines created by the young team, undoubtedly narrowed the distance between Huangmei Opera and the audience, and won the love of the audience, especially the young people.

4. CROSS CULTURAL COMMUNICATION STRATEGY OF HUANGMEI OPERA

4.1 Export overseas

Huangmei Opera has a profound influence on Hong Kong, Macao, Taiwan and overseas Chinese. Hong Kong and Taiwan have a special group of singing stars called Huangmei opera singers, such as Jingting, Lin Shurong, Lin Shujuan, Xiao Lizhu, etc., and Xi Xiulan (native Anhui), who is familiar to mainland audiences. Deng Lijun, Xu Xiaofeng, Zhang Guorong, etc. have all sung classic songs in Huangmei Opera movies, most of which are Huangmei Opera movie songs, including suburban road, visiting Britain Taiwan, tiannusanhua, play emperor, play Phoenix and so on. Some of them are songs created according to the music rules of Huangmei tune, or folk tunes sung in Huangmei tune. Many Hong Kong and Taiwan films have quoted the classic Huangmei tune.

This is because, in the 1960s and 1970s, Shao brothers produced a series of Huangmei style films, which set off a popular upsurge in Hong Kong, Taiwan and Southeast Asia for more than ten years, and was rated as the "first step to take off" of Hong Kong Mandarin films. These films are full of "type" original enthusiasm, showing the social situation during the period of historical changes and the rapid development of artistic thoughts, and showing the unique humanistic picture in the context of the times. Huangmei tune films have historically become a multi-objective ensemble. The audience's expectation is to appeal to the family stories and historical legends of collective memory. After 1949, Britain, the United States and other countries had political opposition with China, blocked the connection

between Hong Kong and land, and the Chinese who were far away from the central plains were definitely cut off from the root of traditional culture, which was deeply rooted in their hearts. Their hearts were full of wandering anxiety. Their nostalgia is a one-way recollection, which is based on the surreal dream of history. Through songs and dances in Huangmei tune and familiar stories, they get the best emotional channel of "I watch, so I am". Shao Yifu hopes to seize the popular baton of Huangmei Opera "the match of immortals" from the mainland, and add a great performance of singing and dancing, so he sets the full-color large screen as the production strategy.

The performance of Huangmei Opera Troupe in Hong Kong, Macao and Taiwan was warmly welcomed. Huang Xinde, an artist, recorded the special experience of Anhui Huangmei opera troupe performing in Hong Kong in the winter of 1981: the performance was highly praised by all circles, and the warm scenes were unforgettable for a long time. In 2002, in order to commemorate the 40th anniversary of the release of the film "Liang Shanbo and Zhu Yingtai", young producer Li Zhizhi invited Ling Bo, Hu Jin and the actors of that year to perform a large-scale musical stage play "Liang Zhu 40", formally putting "Liang Zhu" on the stage. From the end of 2002 to the end of October 2003, the stage plays even performed in Singapore, Malaysia and Vancouver, which was unprecedented.

In recent years, the cultural communication and exchange of Huangmei Opera in Hong Kong, Macao and Taiwan have increased with a good response. For example, Han zaifen, an artist, went to Hong Kong and Taiwan for many times to perform such classic plays as "Huizhou woman" and "the son-in-law". A new perspective of Anhui Huangmei Opera Theatre Huangmei Opera "Cowherd and Weaver Girl" performed in Hong Kong. New historical plays such as "Chuan Deng", "Li Shizhen" and "Dongpo" from Huangmei Opera Theater in Hubei Province were performed in Taiwan. Hong Kong and Taiwan also performed in the mainland many times with Huangmei Opera. For example, Taiwan Yunqing music dance troupe performed Taiwan's Huangmei Opera "Liang Zhu" in Anqing. In addition to borrowing the plot and performance mode of Huangmei tune movie, the performance also adds creative and ingenious thinking on the stage.

4.2 Two-way communication project design

For Hong Kong, Macao, Taiwan and overseas Chinese, we should take the film memory of Huangmei tune as a cultural link and promote sharing and interaction. Specifically, we can further strengthen content interaction and explore two-way interaction path.

Hong Kong, Macao and Taiwan have a good market for Huangmei Opera. The author thinks that we should further explore the project design and development with two-way communication content. For example, we can exchange art and culture through the classic bridge of Huangmei tune film, which can be adapted,

transplanted and even deconstructed and upgraded in the form of postmodernism. Furthermore, through the design of cultural projects with consensus, it can play a role in promoting the development of Chinese cultural identity.

For Huangmei Opera, in the creation of the story content, we should not worry about "ploughing the land", but focus on the story (traditional folk) level. The key is to have a new understanding of the traditional story, a new perspective, and a new way to tell the story. That is to say, how to "re represent" with modern spirit and concept. In this respect, the success of jade fairy launched in 2017 by Huangmei theater in Anqing city is a good example of this practice direction, reflecting the modern theater and modern thinking in story creation. The costumes and stage adapted from the biography of zhumaichen in Hanshu and yutianxian are simple, but the story is gorgeous. The writers and directors use modern means in the story, giving modern significance. From this point of view, although yutianxian tells the story of 2000 years ago and its performance form is very traditional, its core is in line with international standards. For example, in the performance in Seoul, South Korea, there were few Korean audiences who had met Huangmei Opera and understood the story of the Western Han Dynasty. In 2018, he won the "Best International Drama Award" of the third Korean Drama Festival.

At the same time, in the aspect of propaganda posters, we should also be in line with the world's drama aesthetics. For example, zaifen Huangmei Opera Art Theater's poster for the performance of "the son-in-law" on March 3, 2019 completely abandoned the creative method of taking the main character's stills as the main elements in the picture.

5. AESTHETIC EDUCATION OF HUANGMEI OPERA

5.1 Acceptance status of contemporary youth

In the 7-point Likert scale system, 285 young subjects were surveyed and found that the average score of "experience of watching traditional Chinese Opera" was 2.65, the median was 3, which was lower than the median of 4; the score of "experience of watching Huangmei Opera" was only 2.35, the median was only 2. It can be seen that the contemporary youth generally lack contact with opera. In terms of the partial distribution of the two, the subjects' viewing experience of Huangmei Opera is more inclined to the "never" direction. However, the data peak of Huangmei Opera viewing experience is 1.147, which indicates that Huangmei Opera accepts more extreme values than opera. At the same time, from the standard deviation coefficient, 285 subjects tend to be more stable in the overall evaluation of opera, while the overall evaluation of Huangmei Opera has volatility, that is to say, some subjects have a large range of cognitive differences, and it can be considered that regional is still a positive correlation factor of a certain opera and its derivative culture. The result shows that the most important problem for the contemporary survival and development of traditional opera is cognition and education, as Table 1.

According to the results of this survey, what the contemporary audience, especially the young college students, lack is not the enthusiasm for national art, but the basic knowledge. This requires the follow-up of the

aesthetic education program, especially in the form of promoting the art of Huangmei Opera in a lively way, based on aesthetic education and upgrading the taste,

so as to cultivate the art pioneer of "creating a new rhythm" (Baihua Zong) in the new era.

Table 1. current situation of young people's acceptance of traditional opera and Huangmei Opera

	Average	Median	Skewness	Kurtosis	Standard Deviation
Experience of watching traditional Chinese Opera	2.65	3.00	0.841	0.759	52
Experience of watching Huangmei Opera	2.35	2.00	1.258	1.147	63

At present, at the management level, the government has established a basic system for the inheritance of Huangmei Opera in Colleges and universities, such as the establishment of opera expert database, off campus guidance center, on campus and off campus opera communities, taking the lead in achieving the goal of every student watching an excellent opera performance every year in the province. The State Council and Anhui provincial government have successively issued policies and guiding opinions to support the inheritance and development of opera, improved the work system of opera art protection and inheritance, and gradually built a talent training system combining school education and opera art performance group transmission.

It should be said that the current focus has gone from the management mechanism level to a more complex issue of aesthetics and communication, which is related to the connotation development of Huangmei Opera inheritance. At present, the problems to be solved are as follows: in terms of positioning, Huangmei Opera and other operas (such as Kunqu Opera, Peking Opera, etc.) need to fully reflect the "local" advantages of cultural heritage and highlight the regional value in Campus Aesthetic Education and communication; secondly, the mode is relatively simple, and professional groups enter the campus in the "2 + X" mode a classic opera plus a lecture plus an innovation activity) is the main part, and the depth of aesthetic education is insufficient; moreover, the living form of campus heritage is insufficient, which is not fully aimed at the characteristics of students in school, and cannot carry forward the characteristics of intangible cultural heritage in the contemporary context.

5.2 Contemporary aesthetic education scheme design

(1) To respect the uniqueness of Huangmei Opera as an intangible cultural heritage, to find its own regional characteristics from the perspective of folk, rural interest, historical memory value, to avoid the same mode as other operas, to explore the content, law and form of adaptive aesthetic education communication in the contemporary context, and to establish the ontological self-confidence in the new context.

(2) From a macro perspective, the traditional opera is integrated with the history of art, human history and regional culture, and the great historical context is taken as the communication background to enhance the spiritual height of aesthetic education inheritance. Combined with the history of drama, human history,

regional culture and country ceremony of local opera, this paper discusses various aesthetic education forms such as "drama outside drama". From the perspective of "historical thinking", this paper explores the display mode of Huangmei Opera in the field of historical view, combines with humanities scholars and opera artists to carry out the campus inheritance aesthetic structure design and rebuild "nostalgia emotion".

(3) Development of new forms of aesthetic education. The method of "immersion" is introduced to lead college students to participate in the process of drama creation in a digital interactive way, so that they can dynamically accept traditional art. Especially with the substantial progress of 5g technology, "online" or "on-site" tends to be realized. Applying the new technology, we can construct the scene type aesthetic education space of Huangmei Opera. Design an immersive experience project with full sensory launch and full devotion.

(4) Create innovation space. This paper discusses the national spiritual value, thinking mode, imaginative expression and cultural consciousness contained in Huangmei Opera, extracts the aesthetic quality rich in vitality as the material, plans a series of artistic innovation and College Aesthetic Education Exhibition and other activities, carries out cross-border cultural innovation in combination with vision, architecture, design and other disciplines, and carries out various forms of activation and inheritance.

6. CONCLUSION

To sum up, the revival of opera is still a real problem worthy of study. Huangmei Opera, as a local cultural and national intangible cultural heritage, can be modernized and internationalized into a Chinese opera art form with a global perspective. This process is to create truly influential art brands and products, and effectively supply the needs of international audiences. At the same time, it is also an ideal to promote the exchange and mutual promotion of different cultures in the world through the intermediary of traditional national culture. Therefore, this process cannot only stay in theory, but requires domestic and foreign performance groups, cultural institutions, public relations organizations, specialized media organizations, etc. to form a joint force, and use all kinds of new media and Internet mobile technology to contact artists, academic researchers, overseas Chinese, colleges and universities, forming a three-dimensional communication path composed of a variety of media.

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Analysis on The Problems and Countermeasures of E-Commerce Reverse Logistics Management

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Abstract: E-commerce, referred to as e-commerce, refers to trading activities and related service activities on the Internet, intranet and value-added network. E-commerce promotes the development of logistics industry. Logistics covers the delivery and return and exchange services in e-commerce platform, and becomes a bridge between enterprises and customers. It strengthens cooperation with e-commerce platform, and builds a good return system, that is, reverse logistics. This paper puts forward effective solutions to the management of reverse logistics in e-commerce, and the research results are for reference only.

Keywords: E-Commerce; Reverse Logistics Management; Problems and Countermeasures

1. INTRODUCTION

Reverse logistics mainly focuses on the market and consumers, including the process of goods transportation from consumers to merchants. The transportation process of reverse logistics is mainly driven by the merchants. The logistics expenses are settled by the merchants' customers and the third-party logistics in a unified way. In the whole reverse logistics process, all procedures are completed on the online trading platform, protecting the privacy of the merchants and consumers, and improving the satisfaction of consumers [1].

2. CONTENT OF LOGISTICS MANAGEMENT SYSTEM

E-commerce logistics changes the traditional physical management mode, mainly uses computer information technology to realize the systematization of enterprise sales. It can optimize the logistics management system according to the needs of consumers, reasonably establish the location of picking up and inventory, bring convenience to consumers' lives, and bring economic benefits to enterprises.

3. THE VALUE OF REVERSE LOGISTICS IN E-COMMERCE

3.1 Improve the value of consumers

The development of modern social economy mainly depends on the consumer's consumption direction. E-commerce enterprises enhance the consumers' preference for products or services, enhance the level and reputation of businesses in the platform by improving the reverse logistics service level, so as to improve the economic benefits of businesses.

3.2 Advocate the development of green economy

In recent years, the state has advocated the concept of environmental protection. Consumers' awareness of environmental improvement has been improved, and the destruction of ecological environment has been reduced. Reverse logistics management has carried forward the concept of green economy to realize the reuse of resources. When consumers are not satisfied with the goods, the production of garbage can be reduced, and the goods can be returned and exchanged, which not only improves the consumers' good feeling for the enterprise, but also improves the businesses Reduce the loss of cost [2].

3.3 Effective control of enterprise cost

Due to the development of reverse logistics, according to the survey and statistics, the situation of return and exchange of goods shows an upward trend. Therefore, if enterprises want to reduce the cost input and increase the profit space, they need to build a complete reverse logistics service to ensure the stable economic development of businesses.

4. PROBLEMS OF REVERSE LOGISTICS IN E-COMMERCE

4.1 Wrong understanding of reverse logistics

Most enterprises mistakenly understand the role of reverse logistics, and think that if there is a return and exchange situation, the interests of enterprises will be reduced, so they only focus on the development of pre-sales services, and in the long run, it will bring certain damage to the reputation of enterprises, and the goodwill of consumers will also be reduced, so maintaining a healthy reverse logistics management will bring long-term interests to enterprises.

4.2 Lack of reverse logistics management information technology

In the e-commerce platform, there should be different degrees of reverse logistics services, such as seven days' no reason return, freight insurance services and other services. Due to the uncertainty of reverse logistics, it is necessary to improve the reverse logistics management information technology, protect the legitimate rights and interests of consumers, improve the consumers' preference for enterprises, and promote the second purchase of consumers.

4.3 Lack of professional talents

The reverse logistics management under the e-commerce platform is a new industry, which needs the assistance of professional technical personnel and management personnel. In view of the diversity and uncertainty of the development process of reverse logistics, it needs professional knowledge and ability to solve effectively, so as to ensure the long-term and stable development of e-commerce and reverse logistics management.

4.4 Consumers' rights and interests are damaged

Consumers can only distinguish the quality of goods by observing pictures on the e-commerce platform. When the goods received by consumers are inconsistent with the online pictures, the legitimate rights and interests of consumers are damaged, and it is impossible to determine whether it is the responsibility of enterprises or logistics. Therefore, the state should improve laws and regulations to protect the legitimate rights and interests of consumers [3].

4.5 imperfection of laws and regulations and responsibility mechanism of the Ministry of law
China's laws and regulations related to e-commerce have not been improved, which causes the government to have some difficulties in the management of online trading platform. China can learn from foreign management system, combined with China's characteristics and national conditions, design the laws and regulations suitable for China's online trading platform to avoid the consumption of resources and the development of enterprises that abandon the concept of environmental protection.

5. COUNTERMEASURES AGAINST REVERSE LOGISTICS IN E-COMMERCE

5.1 Build the integration of forward logistics and reverse logistics

In the process of constructing reverse logistics management system in China, it can be combined with forward logistics management system to promote enterprises to realize the importance of reverse logistics, realize the information sharing of logistics system, promote enterprises to implement low-cost and high-efficiency management policies, and ensure the stable development of e-commerce platform.

5.2 Optimize reverse logistics management information system

For the construction of reverse logistics management system, it needs the help of computer network information technology. The system can sort out and classify the goods according to the reasons and ways of return and exchange, code and track the information of the goods, ensure that the goods complete the transportation process in the reverse logistics system, and safeguard the legitimate rights and interests of enterprises and consumers.

5.3 Increase the training of professional talents

Due to the rapid development of reverse logistics system, the society should strengthen the training and utilization of professional talents. Logistics enterprises can also form school enterprise cooperation relationship with higher vocational colleges, cultivate a large number of comprehensive talents, promote the

efficient development of reverse logistics in China, and promote the economic development level of enterprises.

5.4 Reduce the return situation of consumers

In modern society, virtual reality technology can be used to enable consumers to understand and understand the goods, reduce the return and exchange of goods due to the non-conformity of goods, reduce the losses of enterprises, and safeguard the legitimate rights and interests of consumers and enterprises [4].

5.5 Improve laws, regulations and policies of reverse logistics industry

The application of e-commerce platform has been widely existing in people's life. The state should improve the laws and regulations of reverse logistics industry as soon as possible, create a benign and harmonious environment for the development of reverse logistics, optimize the rules of e-commerce market. For the government, through improving the laws and regulations and other measures, it can effectively solve the problems of reverse logistics management and promote the development of enterprise economy.

6. CONCLUSION

To sum up, with the rapid development of e-commerce in recent years, the emergence of reverse logistics is inevitable. In the field of logistics, it is necessary to build a reasonable management system for return and exchange services, to protect the legitimate rights and interests of enterprises and consumers, and to play a role of communication bridge. In the development environment of e-commerce in the world, we can build a reverse logistics management system suitable for China by referring to the management system of foreign countries and combining with the characteristics of China's national conditions. At the same time, the government needs to strengthen the supervision and management of e-commerce market, ensure the safety and standardization of e-commerce platform, and promote the economic development of enterprises.

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The Construction of Trinity Education Mode of College Physical Culture

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Abstract: With the continuous development of culture and economy, people's living standards have been greatly improved. People's requirements for education are also constantly improving. Among the various elements of higher education, physical education is one of the most important. However, the education in Colleges and universities is still an old-fashioned method. In the current situation, the theoretical teaching in Colleges and universities must be changed. Therefore, it is of great significance for the ideological and moral education of teenagers to build a trinity education model of family, school and society.

Keywords: College Education; Trinity Education; College Sports Culture

1. INTRODUCTION

In today's society, people's economic level is constantly improving, and the requirements for education are also constantly improving. People are not satisfied with the knowledge that college physical education teaches students, so we need a systematic model to teach students knowledge. For college physical education teaching, the Trinity is the first education mode which is guided by teachers, students' practical experience and the influence of social environment to meet the needs of students' teaching [1-3].

2. THE CONSTRUCTION FOUNDATION OF "TRINITY" MODE IN COLLEGES AND UNIVERSITIES

2.1 Necessity of "Trinity" mode

2.1.1 Improve students' enthusiasm for sports

Most of the students in Colleges and universities are now in the period of laziness. Most of the students do not like sports and have low enthusiasm for sports, so it is urgent to improve their enthusiasm for sports. According to the research, the physical quality ability of contemporary college students is decreasing in turn, and the physical quality of freshmen and sophomores is barely standard, but the physical quality of freshmen and sophomores is declining, and the obesity rate is increasing. The number of students who are obese and overweight is increasing.

To improve students' enthusiasm for sports, we need the joint action of society, teachers and individuals. The "Trinity" education mode can quickly improve students' interest in sports, and enable students to carry out sports training and sports independently.

2.1.2 Contribute to the long-term inheritance of the school culture

College sports culture is the key point used to cultivate

college students' sports. According to statistics, more than 80% of college students are not satisfied with the existing sports culture. The trinity teaching mode can integrate the current situation of the society and the current needs of students, plus the teachers' understanding of sports, and can plan sports activities more in line with students' psychology. In this way, it can also show students the hidden interest in college sports activities, and also reflect the importance of the school for students. This kind of management mode can enrich the sports culture of our school and make it easier for students to pass it down.

Therefore, the university sports culture not only needs the cooperation of students, but also needs the cooperation of teachers, as well as combining with the general trend of society to formulate relevant activities. In imperceptible, it also inadvertently improves the tacit understanding among students, teachers and the school.

2.2 Brief introduction to the "Trinity" model

The traditional physical education in Colleges and universities is only limited to the judgment of students' sports skills and theoretical knowledge, but the judgment of students' emotion, attitude and the degree of students' progress is not comprehensive enough. So this aspect needs to be improved, and because the students are different in the innate talent for sports, so their effect in the process of learning sports is also different. In the old physical education of colleges and universities, the teachers treated the students equally, and didn't make the professional training plan for a certain student, so this was the disadvantage of the old physical education model. In addition, the old education model is boring, and students may be tired of learning.

Nowadays, the new "Trinity" education mode in Colleges and universities is closer to students' psychology. It considers the set teaching plan from many aspects. Through information technology, the traditional teaching plan can be transformed into a more interesting plan, which can fundamentally enhance the students' interest in sports learning, from the traditional teaching mode of teachers explaining students' exercises to the mode of students' autonomous learning, so as to promote the improvement of students' learning sports quality. Combined with the trend of social hot spots in contemporary society, a more novel sports training project is produced.

The model is a combination of teacher guidance, students' practical experience and the influence of social environment, which has changed the previous single teaching method, easier to enhance students' interest in sports and reduced the teaching burden for College PE teachers.

2.3 Characteristics of "Trinity" mode

"Trinity" education mode: first, it skillfully combines the

boring sports training items with the spirit of the times, and plays a positive role in education in the society; second, it contains a lot of sports cultural foundation and connotation, with deep sports cultural heritage; third, it actively participates students in sports and sports culture Strong humanistic spirit as an important link, so that students can feel strong sports culture; fourth, it can create a good campus sports atmosphere, so that students can imperceptibly feel and understand the sports spirit, sports ethics and its norms, in which students can inadvertently learn a lot of sports culture. From these four points of view, the trinity teaching mode is very close to the education mode required by the development of the times. It is also more conducive to the spread of sports culture in the future, and it plays an important role in promoting.

3. ANALYSIS OF THE "TRINITY" MODEL IN COLLEGES AND UNIVERSITIES

"Trinity" education mode is mainly an education mode which is guided by teachers, practiced by students and edified by social environment.

The first is teacher guidance, which mainly refers to the teacher's description of the students' situation, language or personal demonstration in the process of teaching, so that students are interested in one of the sports. This is a link that often appears in daily teaching, which has a very important impact on students' interest in sports and its force. In short, this link is indispensable and plays an extremely important role.

Secondly, in the students' practical experience, the practical experience refers to the students' own feelings about a certain matter, so as to promote the next understanding of this matter. Students in the physical education teacher teaching practice experience. Through their own practice and understanding of the sport. Then they improve their motor skills. So as to promote students to have a deeper understanding of their interests.

Finally, the influence of social environment on education mode. It refers to the influence of external things on one's own individual. However, in sports, it pays more attention to the atmosphere of sports learning. Because in a good range of sports will promote students to have a positive impact on sports, so that they form a habit of sports. However, if the

social environment of the sports atmosphere is poor, it will affect the enthusiasm of students' sports learning. The students' subjective initiative and their own initiative are usually affected by the surrounding environment.

However, in the mode of physical education in Colleges and universities. Physical education teachers need to understand these three factors at a deeper level. So that these three factors can be more harmonious together, so that their own teaching programs can inadvertently reveal these three elements. In order to make these three elements play a positive role, for their own use, so as to form their own teaching philosophy. And improve their own physical education level and teaching ability, so as to promote the quality of physical education in Colleges and universities.

4. CONCLUSION

Nowadays, the physical culture of colleges and universities in our country is mainly constructed by the Trinity education mode, among which they are mainly composed of three elements, which are guided by teachers, students' practical experience and the influence of social environment. In addition, teachers can also focus on strengthening the in-depth exploration and learning of teaching objectives, teaching contents and teaching methods in teaching students. With the old mode of education has changed a lot, and also achieved phased success.

However, it is still suggested that physical education teachers in Colleges and universities should continue to learn the relevant knowledge in teaching and apply it to practice in actual teaching, constantly find problems, put forward problems and solve them. In the process of finding problems, they should improve their teaching ability and professional level, and use them flexibly.

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Development Mode and Countermeasures of Agricultural Products Network Marketing Channel in E-Commerce Era

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Abstract: With the changes of the times and the continuous development of science and technology, China's e-commerce is also making continuous progress. With the rapid development of e-commerce, e-commerce emerges as the times require. Nowadays, in our daily life, e-commerce is almost all involved, and agricultural products online marketing is one of them. E-commerce has brought a brand-new modern development opportunity for the marketing of agricultural products. In this paper, the author focuses on the development mode and Countermeasures of the online marketing channels of agricultural products in the era of e-commerce.

Keywords: E-Commerce Era; Online Marketing Channels; Agricultural Products; Development Mode and Countermeasures

1. INTRODUCTION

Farmers are the main suppliers of agricultural products in the national agricultural trade market. Their hard work has guaranteed people's clothing, food, housing, transportation and other aspects, and promoted the development and progress of the whole social economy. However, the cultural level of rural residents is generally not high, which to a certain extent limits the marketing channels of agricultural products, hinders the pace of rural economic promotion, and is not conducive to the goal of building a well-off society in an all-round way in a socialist modern country. E-commerce solves these problems perfectly. E-commerce makes use of the objective environment of today's developed network, and pushes a large number of agricultural products sales to the electronic products of network users through the network marketing method that everyone likes [1-3]. If someone needs to buy these agricultural products, it can find businesses through the network channel, and ultimately achieve the benefit of killing two birds with one stone; and even if some people do not need these agricultural products temporarily, they are likely to become potential customers of these businesses in the future, providing new possibilities for the sale of agricultural products. However, there are still some loopholes in e-commerce. In the face of these loopholes, we should explore the development mode of agricultural products network marketing channels and how to deal with the disadvantages of these network channels.

2. WHAT ARE THE PROBLEMS IN THE ONLINE MARKETING OF AGRICULTURAL PRODUCTS IN CHINA

2.1 Breach of contract in online transactions is common

In the process of online transaction, the default behavior of merchants or customers generally makes the online marketing of agricultural products have great risks. Due to the existence of some businesses or customers with low moral quality, after the completion of the transaction, it may be that the customers receive unqualified agricultural products, or the customers may ask for a refund after receiving and using agricultural products. The existence of these people is nothing more than "a rat shit, a pot of soup", which lowers the comprehensive quality of people in the era of e-commerce, destroys the moral atmosphere of e-commerce, and makes the farmers who provide agricultural products or the customers who have demand for agricultural products lose a lot. They dare not touch the online marketing channels again, for fear of being cheated again.

2.2 The management system of network marketing is not strict

In the face of online marketing scam, the management system is not strict, which promotes the risk of online transactions and hinders the new situation of agricultural products sold through online marketing channels. As we all know, agricultural products are generally mass-produced and a large number of products for sale, and the capital flow involved is also very huge. If there is a problem in the network channel, there will be a big loophole in the capital flow of businesses or farmers. At present, the management system of network marketing in our country is not strict. To some extent, it lacks the system of standard and flexible handling of relevant situations. This situation is not conducive to the goal of poverty alleviation projects in rural areas, but also creates unstable factors and social burden.

3. WHAT IS THE DEVELOPMENT MODE OF AGRICULTURAL PRODUCTS NETWORK MARKETING CHANNEL IN CHINA

3.1 Merchants and farmers

This kind of development mode is the most common. Due to the limitations of farmers in various aspects, they usually cannot directly sell their agricultural products on the network. In this case, businesses play an important role in the media, playing an important role in promoting agricultural product advertising for farmers and contacting buyers. In such a mode, farmers only need to be responsible for the production and transportation of agricultural products, and only need to ensure the quality of agricultural

products; and the business needs to do is relatively complex, they need to be responsible for the comprehensive information of all aspects of agricultural products, but also need to connect both sides of the media, establish a balanced and mutually beneficial relationship between businesses and farmers, and play in the network marketing channels It plays an important role.

3.2 Government and farmers

This kind of development mode that needs the participation of the government can attract people's favor in the network era of fraud, because the credibility of this mode is stronger than that of the merchants on the network. This mode also brings more eye-catching benefits for farmers to sell agricultural products. In order to help poor farmers, the state provides a lot of subsidies for farmers in various aspects, helping them to solve the problem of insufficient sales channels of agricultural products, leading to unsalable products. The participation of government agencies has built a more solid and reliable communication bridge between farmers and buyers, and has made indelible contributions in the network marketing channels.

3.3 Intermediary and farmers

As the era of e-commerce is a changing era, various development models have emerged, bringing more development opportunities for farmers, and intermediary agencies are one of them. In this mode, the intermediary through the collection of various network information, provides numerous opportunities for farmers to sell, and promotes the progress of agricultural products marketing in the network marketing channels.

3.4 Farmers and farmers

As we all know, unity is strength. When countless farmers unite, they become a united group in a certain sense. In this mode, mutual benefit is a normal form. Only when farmers unite to establish a mode of resource sharing and information sharing, can farmers effectively avoid bad businessmen in the process of selling agricultural products, and make their daily hard work become a bubble. The strong combination between farmers and farmers brings more benefits to individual farmers, and accelerates the healthy development of agricultural products in the network marketing channels.

4. WHAT ARE THE DEVELOPMENT STRATEGIES OF AGRICULTURAL PRODUCTS ONLINE MARKETING

4.1 Improve the management system of network marketing

In the previous article, we have mentioned that the lax management system has seriously hindered the

development of online marketing channels of agricultural products, and brought unknown risks to all parties of online transactions. In the face of such factors that are not conducive to development, the personnel of the relevant departments of the state should take action to investigate all kinds of situations that may be encountered in the network marketing channels, such as farmers, merchants, buyers, and even logistics. To deal with such intractable events, we should fully understand the situation, think about the problems from the perspective of the other party, establish a stricter network marketing management system, and solve the problems encountered by all parties in the transaction process in a contingency way.

4.2 Realize the highly integrated information of network marketing

In today's highly information-based society, it is not a problem to realize the dissemination of network information, but because the network marketing channel is a huge system, in this case, how to systematically carry out information integration has become an urgent problem to be solved. First of all, businesses and farmers should learn to use the power of the platform to ensure the reliability of the marketing platform. Only on a regular online trading platform can all parties get authentic and comprehensive information. Second, they should actively pay attention to the market dynamics and changes in national policies, because this information can provide a precise vane for the marketing of agricultural products and avoid the purchase of agricultural products Economic loss in selling.

4.3 Improve the network knowledge level of farmers

In the era of e-commerce, the most important thing is to have network knowledge. If farmers know nothing about network knowledge, they may be cheated by businesses or customers, resulting in unnecessary economic losses, or even they may not dare to contact the network marketing channels at all, resulting in unsalable products. Only by improving the network knowledge level of farmers, can these situations be avoided.

5. CONCLUSION

The above is in the era of e-commerce, the development mode of agricultural products network marketing channels, as well as relevant countermeasures.

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The Necessity of Education Process Evaluation Reform from The Perspective of New Engineering

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Abstract: With the coming of the fourth industrial revolution, engineering education is undergoing all-round reform. The "new engineering" reform initiative is the positive response of China's engineering education to "made in China 2025". In order to adapt to the new trend of the new industrial revolution and engineering development, and in view of the learning characteristics of the network generation of college students, the current teaching of new engineering in China should adopt the teaching strategies of cooperative learning, integration of educational technology, creation of virtual learning environment, interdisciplinary collaborative cooperation, emphasis on undergraduate scientific research, promotion of interaction between teachers and students, and practice interaction, and implement deep learning, mixed learning, and virtual learning. The intelligent teaching mode of learning environment and learning analysis can cultivate five core abilities of new engineering students, including personal efficiency, knowledge ability, academic ability, technical ability and social ability, and enable students to achieve six essential learning achievements: Basic knowledge of humanities, science and technology, intelligence and practical skills, professional ability, ethics, value, attitude and behavior, community and global awareness, comprehensive and applied learning. The research shows that the reform of Engineering Education in China must pay attention to the exploration of ability-based education and achievement-based education mode, as well as the creation of corresponding intelligent learning environment of engineering education, so as to cultivate outstanding engineers who can meet the challenges of the new industrial revolution. From the perspective of reform direction, the best way of new engineering education reform is to adopt the collaborative interaction mode of "top-down" and "bottom-up". In a certain sense, how to evaluate a person with such ability, that is, a reasonable and effective student evaluation system, has become the core link to promote teaching reform, quality improvement and continuous improvement.

Keywords: New Engineering; Intelligent; Teaching Mode

1. INTRODUCTION

ACADEMIC PUBLISHING HOUSE

China's higher education is moving from the era of "knowledge-based" to the era of "core literacy" involved in new engineering, which is also a global education trend. [1-3] The core literacy is about the direction of education reform from the target level. It outlines the key abilities and necessary characters needed for the lifelong development and adaptation of talents in the 21st century and the improvement of society. It pays attention to the individual development, instrumental development and social development of people. It has the characteristics of integrity, interdisciplinary, situational and implicit. It is the synthesis and Transcendence of knowledge, ability and attitude. It can be said that the core quality of new engineering not only involves "what" and "why", but also emphasizes "how to do" in specific situations. In order to cultivate students' sense of social responsibility, innovative spirit and practical ability in educational practice, the abstract knowledge symbols in the book can be concreted and manipulated, and the holographic development of individuals can be pried. How to evaluate the core literacy has always been a problem in the field of educational theory and practice. In the research, scholars such as Jones and Voorhes pointed out that internal literacy can be expressed in certain ways and evaluated by performance evaluation. [4-7] That is to say, the internal ability and tendency can be expressed in explicit form. Based on the observation and evaluation of the behavior of the target ability, the development level of individual ability can be inferred. This research result provides the possibility for using performance evaluation to evaluate core literacy.

2. THE COMPLEX ENVIRONMENTAL PROTECTION PRACTICE OBJECTIVELY REQUIRES THAT WE SHOULD PAY ATTENTION TO THE PERFORMANCE EVALUATION SYSTEM GUIDED BY THE ENHANCEMENT OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP PRACTICE ABILITY.

Higher engineering education is facing a paradigm shift. Under the background of industry 4.0, engineering education is bound to change in an all-round way, and its personnel training standard and mode are facing new severe challenges. Industry and business circles increasingly require engineering majors to cultivate "21st century skills", such as effective communication, critical thinking, system thinking, problem solving, collaborative cooperation, data decision-making, innovation and entrepreneurship, and self-management skills. These abilities are the foundation of a

person's future career success and life happiness. However, the survey report of industry employers points out that there are serious defects in these core competencies of engineering students. The new reform of engineering education is to develop students' broad and transferable skills and knowledge, so as to better cope with the challenges of the new industrial revolution. Traditional teaching evaluation is basically a summative learning terminal evaluation, which is a top-down "qualitative" evaluation of students. Under the background of new engineering construction, the new paradigm of engineering education leads the comprehensive reform of discipline structure, knowledge system, engineering education mode, engineering education resources and engineering education standards, which makes the traditional teaching evaluation content not meet the needs of current education reform.

3. UNABLE TO PLAY THE ROLE OF REAL-TIME FEEDBACK AND EVALUATION IMPROVEMENT OF TEACHING, "NEW ENGINEERING, NEW CLASSROOM" NEEDS SCIENTIFIC AND EFFECTIVE CLASSROOM EVALUATION SYSTEM AS SUPPORT

The research on the path of new engineering education reform of environmental students has become the path dependence of the formation of the characteristics of environmental talents training in our school. Focusing on the training objective of innovative applied talents, the environmental specialty of our university has made some achievements in the cultivation of students' practical ability, but it is still far away from the requirements of five core competencies and six essential learning achievements of new engineering, and the teaching system that meets the background of new engineering construction has not been formed. Although some courses have implemented the teaching mode that conforms to the concept of new engineering. However, the construction of classroom teaching evaluation and students' ability evaluation

system is still in a blank state. Taking this as a starting point, to promote the reform through evaluation is the only way for the cultivation of environmental professionals in our school to condense and form their characteristics.

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Research on The Ecological Compensation Mechanism of Traditional Villages in The Pearl River Delta

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Abstract: This paper briefly analyzes the institutional dilemma of traditional villages in the Pearl River Delta. Some problems are put forward, such as the defect of legal system, the lack of enforcement of property right system and the immature operation of value evaluation system. On this basis, this paper puts forward countermeasures to strengthen the ecological compensation of traditional villages in the Pearl River Delta. The ecological benefits of traditional villages in the Pearl River Delta have been improved by improving the legal system, strengthening the enforcement capacity of the property rights system, and developing a mature value evaluation system.

Keywords: Legal System; Property Right System; Value Evaluation

1. INTRODUCTION

The essential content of ecological compensation mechanism is to build the interest relationship between the resource elements and ecological elements in a specific region with the help of the execution and implementation of the system. The interests of all parties in the traditional villages in the Pearl River Delta are measured from the perspective of fairness and justice. Strengthen the protection of cultural heritage. During this period, there are many conflicts of interest, specifically in the system, implementation, evaluation and other aspects.

2. THE INSTITUTIONAL DILEMMA OF THE TRADITIONAL VILLAGES IN THE PEARL RIVER DELTA

2.1 The Defects of The Legal System

Under the development of the new era, the traditional legislation mechanism of village ecological compensation has achieved beneficial results in continuous practice and exploration. However, in terms of the overall implementation of the system, there are some defects in the legal structure system of the traditional village ecological protection system. In the process of implementing the legal system, it is too formalized, and even the phenomenon of "failure of protection" appears. The structural defects of the legal system cannot fundamentally meet the needs of the construction of the traditional village ecological compensation mechanism, and the traditional ecological villages cannot be protected by legislation. The state and local governments have successively promulgated a number of ecological and

environmental protection laws, including water and soil conservation law, cultural relics protection law, land management law and other relevant legal provisions. However, due to the lack of targeted ecological compensation mechanism, the traditional village ecological compensation legal system failed to maximize the legal effect [1].

2.2 Insufficient Enforcement Of Property Right System

As there are many kinds of cultural heritage resources in traditional villages, the compound characteristics are obvious, and the corresponding property owners also present diversified structural characteristics, thus forming a complex ecological compensation system. If the ecological compensation mechanism wants to maximize the balanced distribution of interests, it must clearly define the rights of traditional village ecological resources, and realize the functional effectiveness of the ecological compensation mechanism on the premise of considering fair interests, so as to reduce the occurrence of "tragedy of Commons". In practice, it is found that the property rights of traditional village ecological resources are not clear enough, the property owners are not clear enough, and even there are many managers. In the whole ecological compensation mechanism, the communication is not smooth, the specific balanced benefit distribution has not yet played the advantages of the ecological compensation mechanism, which restricts the realization of the value of fairness and justice.

2.3 Value Assessment System Is Not Working Properly

In order to ensure the smooth and orderly operation of ecological compensation mechanism, it is necessary to build a cultural ecological resource value evaluation system. According to the current situation of traditional village ecological and cultural resources protection, the evaluation system of ecological and cultural resources is not perfect, the evaluation technology is relatively backward, it is difficult to ensure the scientific and rationality of the evaluation results, the evaluation time is slow, and the evaluation results are lack of strong arguments. At the same time, the lack of assessment technology makes it difficult to carry out a reasonable quantitative assessment of the ecological environment value of traditional villages, resulting in the loss of service value in the ecological compensation mechanism, and the cost of natural ecology and cultural ecology cannot be effectively compensated.

3. STRENGTHENING THE ECOLOGICAL COMPENSATION OF TRADITIONAL VILLAGES IN THE PEARL RIVER DELTA

3.1 Improving the Legal System

When the traditional villages in the Pearl River Delta set up the ecological compensation mechanism, the specific measures to improve the legal system are: to clarify the main body of rights and obligations, so as to implement the responsibility attribution. According to the multiple attributes of rights and obligations, the ecological compensation party includes the compensation obligation party and the compensated party. Perfect the way of compensation, so as to solve the compensation measures. In the form of multi-dimensional financial compensation, vertical compensation is given to the traditional villages in the Pearl River Delta by the government. The way of horizontal compensation is to pay the beneficiary and compensate the traditional villages in the Pearl River Delta. Strengthen the compensation management of traditional villages in the Pearl River Delta, reduce the emission of pollutants, improve the possibility of ecological compensation development, and increase the treatment capacity of pollutants and resources destruction. Carry out public welfare activities and encourage people at all levels of society to participate in compensation mechanisms, such as donations. The compensation standard is determined to provide reference for ecological compensation, and the assessment and accounting method of diversified compensation amount is adopted. Combined with the specific cases of the ecological compensation of traditional villages in the Pearl River Delta, the methods of value estimation, willingness principle and resource allocation are adopted to carry out the calculation, so as to improve the legal system of traditional villages in the Pearl River Delta.

3.2 Strengthening the Capacity to Implement the Property Rights System

The traditional villages in the Pearl River Delta should strengthen the protection of the property right system to provide guarantee for the operation of the ecological compensation mechanism. Compared with natural heritage resources, the property right system is to strengthen the implementation and implementation of the property right system, so as to solve the problem of unclear owners, improve the efficiency of agent participation, clarify the relationship between the parties, based on the agent, and clarify the relationship between the agent and the owner, cultural enterprises, and rights and interests, so as to reduce agent risk. On this basis, learn from the property rights system of cultural heritage protection in other countries. Therefore, we should take the form of legislation to determine the historical and architectural heritage of traditional villages in the Pearl River Delta. The state, as the owner of property rights, has the right to use, and has the dual obligations of protection and maintenance of cultural heritage, so as to strengthen the implementation of the property rights system and improve the ecological compensation mechanism.

3.3 Developing a Mature Value Assessment System

The value evaluation system, as a compensation countermeasure of the supervision mechanism, includes: the existence of building damage, cultural pollution and other events in the traditional villages of the Pearl River Delta, and carry out effective implementation of the regulatory countermeasures to prevent the compensation liability of the subject has comprehensive. Regulatory mechanism: to carry out the dynamic monitoring of traditional villages in the Pearl River Delta, to collect information about village cultural resources in an all-round way, to formulate effective protection plans, to carry out targeted project construction, so as to timely find the phenomenon of destruction of traditional villages in the Pearl River Delta, to order its main body to give effective compensation, and to carry out supervision, supervision of the main body of responsibility to implement compensation behavior. Value evaluation mechanism: to establish an effective value evaluation mechanism for the traditional villages in the Pearl River Delta, to realize the overall analysis of the effect of ecological compensation mechanism, so as to feedback the operation effect of the ecological compensation mechanism [2].

The operation mode of value evaluation mechanism: establishing ecological compensation evaluation system, the evaluation includes the value of ecological resources in the traditional villages of the Pearl River Delta, the efficiency of ecological services, the aggregate elements of ecological society, etc.; Promote its operational maturity.

4.CONCLUSION

To sum up, under the joint action of perfect legal system, balance of property right system and mature feedback mechanism, good ecological construction conditions for traditional villages in the Pearl River Delta can be realized. Therefore, it is necessary to strengthen the political functions of the Pearl River Delta with the help of cultural relics protection policies, improve relevant supporting laws, gradually develop the traditional villages in the Pearl River Delta with a mature legal system and develop the cultural protection of villages.

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Research on The Role of Internal Audit of Small and Medium-Sized Enterprises in Financial Management

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Abstract: In recent years, China's various types of small and medium-sized enterprises emerge, booming, in its actual operation and management, financial management is a vital component, it is necessary to optimize financial management through internal audit. This paper briefly expounds the necessity of strengthening internal audit for small and medium-sized enterprises, and analyzes the role of internal audit on the financial management of small and medium-sized enterprises in detail, hoping to help the smooth development of small and medium-sized enterprises.

Keywords: Small and Medium-Sized Enterprises; Financial Management; Strengthen Internal Audit

1. INTRODUCTION

Good financial management can help small and medium-sized enterprises effectively reduce financial risk, while internal audit is a necessary tool. Although some small and medium-sized enterprises in China have begun to realize the importance of internal audit, there are still many obstacles to the development of financial management of small and medium-sized enterprises. Therefore, small and medium-sized enterprises should carry out an efficient review and evaluation of financial management to promote the long-term development of enterprises in the future.

2. THE NEED FOR SMES TO STRENGTHEN INTERNAL AUDIT

At present, China's social development has entered a new stage, the overall structure of the national economy has changed, the development of small and medium-sized enterprises in the national economy continues to increase the proportion. However, some small and medium-sized enterprises transformed by private enterprises still do not realize the importance of internal audit work.

First of all, small and medium-sized enterprises can check, supervise and evaluate the effectiveness and authenticity of internal control and accounting information through internal audit, and find out the existing problems in time. Corresponding corrective measures shall be taken promptly to avoid the expansion of problems. It can effectively ensure the authenticity and accuracy of accounting information, and further improve the internal control system.

Secondly, internal audit can make clear the actual transaction amount and content through checking and

evaluating financial accounting. On this basis, the corresponding management measures are put forward to reduce the cost expenditure and improve the production efficiency. In addition, the establishment of a sound financial accounting system can also reduce the loss of assets of small and medium-sized enterprises.

Finally, internal audit is essentially a kind of supervision mechanism, which reviews each responsible person's achievement of various economic indicators to determine the degree of conformity between indicators and enterprise development. In combination with the actual situation of market development, we will make corresponding adjustments to effectively improve the operation of small and medium-sized enterprises [1].

3. THE ROLE OF INTERNAL AUDIT OF SMES IN FINANCIAL MANAGEMENT

3.1 Optimizing asset management and cost control for SMEs
Good internal audit can help small and medium-sized enterprises to optimize asset management and cost control, and they are also the most core part of internal audit. By auditing asset management and cost control, small and medium-sized enterprises can truly reflect the actual operation and cost of the enterprise. With the support of internal audit, small and medium-sized enterprises can gradually establish and improve the management system of inventory, construction engineering, fixed assets and various costs, effectively prevent the cost increase caused by human factors in the actual management process, and reduce the possibility of asset loss.

The development of internal audit can effectively evaluate the implementation and implementation of various internal control systems owned by enterprises. This can reduce the personal factors in the enterprise asset management and cost control damage to the interests of enterprises, and effectively curb the widespread improper behavior in small and medium-sized enterprises at the source. Internal audit can supervise and manage the inventory of enterprises, so as to avoid material abuse and waste. Audit work can also realize the management and control of enterprise cost. Flexible use of internal audit can find out the problems existing in small and medium-sized enterprises at the first time. Therefore, the enterprise shall take appropriate measures in time to promote the smooth operation of the normal business activities of the enterprise.

3.2 Improving the level of internal controls in SMEs

The internal audit work of small and medium-sized enterprises can improve the level of internal control. In the actual financial management work of enterprises, the

financial personnel usually summarize the business situation and the specific financial income and expenditure of enterprises in the form of making financial statements, and carry out budget management work on this basis to ensure that the corresponding business objectives can be achieved. Internal audit, on the basis of financial management, analyzes the economic activities and financial revenue and expenditure of enterprises in detail, forecasts the possible risks in the future operation of small and medium-sized enterprises, and puts forward targeted improvement measures.

This role is mainly reflected in the economic activities and financial revenue and expenditure of the enterprise. The auditors of the Department will carry out the whole process review in strict accordance with the relevant standards and correct the untrue and unreasonable financial information. Through efficient internal control, the quality of financial information of small and medium-sized enterprises can be improved. At the same time, auditors usually have a strong ability of identification and prediction, and can dig into more hidden information to help enterprises reduce financial risks, so as to improve the integrity, accuracy and authenticity of financial information [2].

3.3 Improving the ability of SMEs to manage risk

In the actual financial management process of small and medium-sized enterprises, internal audit can not only evaluate the effectiveness of the operation and design of internal control system, but also play a practical role in the risk management of enterprises, so as to improve the risk management ability of small and medium-sized enterprises. This role is mainly reflected in that small and medium-sized enterprises carry out internal audit work, which can comprehensively supervise the internal management projects and decision-making of enterprises, and

achieve the improvement of the actual financial benefits of enterprises. In addition, small and medium-sized enterprises carry out comprehensive and comprehensive internal audit, which can effectively identify the objective financial risks and strengthen the means of financial management, so as to improve the accuracy, security and authenticity of accounting information. Therefore, the decision-making of enterprises can be more scientific, reasonable and effective, gradually optimize and improve the internal risk management mechanism of small and medium-sized enterprises, and lay a solid foundation for the long-term development of enterprises in the future.

4. CONCLUSION

In a word, internal audit plays an important role in improving the efficiency of financial management of small and medium-sized enterprises. Only by constantly improving the mode of internal audit, can we truly achieve stable development of enterprises and avoid the financial risks that small and medium-sized enterprises may face in operation and operation. Through internal audit, provide strong data support for the decision-making of small and medium-sized enterprises, so as to promote the competitiveness of enterprises in the market.

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