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# CONTENTS

<b>Research On School-Enterprise Cooperation Strategy of Automobile Major in Higher Vocational Colleges Under the Concept of Collaborative Education.....</b>	<b>1</b>
<i>Chao Chen</i>	
<b>The Effective Integration of Higher Vocational Ideological and Political Education and Artisan Spirit Training.....</b>	<b>4</b>
<i>Mingming Chen</i>	
<b>Sports Participation Strategies to Shape Youth Personality .....</b>	<b>7</b>
<i>Qi Gao</i>	
<b>How Do Traditional Cultural Industries Take the New Media Express Train .....</b>	<b>10</b>
<i>Shenfang Hao</i>	
<b>Research On Prefabricated Buildings Under the Concept of Low-Carbon Environmental Protection .....</b>	<b>13</b>
<i>Yongbing He</i>	
<b>Analysis Of Ideological and Political Education in Student Management in Higher Vocational Colleges.....</b>	<b>16</b>
<i>Shuo Hu</i>	
<b>Research On the Application of Ceramic Decoration in The Design of Art Derivatives .....</b>	<b>19</b>
<i>Yanqin Li</i>	
<b>A Study on the Construction Path of College English Classroom Teaching Model from the Perspective of Core Literacy .....</b>	<b>21</b>
<i>Fang Lin</i>	
<b>The Current Situation and Improvement Path of Professional Identity of Male Preschool Education Majors in Feixian Campus of Linyi University .....</b>	<b>24</b>
<i>Jing Lin</i>	
<b>Research On the Practice of Student Education Management in Higher Vocational Colleges from the Perspective of Student-Oriented Management.....</b>	<b>28</b>
<i>Shuai Liu</i>	
<b>Innovation Of Higher Vocational Students' Educational Management from the Perspective of Whole-Person Education Concept.....</b>	<b>31</b>
<i>Wenjie Liu</i>	
<b>Research On the Concept Construction of College Oral English Teaching Based on Output-Oriented Approach.....</b>	<b>34</b>
<i>Ning Liu</i>	
<b>Progress In the Treatment of Organic Pollutants in Water by Compound Advanced Oxidation Technologys .....</b>	<b>37</b>
<i>Haibin Luo</i>	
<b>Cultural Differences and Coping Strategies in Economy &amp; Trade English Translation.....</b>	<b>39</b>
<i>Yuxuan Mai</i>	
<b>Application Of Big Data in Tourism Management .....</b>	<b>43</b>
<i>Liwei Qi</i>	
<b>Demand And Improvement of Soft Power of Film and Television Media Culture.....</b>	<b>46</b>
<i>Weiyi Wang</i>	
<b>Design And Construction Strategy Analysis of Civil Engineering Structure .....</b>	<b>50</b>
<i>Yasheng Wang</i>	

<b>Research on the Teaching Reform of the Course "Ship Auxiliary Machinery" .....</b>	<b>54</b>
<i>Peng Chen</i>	
<b>Research On the Development Strategy of Internationalized Education in Higher Vocational Colleges .....</b>	<b>56</b>
<i>Yuanyuan Zhang</i>	
<b>Research on Computer Network Security Issues and Countermeasures.....</b>	<b>59</b>
<i>ZhiHao Zhang</i>	
<b>Discuss the Existing Problems and Countermeasures of Enterprise Financial Management.....</b>	<b>62</b>
<i>Xiaolu Zhao</i>	
<b>The Use of Natural Materials in Modern Interior Design .....</b>	<b>64</b>
<i>Qian Song</i>	
<b>Exploring the Impact of Digital Literacy on Interdisciplinary Teaching Competence among Higher Education Teachers.....</b>	<b>66</b>
<i>Juan Huang, Yufan Pan</i>	
<b>Knowledge Sharing and Professional Development: A Virtual Learning Community Participation among Physical Education Teachers .....</b>	<b>72</b>
<i>Douxing Pi</i>	
<b>Sports Management Strategies and Athletes' Training of Selected Universities in Hunan Province, China .....</b>	<b>78</b>
<i>Minmin Wei</i>	

# Research On School-Enterprise Cooperation Strategy of Automobile Major in Higher Vocational Colleges Under the Concept of Collaborative Education

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**Abstract:** With the continuous development of higher vocational education in our country, the improvement of the quality of higher vocational education has gradually become one of the main factors to affect the implementation of the strategy of China's manufacturing power. In this context, the effective application of school-enterprise cooperation can essentially strengthen the connection between higher vocational education and industrial development needs, and lay a solid foundation for the realization of higher vocational education goals. Therefore, under the guidance of the concept of collaborative education, vocational teachers should correctly understand the value of school-enterprise cooperation in the teaching of automobile majors, so as to significantly improve the quality of vocational education and the competitiveness of vocational talents in the market. Based on this, this paper discusses the school-enterprise cooperation strategy of automotive major in higher vocational colleges under the concept of collaborative education.

**Key words:** Collaborative Education; Higher Vocational Education; Automotive Major; School-Enterprise Cooperation

## INTRODUCTION

Under the background of the continuous development of modern science and technology, the automotive professional technology system has also achieved significant development, and the update speed of the automotive technical system is constantly improving, which brings new challenges to the training of automotive professionals in higher vocational colleges. At the present stage, due to the lag in the professional content of automotive teaching in higher vocational colleges, it is often difficult to really meet the specific requirements of the development of automotive industry for professionals. In this context, how to effectively strengthen the connection between professional knowledge and market demand and essentially improve the teaching quality of automotive majors has gradually become one of the issues that vocational colleges and educators need to focus on. the

emergence of the school-enterprise cooperation talent training model under the concept of collaborative education can help vocational colleges to carry out scientific innovation for their own education system. Timely clarify the needs of industrial development, and on this basis, continue to optimize and adjust the content of automotive professional education, and then make unremitting efforts to improve the efficiency and quality of professional personnel training through in-depth communication with enterprises.

## 1. ESTABLISH A REGULAR COMMUNICATION MECHANISM

Under the background of the continuous reform of the education system, the education and teaching of vocational colleges should be carried out under the concept of collaborative education. Schools should pay more attention to the cooperation between schools and enterprises, so that vocational colleges can achieve in-depth interaction with enterprises. Nowadays, with the continuous optimization of the level of science and technology, the demand of the automobile industry has also changed. Therefore, during the teaching of automotive major in higher vocational colleges, schools need to strengthen cooperation with enterprises, and have a comprehensive understanding of the current development trend and market demand of the automotive industry, so that it can provide an important reference for the formulation of automotive major teaching courses and teaching content in higher vocational colleges. In addition, the industry trend and market demand are also the fields that need to be paid attention to in the education practice of higher vocational colleges. Therefore, higher vocational colleges need to cooperate with enterprises to build a normal communication mechanism, so that the teaching content of automotive major in higher vocational colleges can be updated quickly, and the professional level of students also affects the employment competitiveness of higher vocational colleges [1]. During the school-enterprise cooperation, there are a variety of communication methods.

Schools can hold regular school-enterprise exchange visits, and teachers can visit automobile enterprises to understand the development trend of the automobile industry in the communication process, and adjust and improve the existing teaching content, so that the training mode of automobile professionals in higher vocational colleges can be adapted to the market. Enterprises can also arrange professional staff to carry out training exchanges with students in schools, during which common problems in work and coping methods can be shared, so as to optimize students' ability to adapt to positions.

## **2. COOPERATE TO DEVELOP RESOURCES**

The curriculum resources themselves are one of the main factors affecting the teaching efficiency and quality of automotive major in higher vocational colleges. Therefore, under the concept of collaborative education, higher vocational colleges need to implement the development of curriculum resources together with enterprises, and essentially strengthen the application of the school-enterprise cooperation professional talent training model. In this way, students can obtain relevant information such as industry development trends and technology development trends in a timely manner from the course resources jointly developed by the university and enterprise, and finally provide adequate guarantee for the improvement of students' professional competence and market competitiveness. In this process, the enterprise needs to provide the new data and resources in the development of the industry to the higher vocational colleges in a timely manner, and build a school-enterprise cooperative teaching team together with the automotive professional teachers of higher vocational colleges, and formulate a scientific school-enterprise joint teaching course plan, so as to ensure that the vocational automotive professional curriculum system can fully meet the development needs of the automotive market for talents. In general, under the school-enterprise cooperation mode, the development of curriculum resources and the construction of curriculum system jointly carried out by enterprises and higher vocational colleges can not only essentially improve the actual utilization efficiency of existing teaching resources, but also effectively strengthen the cooperative relationship between enterprises and higher vocational colleges, and finally enhance the depth of communication between the two sides while comprehensively deepening the school-enterprise cooperation mode. And to achieve a good goal of collaborative education.

## **3. PROMOTE INDUSTRY-UNIVERSITY-RESEARCH COOPERATION**

According to the actual situation, in order to improve the comprehensive ability of students, it is necessary to strengthen the cooperative education between schools and enterprises and promote the deep cooperation between schools and enterprises. At

present, under the concept of collaborative education, vocational colleges need to strengthen the industry-university-research cooperation and promote the close cooperation between schools and enterprises during the teaching work. Under the continuous implementation of industry-university-research cooperation, scientific research can be transformed into practical application during the teaching of automotive major in higher vocational colleges, so as to realize the transformation of theoretical knowledge into practical ability, so that the comprehensive ability of automotive major students can be significantly optimized. In the process of carrying out industry-university-research cooperation, higher vocational colleges can also understand the development needs of the automobile industry in society, clarify the technical needs of the society, and optimize and reform the teaching courses of the automobile major on this basis, so as to promote the rapid and effective transformation of scientific research achievements into actual production during the teaching period [2]. During the cooperation between vocational colleges and enterprises, they need to jointly invest funds and resources and jointly participate in the exploration of technical problems. During the cooperation between schools and enterprises, schools and enterprises need to clarify the division of labor. Schools mainly conduct in-depth research on automobile professional technology, while enterprises are mainly responsible for production, manufacturing, marketing and other aspects of operation, so as to promote close cooperation between schools and enterprises. So that it can effectively solve the difficult problems in the technology, and transform the technical achievements, to achieve the reasonable application of technology in the market, so that the automobile professional technology level can be significantly improved under the cooperation of industry, university and research. It can be seen that during the teaching of automotive majors in higher vocational colleges, it is necessary to strengthen the importance of industry-university-research cooperation in school-enterprise cooperation, to ensure that both schools and enterprises can achieve effective transformation of scientific research results in the process of cooperation, promote the effective improvement of the production level of enterprises, and at the same time, the comprehensive competitiveness of higher vocational colleges and enterprises can also be significantly improved.

## **4. CONCLUSION**

To sum up, in the context of the continuous development of higher vocational education in China, school-enterprise cooperation is one of the important means to promote the reform and development of higher vocational education. Therefore, in the teaching of automotive major in higher vocational colleges, higher vocational colleges and teachers should correctly recognize the value of school-

enterprise cooperation, and take school-enterprise cooperation as the main direction of their own automobile professional personnel training in combination with the concept of collaborative education. Thus, while effectively improving the training quality of automotive professionals, it fully meets the needs of modern development of the automotive industry. In this context, higher vocational colleges need to deepen the concept of collaborative education and strengthen the relationship between industry and teaching, so as to effectively improve the quality of higher vocational education and provide higher quality professionals for the sustainable development of the automobile industry.

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# The Effective Integration of Higher Vocational Ideological and Political Education and Artisan Spirit Training

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**Abstract:** In recent years, under the background of China's educational reform and innovation, many education and teaching methods have changed, among which the ideological and political education in higher vocational colleges is the content of great concern. Due to the rapid development of society, the demand for talents has gradually changed from the previous diploma and skills to comprehensive quality. Therefore, according to this situation, how to strengthen the cultivation of ideological and political education and craftsman spirit in higher vocational colleges has become the main problem for teachers in each higher vocational college. In this paper, the author analyzes the necessity and significance of the integration of ideological and political education and craftsman spirit in higher vocational colleges, and expounds the countermeasures of the effective integration of ideological and political education and craftsman spirit training.

**Keywords:** Higher vocational education; Ideological and political education; Craftsman spirit; Cultivate; Effective fusion

## 1. INTRODUCTION

The integration of ideological and political education and artisan spirit can not only improve the comprehensive quality of students, but also promote the overall development of society. For higher vocational colleges, ideological and political education, as an important way to cultivate students' artisan spirit, can help students in higher vocational colleges better adapt to society, adapt to enterprises and adapt to positions. Therefore, ideological and political education should be integrated with artisan spirit. We should constantly improve the teaching content of higher vocational education, improve teaching quality, and construct educational content conforming to our country's social development, so as to contribute to the development of socialism with Chinese characteristics.

## 2. THE NECESSITY AND SIGNIFICANCE OF THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND CRAFTSMAN SPIRIT IN HIGHER VOCATIONAL COLLEGES

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2.1 The necessity of the integration of ideological and political education and artisan spirit in higher vocational colleges

As the pace of construction of socialism with Chinese characteristics continues to accelerate, all industries are paying attention to the comprehensive quality of employees, such as vocational skills, professional spirit, theoretical knowledge, etc., because no matter in any career path, employees need to clarify their work responsibilities and obligations, and when they encounter difficulties and problems in work, they should actively face, solve and overcome difficulties [1]. Therefore, in the process of ideological and political education, higher vocational colleges should increase the cultivation of students' craftsman spirit and help students develop the spirit of love, dedication, and fear of difficulties. This can not only help them adapt to social development, but also establish correct values, which is of great significance for the growth and progress of students

In addition, the integration of ideological and political education and craftsman spirit in higher vocational colleges can meet the needs of modern socialist core values. For ideological and political education in higher vocational colleges, socialist core values have always been the key content. Therefore, the integration of ideological and political education and craftsman spirit can not only help students develop the spirit of dedication and excellence, but also help students develop the spirit of dedication and excellence. At the same time, it can realize its own value in the work, as we all know, work is not high or low, only love one's work, can truly explore the value and significance of each work, so the combination of craftsman spirit and ideological and political education can help higher vocational colleges complete the comprehensive education of socialist core values for students.

2.2 The significance of the integration of ideological and political education and artisan spirit in higher vocational colleges

In the context of the rapid development of society, the development of each industry has a direct relationship with the quality of the professional talents it reserves. As an important place to train technical, professional



and skilled talents, higher vocational colleges must pay more attention to ideological and political education, psychological education, spiritual civilization and other aspects to help students develop good will quality. Students themselves are participants in the progress and development of various industries, and their comprehensive quality level will directly affect the development of various industries. Therefore, the integration of ideological and political education and craftsman spirit will not only contribute to the reform and innovation of educational strategies in higher vocational colleges, but also train students with high comprehensive quality and provide a steady stream of outstanding talents for the development of various industries [2].

Today's students have not experienced great setbacks and difficulties, and most of the time they study and live step by step. Therefore, in order to help students form the spirit of overcoming difficulties, not afraid of difficulties and courage, it is necessary to actively cultivate the spirit of craftsmanship of students, so that they can form the idea of excellence, love and dedication, so as to help students better cope with the future work and life.

### **3. HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION AND THE EFFECTIVE INTEGRATION OF CRAFTSMAN SPIRIT TRAINING COUNTERMEASURES**

#### **3.1 Combined with practical activities**

Influenced by traditional educational concepts, some higher vocational colleges pay too much attention to the narration of theoretical knowledge and seldom carry out ideological and political practice activities in the process of carrying out ideological and political education. As a result, some students' ideological and political concepts cannot be combined with reality. For higher vocational colleges, they mainly focus on cultivating characteristic skilled and professional talents. Therefore, it is necessary to strengthen the implementation of students' ideological and political practice activities, and the cultivation of craftsman spirit can deepen students' use of ideological and political content and help students understand the importance of work ability, quality and other aspects in work. For example, in teaching, teachers can carry out theoretical and practical courses for students to improve their craftsman spirit and will quality. For example, students are divided into several groups, and then task-based teaching activities are carried out to cultivate students' practical ability and collaboration ability, and help students grasp the true meaning of the craftsman spirit in the actual operation process. For some students who are confused, teachers can guide students to think about the value of their own major, and carry out competitive competitions among groups for them. This will not only examine the learning outcomes of each student, but also promote their understanding of the craftsman spirit. Finally, teachers should guide students to deeply understand the

relationship and function between job work, enterprise development and craftsman spirit, correct these students' cognitive errors, and lay the foundation for students' all-round development.

#### **3.2 Building innovative education models**

In the process of the integration of ideological and political education and artisan spirit in higher vocational colleges, teachers should change their own teaching mode as soon as possible. Students are the main factors of social development and enterprise progress, so they should build a new teaching mode for students. According to the investigation and research, the artisan spirit has been inherited for a long time in China, and is also one of the important elements of the Chinese cultural system. the craftsman spirit is regarded as the core of moral spirit and the soul of quality pursuit. Therefore, ideological and political education in higher vocational colleges not only needs to impart theoretical knowledge and professional skills and knowledge to students, but also needs them to establish noble moral qualities, such as learning national spirit, traditional moral culture and historical civilization, which can help students understand what national self-esteem is. It can also enable students to truly achieve both virtue and cultivation in their future life and work, and form the quality of excellence, innovation and overcoming difficulties.

#### **3.3 Changing the traditional concept of education**

In the past, the education and teaching process of higher vocational colleges only focused on the teaching of students' professional skills, and lacked the teaching of students' quality level. If teachers still use this teaching method, these students will have poor service consciousness and weak adaptability, which will have a serious impact on the sustainable development of students and the realization of personal value. Therefore, ideological and political teachers should actively understand the meaning of modern craftsman spirit, and integrate ideological and political education with craftsman spirit. For example, they should master new ideological and political teaching methods through the Internet, and use the Internet to continuously learn and understand the significance of craftsman spirit in various industries. Only teachers themselves have rich knowledge reserves, high-level professional ability and disciplinary accomplishment. To bring better educational content to students. Teachers themselves are the guides of students' development and learning path. Only by actively understanding what is the modern craftsman spirit and the meaning of lifelong learning can they create a good teaching environment for students.

### **4. CONCLUSION**

To sum up, in this paper, the author analyzes the necessity of the integration of ideological and political education and craftsman spirit in higher vocational colleges to promote social development and meet the

socialist core values, and discusses the implementation countermeasures such as combining practical teaching activities, innovating education and teaching models, and transforming traditional teaching concepts.

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# Sports Participation Strategies to Shape Youth Personality

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**Abstract:** Young people are the hope of the nation and the future of the country. the cultivation of personality has always been the focus of education, and it is an effective way to actively guide teenagers to participate in sports. On the basis of promoting teenagers' physical health, strengthening the shaping of teenagers' personality can be regarded as an effective way. Suggestions: Through sports, we can cultivate the awareness and ability of lifelong sports, guide the healthy and positive attitude and habits of young people, and cultivate the positive inner quality and quality of young people.

**Keywords:** Teenagers; Personality; Sports participation; Tactics

## 1. INTRODUCTION

Young people are the hope of the nation and the future of the country. On September 21, 2020, the State General Administration of Sport and the Ministry of Education issued the Opinions on Deepening the Integration of Sports and Education to Promote the Healthy Development of Young People, pointing out that it is necessary to deepen the integrated development of sports and education with Chinese characteristics, promote the healthy growth of young people, temper their will and improve their personality, and cultivate socialist builders and successors with all-round development of morality, intelligence, physique, the United States and labor [1]. the cultivation of personality has always been the focus of education, young people's minds are not mature enough, their emotions and behaviors are unstable, and their self-understanding is not enough. They are in a process of continuous development and easy to be affected by external things. It is an effective way to strengthen the shaping of youth's personality. How to promote the formation of young people's healthy personality in sports is an important issue that needs to be solved urgently.

## 2. CONCEPT OF PERSONALITY

Personality can be divided into broad sense and narrow sense. the broad sense of personality refers to the individual's internal tendency and psychological characteristics in the social adaptation to people, things and oneself. It is the integration of ability, temperament, character, needs, motivation, interests, ideals, values and physique, which is a unique

psychosomatic organization formed in the process of individual socialization [2]. the narrow sense of personality refers to the character, this study only focuses on the broad sense of personality connotation, based on physical education teaching, through the systematic research to achieve the orderly shaping of young people's healthy personality.

## 3. THE INFLUENCE OF SPORTS PARTICIPATION ON THE SHAPING OF YOUTH PERSONALITY

Teenagers are the second leap in the development of self-consciousness. At this time, they initially form independent ideology and strong emotions, but they are impulsive and do not consider the consequences [3]. Sports itself has the characteristics of interest, competition, vitality can well stimulate the desire of teenagers to participate in sports, get emotional release, conducive to the formation of healthy personality.

3.1 Sports participation contributes to the physical and mental development of adolescents

With the progress of the Times and the development of science and technology, the rate of problems such as "little fat" and myopia is getting higher and higher, more and more children are addicted to TV, computers, ipd and other electronic products, rarely go out, and take transportation to and from school or ride electric vehicles, which leads to the lack of physical exercise and the emergence of sedentary behavior. Sports can promote the development of young people's physical quality, improve their body functions, better master a sports skill, so that they grow healthy and strong. On the basis of having a healthy body, teenagers will be more confident and willing to participate in collective activities, which will help to expand interpersonal relations, solidarity and cooperation, experience the fun of sports, eliminate bad psychological barriers and promote the healthy development of psychology.

3.2 Participation in sports can help build willpower in teenagers

Willpower is an integral part of adolescent personality, and it determines whether a person can engage in a career for a long time and eventually succeed. In life and study, people will always encounter big and small frustrations and fetters. the arduous courage needs the indomitable spirit will to support. Participation in sports can hone the quality of young people's will. the mastery of a sport skill often requires repeated practice

day after day. the boring practice process can better hone a person's will and endurance. Therefore, through participation in sports can be a good training and development of young people's willpower, so as to promote young people from childhood to develop perseverance, indomitable spiritual quality.

### **3.3 Strategies of shaping youth personality in sports participation**

#### **3.3.1 Cultivate youth's lifelong sports consciousness and ability through sports**

Lifelong sports consciousness is the basis for perfecting and shaping personality. In the process of physical exercise, theoretical teaching should be integrated, and physical health consciousness should be continuously infiltrated through the display of the value of physical exercise, the analysis of physical and mental health growth data and the establishment of physical and mental health growth tracking records, etc. Let young people see the changes in their physical qualities more intuitively and three-dimensional, in order to realize the value of sports, understand the role of lifelong sports, and realize the charm of sound personality. Sports educators need to carry out diversified teaching modes in daily teaching, such as gamified teaching and group cooperation competitions, so that teenagers can complete physical exercise in pleasant games and develop the habit of sports in a subtle way. At the same time, physical education workers should not only implement positive evaluation in the teaching process, affirm the value of students, teach students according to their aptitude, guide physical exercise step by step, so that teenagers can train independently; It is also necessary to pay close attention to the changes in the shaping of adolescent personality, find out the problems in time and take targeted educational measures to comprehensively promote the sound and shaping of adolescent personality.

#### **3.3.2 Guide youth healthy and active life attitude and habit through sports**

Having a healthy and positive attitude towards life and habits is conducive to the healthy development of teenagers' physique and the formation of optimistic, confident, upward and other qualities. the vast majority of sports take place in daily life, and the influence of the family is crucial. It is necessary to keep close contact between schools and families, combine the actual conditions of physical exercise and the laws of physical and mental development of teenagers, extend after-school sports services to families, introduce the content of physical education carried out by schools to parents, encourage and guide parents to exercise with their children, increase the time for parent-child exercise, and implement positive evaluation of physical exercise for teenagers at school and at home. Focus on the emotional experience of teenagers and help them form regular work and exercise habits. In the form of parent-child sports can

be sent to the class group in the form of pictures and videos, in the form of punched cards for competition, and finally according to the number of punched cards to award awards, encourage families to actively participate in sports.

#### **3.3.3 Cultivate the positive inner quality and quality of youth through sports**

Sports competition is an important part of sports. the competitiveness of sports competition can stimulate young people's ambition and cultivate their excellent qualities of openness, openness, hard work and courage [4]. Participation in sports competitions can enhance teenagers' self-confidence, find their own strengths, make up for their weaknesses, and improve their self-cognition. Physical education workers should be good at finding the bright spots of teenagers, guide and inspire them skillfully, and promote the formation of good moral character of teenagers.

Helpful and cooperative spirit is the core quality of the survival and development of modern society. At present, many sports projects need to be completed through teamwork and mutual help. In classroom teaching, sports educators should not only run through the theoretical teaching of youth's sense of solidarity and cooperation and ability cultivation, but also set up more sports projects that need to be completed by mutual cooperation and concerted efforts. Make the young people in the team can bravely assume their own responsibilities, and on this basis to achieve the integrity of the personality and quality of the sound and shape.

Today's educational view advocates quality education, which focuses on cultivating innovative spirit and practical ability. Contemporary young people should have innovative spirit and consciousness, and physical education workers should create Spaces and places for young people to stimulate their creative thinking and cultivate their practical ability. In physical education, teachers should not "cram" teaching, but leave space for students to think independently. For example, in the teaching of gymnastics and dance, students should be encouraged to make their own formation and movements through independent thinking or teamwork, imagine and create, and expand innovative thinking. At the same time, teachers can show more creative teaching materials for young people to promote the sound and shape of young people's personality.

### **4. CONCLUSION**

Sports are conducive to the healthy development of young people's body and mind, and can make them have good qualities such as indomitable, hard work, self-confidence and optimism, unity and cooperation, which is conducive to promoting their social communication ability. We should innovate sports models, innovate sports concepts, promote home-school cooperation, encourage young people to participate in sports in daily life, constantly infiltrate

personality improvement and shaping elements in daily teaching activities, and help the all-round development of young people's personality through imperceptible means.

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# How Do Traditional Cultural Industries Take the New Media Express Train

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**Abstract:** Under the development trend of informationization and digital society, China's traditional culture industry needs to grasp the opportunity, implement comprehensive reform and strategic transformation, in order to ensure the stability, health and continuity of the industry development, in order to create greater economic benefits and social benefits. In recent years, new media technology has gradually become the representative of the cultural industry and has caused a huge impact on the traditional cultural industry. Therefore, it is an inevitable trend of the Times and social development for the traditional cultural industry to take the express train of new media to take off. In this paper, the development of traditional cultural industry in the new media era is analyzed in detail and explored in depth, with a view to sharing and communicating with people in related industries.

**Keywords:** New media; Traditional cultural industry; Industrial thinking; Brand effect

## 1. INTRODUCTION

The news service, radio television film service, publication and distribution, network culture service, culture and art service, culture leisure and entertainment service, etc., are our country's main types of cultural industries, which are important to our country's cultural development. In the new media era, the traditional cultural industry should deeply understand the advantages and values of new media technology, and truly integrate the operation and development of new media and traditional cultural industry, so as to open up a general way in line with the social development situation. At this stage, with the popularization of mobile phones, computers and other scientific and technological products, the new media era has fully arrived, and the people's requirements for cultural services have increased. If the traditional cultural industry does not think of making progress and still sticks to the traditional business philosophy, it will lose the broad market for cultural communication and service, and will eventually enter the road of being eliminated by the society. Based on this, the traditional cultural industry should find the focus of integrating new media, make use of the policy support provided by the state, adjust the industrial structure, innovate cultural products and

services, and enrich the forms of cultural communication, so as to catch the express train of new media to achieve industrial transformation and development.

## 2. THE DEVELOPMENT OF TRADITIONAL CULTURAL INDUSTRIES UNDER THE CONDITION OF NEW MEDIA SHOULD FORM INDUSTRIAL THINKING

Traditional culture industry is a valuable service industry formed on the basis of China's traditional culture. In a sense, traditional culture has a certain abstraction and cannot be sold and traded as a commodity. However, with the support of new media technology, traditional cultural products and services can be turned into reality, thus giving traditional culture stronger commercial value. In this regard, the development of traditional cultural industry should deeply understand the advantages of new media technology, and form industrial thinking in line with social development trends as soon as possible, only in this way can provide long-term impetus for the development of traditional cultural industry. First of all, the traditional cultural industry should establish the development concept of advancing with the Times, maintain a good initiative in exploring the application of new media technology, and lay the spiritual tone of the development of traditional cultural industry with an open and inclusive thinking. Secondly, traditional cultural industries should form a thinking of coordinated development [1]. Industrial development is closely related to the market environment, backward and outdated industrial thinking will be eliminated by the market, only by following and adapting to market changes in order to become bigger and stronger. Therefore, the traditional cultural industry must get rid of the old ideas behind closed doors and explore how to use new media to change the fragmented and sporadic status quo of the traditional cultural industry. Third, the development of traditional cultural industry is not simply to obtain benefits, but to highlight the social value, cultural value and national value of traditional culture, which can improve the influence of traditional cultural industry to a certain extent. Finally, firmly believe that new media is the inevitable direction of the transformation and development of traditional cultural industries, form a solid and atmospheric industrial thinking, and rely on new

media technology to achieve the ambition of the industry to become bigger and stronger.

### **3. DO A GOOD JOB IN THE INTEGRATION OF NEW MEDIA AND TRADITIONAL CULTURAL INDUSTRY DEVELOPMENT**

The arrival of the new media era has changed the way people obtain information, and enriched the cultural and entertainment life of the people, which stems from the powerful information sharing, information dissemination and creation capabilities of new media technology. If traditional cultural industry wants to catch the express train of new media, it must achieve integration in industrial structure, resources and other aspects, and truly open up new fields for the development of traditional cultural industry [2]. First of all, in order to realize the transformation and development of traditional cultural industry, excessive commercialization should be avoided, and the inherent significance and value of traditional culture should be preserved as much as possible, so as to ensure that traditional cultural services meet the needs of the public. For example, erroneous traditional culture often appears in the production of movies and TV series, and the majority of audiences show an attitude of "not buying it" and disapproving it, and will criticize it on social platforms. Although this creates a hot spot for the promotion of traditional culture, it loses the real meaning of the transmission of traditional culture. It is the basic condition for the integration of new media and traditional cultural industries. Secondly, scientifically grasp the logical relationship between traditional cultural industry and new media. In recent years, mobile phones have gradually become the main way for people to obtain information, which has weakened the cultural service function of TV broadcasting to a certain extent. Traditional cultural industries should take a correct view of this change, form a new thinking of the integration of traditional cultural industries and new media, effectively use new media technologies to enrich traditional cultural service forms, and create a broader and more solid audience base. Finally, traditional cultural industries should do a good job in intellectual property protection to avoid losing the true meaning of traditional cultural services in the new media era. For example, the strong openness and freedom of new media will lead to the phenomenon of unlimited copying and imitation of traditional cultural products and services, and even distortion and distortion of traditional culture, which will bring many negative impacts on the traditional cultural industry, which requires traditional culture to pay attention to improving the quality and connotation of cultural products and services when taking the express train of new media.

### **4. THE DEVELOPMENT OF TRADITIONAL CULTURAL INDUSTRIES SHOULD ENSURE THE RATIONALITY OF THE APPLICATION OF NEW MEDIA TECHNOLOGY**

Although taking the new media express is a shortcut for the transformation and development of the traditional cultural industry, it is necessary to maintain a high degree of vigilance at all times to avoid losing its direction in the new media environment, which requires the traditional cultural industry to tailor the application model of new media technology that is most suitable for its own cultural products and services. For example, the use of new media to optimize the traditional cultural tourism industry, China has a development history of up and down 5,000 years, creating unparalleled historical and cultural resources, based on the advantages of cultural resources and new media technology, it can transform offline tourism into online tourism, and lead the audience to appreciate and learn history and culture in the form of network broadcast. This can undoubtedly play a role in promoting our country's long history and culture.

### **5. STRENGTHEN THE BRAND COMMUNICATION OF TRADITIONAL CULTURE IN NEW MEDIA**

The development of traditional cultural industry needs to accumulate a broader audience base, and at the same time, it needs to continuously enhance the influence of traditional culture, which needs to make use of the advantages of new media information communication to spread highly identifiable traditional culture to more audiences. Therefore, strengthening the brand communication of traditional culture in new media is the focus of taking the express train of new media. First of all, give full play to the government's function of leading public opinion, rely on relevant laws and regulations to give traditional culture more say, and create a good environment for carrying forward traditional culture. Secondly, with the reasonable use of wechat, Weibo and other media tools commonly used by the public, we should comprehensively push traditional culture information, provide favorable conditions for the general audience to understand and learn traditional culture, and ensure that the public has a correct and profound understanding of traditional culture, so as to lay a solid foundation for building traditional culture brands.

### **6. CONCLUSION**

To sum up, the arrival of the new media era has caused a huge impact on the traditional cultural industry, but also brings good development opportunities, which requires the traditional cultural industry to speed up the reform process, scientifically adjust the structure of the traditional cultural industry, and reasonably innovate the form of traditional cultural products and services, to ensure that the new media express to achieve the goal of the traditional cultural industry bigger and stronger.

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# Research On Prefabricated Buildings Under the Concept of Low-Carbon Environmental Protection

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**Abstract:** The sustained growth of socio-economic level promotes the rapid development of the construction industry, optimizes people's quality of life, but also faces many negative impacts. Compared with traditional construction techniques, prefabricated buildings can greatly control resource consumption and save a lot of construction costs. At present, China's construction industry is vigorously promoting prefabricated buildings, strengthening the construction of comprehensive prefabricated building standards and construction systems, actively introducing advanced construction technologies, officially creating intelligent construction, truly expanding the scope of component use, creating more economic benefits for prefabricated buildings, and accelerating the healthy development of the construction industry.

**Keywords:** Low-Carbon Environmental Protection Concept: Prefabricated Buildings: Strategies

## INTRODUCTION

As a major carbon emitter in the construction industry, under the continuous influence of "dual carbon", the concept of energy conservation and environmental protection has increasingly attracted high attention from relevant industries, gradually transitioning towards high-quality transformation. Prefabricated buildings are a product of the new era construction industry. Due to their obvious low-carbon and environmental advantages, their role is increasingly prominent under the long-term promotion of current economic development and environmental protection. However, the development of prefabricated buildings still faces many difficulties and tests, and it still requires the strong support and assistance of local relevant departments in order to help maintain a harmonious state between the economy, society, and natural environment, and achieve comprehensive coordinated development.

## 1 EXTERNAL WALL INSULATION

When carrying out external wall insulation construction in prefabricated buildings, the construction time of external wall insulation should be accurately determined based on the current construction characteristics and climate changes in the

region. the low-carbon environmental protection and energy conservation of prefabricated construction projects are very obvious, and energy-saving exterior wall insulation construction materials are usually selected to effectively improve the construction quality and achieve the expected construction effect. For external wall insulation construction personnel, analyze the problem from a usage perspective, use it as a starting point, fully leverage the application value of external wall insulation construction technology, and demonstrate its application advantages.

In the process of selecting exterior wall construction materials, priority should be given to selecting construction materials with strong insulation performance, and construction operations should be carried out in an orderly manner in strict accordance with the requirements for the use of exterior wall insulation construction materials in prefabricated buildings. Using high-quality materials with thermal insulation performance, although the outdoor temperature is relatively low, residents can also adjust the indoor temperature according to their living habits and needs, so that they can stay in a temperature suitable living environment for a long time. To continuously enhance the insulation effect of prefabricated building exterior walls, after construction personnel finish their work, regular cold and temperature sensing tests should be carried out on the exterior walls of the building to ensure reasonable temperature sensing. After the testing is completed, subsequent construction operations can continue.

## 2 ROOF AND EXTERIOR WALL CONSTRUCTION

Roofing and exterior walls are the key points of prefabricated building engineering and one of the components in construction. Based on the analysis results of roofing materials in the current market, it is found that under the comprehensive penetration of low-carbon environmental protection concepts, in order to achieve the expected energy-saving effect of building construction, high-quality insulation panels and cement composite board materials are preferred to effectively reduce quality problems. Before the implementation of prefabricated building construction operations, construction personnel should promptly

clean the dust on the surface of the wall, such as mold release agent oil stains, and must be clean to prevent any impact on the appearance of the external structure. At the same time, the abrupt positions on the surface of the wall should be immediately treated, and the reserved positions for construction should be fully filled. Then, the cement protective film should be evenly applied on the upper layer of the roof, and the application thickness should not be less than 2.5cm. Generally, this measure can significantly reduce the overall heat transfer degree of the prefabricated building project's roof, ensuring that the roof temperature is controlled within the specified range. Compared with general exterior wall construction, prefabricated building projects have independent exterior windows and flat roof windows, which are not connected. Therefore, hollow plastic steel window glass can also be used to ensure that the window sealing meets the standard. This type of glass not only has a strong insulation effect, but also brings a warm and comfortable living environment to residents, increasing their sense of happiness.

Windows are very common components in prefabricated buildings, which allow indoor air circulation and achieve a transparent and breathable effect. When construction personnel choose windows, they should always pay attention to the design and construction standards of reassembled building engineering, especially during the construction process of prefabricated windows, which requires the use of a large number of bolts to ensure stable installation of the windows, and then retain nuts at the designated positions for window installation. Prefabricated windows are transported to the designated construction site, and the staff make scientific adjustments based on the installation position of the windows and the connecting components used, considering the actual situation. This is beneficial for the installation of the windows in place and greatly improves the construction quality.

### **3 FLOORING AND FIRE AND SEISMIC CONSTRUCTION**

When carrying out specific construction operations in prefabricated building projects, floor construction and fire and seismic resistance construction are particularly important, especially under the continuous influence of low-carbon environmental protection concepts. To ensure that the progress of floor construction is not affected, construction personnel must prioritize selecting materials suitable for the current construction operation based on the thickness of the floor, ensuring stable construction quality. For example, the actual thickness of the floor is less than 2cm, which requires construction personnel to use cement mortar construction technology. If the thickness of the floor is higher than 6cm, composite insulation boards need to be used and

the construction work should be completed in sequence according to the construction process [2].

In order to ensure the quality of floor construction in prefabricated building engineering, during the solidification construction of the insulation layer, the focus is on inspecting the surface layer of the floor. Specifically, the cleanliness, flatness, strength, etc. are carefully tested. Once the test results meet the specified standards, the surface layer is immediately sprayed with paint as the basic construction condition, laying the foundation for the smooth construction of the insulation layer. According to the construction characteristics of prefabricated building projects, construction personnel choose flooring construction techniques that are suitable for the current project construction based on the construction site situation, which is conducive to ensuring that the quality of flooring construction is not affected.

Due to the significant differences between prefabricated construction projects and other construction projects, there are strict requirements for fire protection performance. To strengthen and improve the fire protection performance of such construction projects, it is emphasized that designers should set up wall facades and interior walls in the construction project to ensure that the fire protection design meets the standards. The external wall construction materials of prefabricated building projects in China have many characteristics. The external facade generally uses block concrete hanging plate materials, and the internal wall uses closed cell foam plates. Through these construction materials, in order to ensure the thermal insulation performance of the exterior facade of prefabricated building projects, the external wall hanging plates are embedded in the steel frame structure, forming a close connection between the interior of the wall and the steel bars. Although in high temperature conditions, prefabricated building projects are prone to structural cracks, and the degree of external damage will also significantly decrease, truly improving the fire resistance performance of the project.

When carrying out specific construction operations in prefabricated building projects, construction personnel install steel columns and beams inside the walls, which not only greatly improves the stability of the building walls, but also better improves the seismic performance of prefabricated buildings. Especially for high-rise building engineering projects, damping is generally achieved through dampers and other means. If an earthquake occurs, these devices can absorb a large amount of seismic energy, effectively reducing the impact of earthquakes on the overall prefabricated building [3].

### **4. CONCLUSION**

Prefabricated buildings have significant differences from other types of buildings, as they have advantages such as wide resource utilization, high construction

efficiency, low pollution level, and strong performance. Especially in the specific construction operations, units continuously penetrate the concept of low-carbon environmental protection, and develop corresponding optimization measures around water conservation, material conservation, energy conservation, etc. to ensure that prefabricated buildings are more stable and reliable, and to prevent various quality problems. With the continuous promotion of green buildings, prefabricated buildings with low-carbon and environmentally friendly concepts have emerged, creating great opportunities for the construction industry to achieve sustainable development and better face future challenges.

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# Analysis Of Ideological and Political Education in Student Management in Higher Vocational Colleges

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**Abstract:** Students are the future of a country, and higher vocational colleges are important talent training bases in our country. Most of the students trained in higher vocational colleges enter the basic production positions after graduation. the quality of students in higher vocational colleges is related to the development of society. In the work of student management in higher vocational colleges, ideological and political education of students is the focus of work. Teachers involved in student management should attach importance to the guidance of students' ideology and politics, help students establish correct moral values, ideological views and values, and improve their comprehensive quality, so that vocational students can grow into talents needed by the country. However, there are many deficiencies in the current management of students in higher vocational colleges, and the quality of ideological and political education is not high, which affects the growth and development of students. Therefore, this paper will analyze the ideological and political education in the management of students in higher vocational colleges.

**Keywords:** Higher vocational colleges; Student management; Ideological and political education

## 1. INTRODUCTION

Most of the students trained by higher vocational colleges are technical basic talents, and most of them will go to front-line production positions in the future, so the cultivation mode of higher vocational colleges pays more attention to the cultivation of students' practical ability and professional skills. With the development of society, the society's requirements for talents continue to increase, higher vocational colleges should conform to the trend of the development of the Times, meet the social requirements for talents, improve their own education level, and provide more high-quality talents for the society. In the management of students in higher vocational colleges, ideological and political education is the focus of students' work. Ideological and political education is to guide students' thoughts and make students establish correct career views and ideological views, etc. However, there are many deficiencies in the ideological and

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political education of higher vocational colleges at present, which affect the training of higher vocational students. the method of ideological and political teaching in higher vocational colleges is backward, the students' attitude towards ideological and political content is not correct, and the construction of ideological and political education team in higher vocational colleges is insufficient. the following will study the deficiencies of ideological and political education in the current management of students in higher vocational colleges, and explore ways to optimize the ideological and political education in the management of students in higher vocational colleges.

## 2. THE DEFICIENCY OF IDEOLOGICAL AND POLITICAL EDUCATION IN STUDENT MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

### 2.1 Backward ideological and political education teaching methods

In the process of carrying out student management in many higher vocational colleges, the teaching methods used are relatively backward, resulting in poor teaching effect. At present, China attaches great importance to students' ideological and political education, and higher vocational colleges also actively respond to the requirements of relevant state departments and form a relatively complete knowledge system of ideological and political education. However, the content of ideological and political teaching is characterized by policy, rigor and seriousness, and some conceptual issues are relatively difficult for students to understand. the ideological and political education methods in higher vocational colleges are the most commonly used indoctrination teaching methods. Ideological and political knowledge is originally obscure and boring for students, and teachers' teaching methods are fixed and single, which makes students not only difficult to understand when learning, but also easy to lose interest in learning, resulting in students' difficulties in ideological and political learning. In order to effectively carry out ideological and political education in student management, it is very important to change teaching methods [1].

### 2.2 Students fail to correct their learning attitude

Today, with the rapid development of science and technology, students have access to all kinds of information through the Internet. Although such information can broaden students' horizons and help students' thinking growth to a certain extent, everything has two sides. All kinds of information on the Internet will also have a great negative impact on students, influenced by novel information and ideas. Students' ideological concepts are more complex. For students in higher vocational colleges, they may lack self-control and self-discipline, and may have some negative ideological concepts under the influence of the Internet. Students' ideological concepts may become utilitarian or excessively pursue entertainment. There are obvious deficiencies in learning motivation, which affect the healthy growth of students' thinking and habits, and bring certain difficulties to ideological and political education.

### 2.3 Insufficient ideological and political education

In order to carry out ideological and political education effectively, a high quality ideological and political education team is the key. Ideological and political education has strong professionalism, and students' ideological and political learning is mostly carried out under the guidance of teachers, so the quality of teachers is related to the quality of teaching. However, in many higher vocational colleges, the construction of ideological and political education team is insufficient, and the comprehensive quality of teachers is not high, which is reflected in that the work of teachers cannot keep up with the development of the Times, teachers do not contact and understand the advanced ideological and political education content, still use the previous content, some teaching content lags behind, and there is no innovation and optimization of teaching methods. Teaching efficiency and quality are not up to expectations.

## 3. EFFECTIVE COUNTERMEASURES TO STRENGTHEN IDEOLOGICAL AND POLITICAL EDUCATION

### 3.1 Actively pioneering and innovating

To optimize the ideological and political education in the student management work, we should first actively explore and innovate. the current ideological and political education methods are relatively backward and single. Backward and single teaching methods make students have a poor understanding of the ideological and political knowledge content, which makes students feel boring in the study of ideological and political affairs and discourages students' interest in learning. Teachers should enrich the way of ideological and political education, no longer only apply the teaching method of classroom indoctrination, but should apply a diversified education method, starting from the management of students, starting from the life of students, infiltrating ideological and political education, and enhancing students' interest in learning. When innovating educational methods, teachers should pay attention to retain the advantages

of their previous teaching methods, actively apply the resources and information technology of higher vocational colleges, and keep close contact with students in the process of education, understand the changes in students' thoughts, and give students correct guidance. Through diversified and novel teaching methods, students' interest in ideological and political learning can be enhanced, thus improving the quality of ideological and political education [2].

### 3.2 Attach importance to the status of ideological and political education

Higher vocational colleges should attach importance to the status of ideological and political education. Vocational colleges cultivate skilled applied talents, attach importance to students' professional ability and practical ability in the process of education, and pay insufficient attention to ideological and political education, resulting in the lack of ideological and political education work. Therefore, in order to optimize the ideological and political education work, we should enhance the status of ideological and political education and realize the importance of ideological and political education work. Colleges and universities should increase publicity work, make use of campus resources to publicize ideological and political education related content, enhance the importance of teachers and students to ideological and political education, actively optimize the work system, and build a sound education system. School leaders should play a leading role, actively carry out student management, and lead teachers to carry out ideological and political education. Establish long-term working mechanism and correct teachers' working attitude and students' attitude.

### 3.3 Strengthen ideological and political education

The comprehensive quality of educational staff is related to the quality of teaching, so in order to optimize the ideological and political education work, we should strengthen the ideological and political education team and enhance the ideological and political literacy of teachers. Higher vocational colleges should actively carry out teacher training, efficiently carry out teaching and research work, raise the requirements for teacher education, and then improve the level of ideological and political education.

## 4. CONCLUSION

In general, to effectively carry out ideological and political education in student management work, we should enhance the degree of attention to ideological and political education, adopt diversified teaching methods, strengthen the construction of ideological and political education team, improve the efficiency and quality of ideological and political education, and promote the healthy growth and development of students.

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# Research On the Application of Ceramic Decoration in The Design of Art Derivatives

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**Abstract:** Ceramic art derivative is a part of the cultural creative industry, but also a souvenir of tourist attractions. Based on visual effects, professional designers have developed well-designed products through creativity, pioneering the development of art derivatives. Ceramic decorative art has its unique form and meaning. This paper takes the development of ceramic decoration as a starting point, through the process of collecting and sorting out relevant information, analysis and comparison, so as to obtain the application results of ceramic decorative art in art derivatives.

**Keywords:** Ceramic decoration; Art derivatives; Design and application

## 1. INTRODUCTION

As two different art forms, ceramic decoration and art derivatives play an important role in the contemporary cultural industry. Ceramic decoration through the processing of ceramic materials, the pursuit of beauty creation; the artistic derivative continues its unique artistic charm through the understanding of the emotion and form of the original work. However, the creativity of ceramic decoration gradually waned, while the market for art derivatives flourished. Therefore, how to integrate the two art forms together is of great significance to promote their coordinated development.

## 2. THE DEVELOPMENT OF CERAMIC DECORATION

As an ancient and exquisite art form, ceramic decoration has existed for thousands of years. It originates from the development of ancient civilization and human's pursuit of beauty. the earliest ceramic decoration dates back to the Yangshao and Longshan cultures of China's Neolithic Age. At that time, people began to master the technology of pottery making, and carried out simple decorations and patterns on the surface of pottery. With the passage of time, ceramic decoration gradually developed and expanded. the combination of bronze and pottery appeared in the Shang and Western Zhou dynasties, and the decoration techniques were more complex and diverse. At this stage, ceramic decoration has become an important social and cultural symbol, not only used in daily life, but also widely used in ritual activities such as etiquette and sacrifice. Entering the Qin and

Han Dynasties, ceramic decoration further flourished. the imperial kilns of the Qin Dynasty produced a large number of high-quality ceramic objects, which were more exquisite in decoration. With the opening of the Silk Road, the exchanges between China and Central Asia, West Asia and other places increased, and the ceramic decoration technology was also influenced by foreign cultures. A variety of ornamentations and patterns appeared on ceramics of the Han Dynasty, such as moire pattern, lotus petal pattern, flower pattern, etc., showing the prosperity and openness of society at that time. In the Tang and Song dynasties, ceramic decoration ushered in a golden age. Ceramic technology in this period reached an extremely high level, and technological innovations and innovations continued to emerge. Colorful glazed pottery, Ding kiln porcelain and other processes became the representatives of the time, and the decorative patterns were more refined and rich, and the forms were more diversified. the decoration of ceramic ware is not only a simple pattern, but also integrates cultural elements such as poetry, landscape and characters, demonstrating the feelings and aesthetic pursuit of ancient Chinese literati and scholars [1]. It is not only an art form, but also an important carrier of human wisdom and culture, which is of great significance for us to understand the changes of ancient civilization and aesthetic concepts.

Since modern times, ceramic decoration has made remarkable progress. It is no longer just a decoration of daily necessities, but has become a carrier of artistic expression and cultural inheritance. With the rise of the Industrial Revolution, ceramic decoration has entered a new stage. In terms of technology, ceramic decoration began to widely adopt modern production processes and equipment. Traditional manual production has gradually been replaced by mechanization and automation, which has greatly improved production efficiency. the introduction of new materials has also brought more possibilities for ceramic decoration, such as the application of underglaze color, crystal glaze and other technologies, making the decorative effect more colorful and diverse. Secondly, in terms of design, ceramic decoration began to integrate the concept and style of modern art. Artists are no longer limited to traditional patterns and patterns, but try to integrate elements of abstract,

modernism, postmodernism and other artistic schools into ceramic decoration, making it more creative and expressive. At the same time, ceramic decoration also began to cross integrate with other art forms, such as ceramic sculpture, painting, ceramic art installation, etc., making it more diversified and rich.

### **3. THE APPLICATION OF CERAMICS IN ART DERIVATIVE PRODUCTS**

#### **3.1 The application of ceramic decoration in modern artworks**

The application of ceramic decoration in modern artworks shows amazing innovation and expressiveness. As a flexible and usable material, ceramics provide artists with a broad creative space. Through the use of different techniques, forms and styles, ceramic artworks have become an integral part of modern art.

Ceramic sculpture is one of the important applications of ceramic decoration in modern art. Artists take advantage of the plasticity and high temperature resistance of ceramics to create a rich variety of sculptures. These works can present abstract or figurative images, through the texture of ceramic materials and delicate craftsmanship, giving the works life and multiple levels of expression. The unique feature of ceramic sculpture is that it not only retains the technological characteristics of traditional ceramics, but also integrates the innovative elements of modern art, making the works more eye-catching and unique. In addition, ceramic vessels are also an important expression of ceramic decoration in modern art. Traditional functional ceramic vessels are re-interpreted by artists and become works of art that are both practical and ornamental. Through unique design and decoration, ceramic vessels show unique aesthetics and personality, and become exquisite works of art in household life [2]. Through the application of underglaze color, crystal glaze and other technologies, artists decorate ceramic vessels with more colorful, making them an object for people to pursue taste and enjoyment.

#### **3.2 Research on the artistic derivatives of the combination of ceramic art and cultural creation**

The combination of ceramic art and cultural creation has created a rich variety of derivatives, injecting new vitality and fashion elements into traditional art. This combination makes ceramic art closer to people's life and aesthetic needs, and has become a part of modern cultural industry. The derivative products combined with ceramic art and cultural creation expand the reach of artistic works. By transforming ceramic art into a variety of practical cultural and creative products, such as tableware, tea sets, decorations, etc., ceramic art can enter every aspect of ordinary family life. People can enjoy the beauty and touch brought by the

use of ceramic derivatives, but also feel the unique charm of traditional art. This approach makes ceramic art no longer limited to museums or art exhibitions, but integrated into daily life, so that more people can access and appreciate this art form. Secondly, the derivatives of ceramic art combined with cultural and creative products have broadened the development space of the ceramic market [3]. Traditional ceramic art works are often expensive, limiting the ability of some people to buy. By transforming ceramic art into derivatives, more price range options can be provided to meet the needs of different consumer groups. At the same time, the design and packaging of cultural and creative products also pay more attention to the needs of the market, which can attract more consumers through personalized and fashionable elements. In this way, the sales of art works are also increased, and the market is better developed. Finally, the derivative products combined with ceramic art and cultural creation inherit the essence of traditional culture and give it new connotation. As the representative of Chinese traditional craft, ceramics has a profound historical and cultural heritage. Through the design and innovation of cultural and creative products, traditional patterns, ornamentation and other elements can be presented in a new way, making traditional culture active.

### **4. CONCLUSION**

As a unique art form, ceramic decoration has been widely used in the design of art derivatives, providing new ideas and ways for the extension of the original art form. However, it is also necessary to note that the competitive pressure and insufficient development space of ceramic decoration in the market require the participation and innovation of more talents. In general, the design of art derivatives needs to combine the characteristics and development direction of ceramic decoration to explore its potential, so as to promote the coordinated development of the two arts.

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# A Study on the Construction Path of College English Classroom Teaching Model from the Perspective of Core Literacy

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**Abstract:** In college teaching, English teaching is a crucial part of the work, the level of the work has a direct impact on students' ability to communicate in English. From the perspective of core literacy cultivation, the former college English classroom teaching model is difficult to meet the needs of the current work, and cannot effectively improve the core literacy of college students, and the teaching quality is difficult to be reliably guaranteed. This paper analyzes the construction path of college English classroom teaching model under the view of core literacy, hoping to help colleges and universities to further improve college English teaching and effectively improve the level of English teaching.

**Key words:** Core Literacy View; College English; Classroom Teaching; Construction Path

## INTRODUCTION

At present, how to cultivate students' core literacy in the teaching process has become a prominent problem for teachers. College English teachers should pay enough attention to the requirements of core literacy training concepts in practical work, and actively improve college English teaching, so as to improve the level of English teaching and ensure that students' core literacy can be significantly improved. Promote the all-round development of students. From the perspective of core literacy and college English teaching, the author explores the construction path of college English classroom teaching model under the perspective of core literacy, with the purpose of providing some references for the optimization and adjustment of English teaching in colleges and universities.

### 1. CORE LITERACY VIEW

#### 1. Definition of core literacy

The abilities that students should possess mainly include three aspects: social participation, independent development and cultural foundation. These three aspects have a significant impact on the future development of students, and are related to whether students can adapt to the rhythm of society as soon as possible after employment. When cultivating students' core qualities, we should adhere to the three principles of nationality, times and science, take

promoting students' all-round development as the fundamental goal, constantly improve students' practical innovation ability, enhance students' sense of responsibility, help students live a healthy life and learn to learn, cultivate students' scientific spirit, and enrich students' cultural heritage. To ensure that students are able to contribute to social and economic development. College students already have a certain English foundation and have gradually developed their own learning habits in the past. Therefore, to cultivate students' core qualities in college English classroom teaching, we should pay attention to the characteristics of college students and carry out work from the aspects of skills, attitudes, emotions and values, so as to lay a good foundation for students' future development.

## 2. COLLEGE ENGLISH TEACHING

### 1. Nature and purpose of teaching

As an important part of higher education, college English teaching plays an important role in college teaching. During college study, English is a compulsory basic course. Teachers will explain English language knowledge and related theories to students in the teaching process, which can help students improve their English expression and understanding ability, provide a new way for students to know and understand the world, and help students to feel different cultures. And make students in the process of learning to strengthen their own cultural self-confidence, to the students have a certain role in promoting the establishment of correct values. In addition, humanism and instrumentality are typical characteristics of college English teaching, and teachers need to apply a variety of teaching methods and models in the teaching process.

### 2. Traditional college English teaching mode

In the previous teaching process, college English teachers dominated the teaching progress and direction, and students' dominant position was often ignored. Teachers only carried out their work as self-centered, and failed to strengthen their guidance to students. In this case, although students could strengthen their English knowledge learning, their subjective initiative could not be fully brought into play. It is not conducive to the improvement of

students' autonomous learning ability. In addition, in the traditional teaching mode, students are subject to more restrictions, students cannot have good interaction with teachers, teachers occupy an absolute dominant position, students are more passive in the teaching process, as time goes by, students will lose interest in learning and fail to form good habits in the learning process, which is not conducive to the future development of students [1].

### 3. College English curriculum reform model

Under the new situation, curriculum reform is advancing steadily. College teachers should fully realize the specific requirements put forward in College English Curriculum Teaching Requirements, pay attention to innovation in English teaching, strengthen the application of modern information technology in the teaching process, and complete classroom teaching tasks with the help of computers, so as to further improve the quality of teaching. the application of modern information technology to English teaching can break through the restrictions of time and space on teaching work, and the teaching work is more targeted. Students can use modern information technology to carry out targeted learning, students' independent learning ability can be effectively cultivated, and students can realize their own personalized development. In addition, the new English teaching mode has the characteristics of strong interest, knowledge and practicality. the interest of English teaching is significantly improved, and teachers and students can have a good interaction. In this case, the English teaching effect can be significantly optimized.

### **3. THE CONSTRUCTION PATH OF COLLEGE ENGLISH CLASSROOM TEACHING MODEL FROM THE PERSPECTIVE OF CORE LITERACY**

#### 1. Make effective preparation for teaching activities

To construct a college English classroom teaching model under the view of core literacy, teachers should pay attention to the effective preparation for teaching activities. In practice, English teachers should make clear the requirements and objectives of core literacy training, and do a good job in the preliminary preparation, so as to lay a good foundation for the follow-up teaching work. Before class, teachers should analyze students' characteristics and teaching tasks, and set up reasonable classroom introduction links in the course of lesson preparation, so as to arouse students' learning enthusiasm and keep students' strong expectations for the development of English teaching. Moreover, teachers should pay attention to the analysis of students' learning situation, set reasonable teaching objectives, and standardize the follow-up teaching work. In addition, teachers should organically combine English teaching with core literacy training concepts to ensure that students can

continuously improve their core literacy in the process of learning English knowledge [2].

#### 2. Attach importance to the cultivation of students' awareness of independent learning

To construct a college English classroom teaching model under the view of core accomplishment, teachers should attach great importance to the cultivation of students' self-learning consciousness. College English teachers should fully realize the importance of cultivating students' awareness of independent learning, play their role as guides in the teaching process, strengthen guidance to students, encourage students to conduct independent inquiry learning, reduce restrictions on students, encourage students, and help students develop the habit of independent learning. In addition, teachers should do a good job in after-class extension activities, create a good atmosphere of inquiry learning, enable students to master English knowledge in the process of inquiry learning, and promote the improvement of students' independent learning ability.

#### 3. Cultivation of practical ability

To construct a college English classroom teaching model under the view of core accomplishment, teachers should fully realize the importance of cultivating students' practical ability. Teachers should clearly define the requirements of core quality concepts, and cultivate students' ability to solve practical problems in English teaching, so as to lay a solid foundation for students' future employment and development. In practical work, teachers should guide students to actively participate in the teaching process, require students to study with questions, and set practical content in the teaching process to help students combine English knowledge with real life, help students to apply what they have learned, and further optimize the teaching effect.

### **4. CONCLUSION**

To sum up, the construction of college English classroom teaching mode under the view of core literacy is not only the requirement of curriculum reform, but also the internal demand to promote the improvement of students' core literacy level, which can help teachers further improve the level of English teaching and is of great help to the future development of students. Under the new situation, college English teachers should fully realize the importance of their own work, clarify the requirements of core quality concepts, make effective preparations for teaching activities in daily work, attach great importance to the cultivation of students' self-learning awareness and practical ability, and build college English classroom teaching mode in this way to ensure the high-quality development of English teaching. Strengthen the influence on students.

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# The Current Situation and Improvement Path of Professional Identity of Male Preschool Education Majors in Feixian Campus of Linyi University

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**Abstract:** By investigating and analyzing the status quo of professional identity of male preschool education majors, corresponding countermeasures are proposed, including correctly responding to the influence of traditional concepts, enhancing the awareness of male students' self-advantages, optimizing the professional curriculum, and establishing a protection and incentive mechanism for male teachers. This is of practical significance for improving the professional identity of male students in preschool education and enhancing the efficiency of preschool education teaching.

**Keywords:** Preschool education majors; Male students; Professional identity

## 1. INTRODUCTION

In recent years, with the continuous development and enhancement of our country in politics, economy and culture, the state has attached more and more importance to the development of pre-school education, and the pre-school education system at the secondary level is gradually dying out, replaced by a teacher training system mainly based on the cultivation at the level of higher education. And undergraduate level training mode has become the main force of preschool education teacher training system. It is because of the continuous adjustment and improvement of national policy, gradually changed the preschool education teacher team "girl scout" structure, more and more men to join the preschool education industry, for the preschool education industry injected a stream of fresh blood. However, it is undeniable that due to the long-term traditional concept in China that semester education is an exclusive profession for women, many men engaged in preschool education face great psychological and social pressure, resulting in the weakening of their professional identity. This thesis investigates and analyzes the professional identity of male undergraduates majoring in preschool education and its influencing factors, digs out the factors affecting

the professional identity of this group, and puts forward corresponding countermeasures to solve the problem, so as to contribute to the healthy development of preschool education majors in China.

## 2. IDEAS OF THE STUDY

### 2.1 Define the concept of specialty identity

The so-called professional identity (specialty identity) refers to the acceptance and recognition of the learners' specialty and their willingness to learn and explore with positive attitude and active behavior, which is manifested in the fact that the learners combine their own interests, hobbies and specialties, and in many professions, they regard a certain specialty as the same as their own and regard the other professions as the others, and they even hope that they will become the same as the outstanding people of the specialty. the reaction of the people who are the same as those who are outstanding in the specialty. According to this definition, professional identity is mainly reflected in the learner's acceptance level of the profession, and whether he/she is willing to put positive attitudes and behaviors to learn and engage in the profession. As the main institution of teacher training, the function of higher teacher colleges is to create a learning atmosphere, provide professional program education and send teachers. Therefore, taking into account the characteristics of higher education institutions, this study divides the professional identity of male students of preschool education in colleges and universities into three dimensions: the emotional identity of the profession, the identity of the professional course training, and the identity of the professional employment prospects.

### 2.2 Research Methods and Samples

The self-edited "Professional Identity Questionnaire for Male Preschool Education Students" was designed with 30 questions based on the three dimensions of professional identity, and the answer statements for each question were not uniform, but all of them were scored on a five-point scale, and the main statistical comparison was made for the percentages. the male

students majoring in preschool education in Linyi University were selected as the research sample, 93 questionnaires were distributed, 90 questionnaires were recovered, 85 questionnaires were valid, and the validity rate was 91.3%, and the following conclusions were drawn. Comparative analysis between grades was not done because of the sample specificity and small number.

### **3. THE CURRENT SITUATION AND CAUSE ANALYSIS OF MALE PRESCHOOL EDUCATION STUDENTS' PROFESSIONAL IDENTITY**

#### **3.1 Male preschool students' emotional identity of the specialty**

Self-confidence and pride in professional identity and willingness to apply for the major can reflect students' inclination and emotional level towards their chosen majors. The survey data from this study on the identity of 85 male students majoring in preschool education at Feixian Campus of Linyi University showed that when students were asked "As a male preschool education major, you feel", 33% chose "very proud", 12% chose "a little proud", 12% chose "very proud", 12% chose "a little proud", 12% chose "a little proud", 12% chose "very proud", and 12% chose "very proud". 33 per cent, "a little proud" 12 per cent, "average" 55 per cent, "a little inferior" and "very inferior" "This shows that the majority of male students have a low opinion of their professional identity. This shows that most of the male students lack confidence in their professional identity, and this lack of confidence is mainly due to the students' lack of awareness of their own gender advantages, insufficient understanding of the role and significance of male students' career in early childhood education, and the current social recognition of the preschool education profession is not high. At the same time, the traditional concepts and social opinion of male students engaged in early childhood education industry disapproval or even disparagement, resulting in students are not even willing to talk about their own profession in front of others. When asked "Whose will is it to enroll in the preschool education profession?", 13% and 26% of the male students chose "completely by myself" and "basically by myself" respectively, and 26% of the male students chose "by myself and others". The percentages of those who chose "by themselves and others" and "by others" were 50 per cent and 11 per cent, respectively. This shows that the vast majority of male preschool education majors are mainly influenced by others to fill in their college major volunteers. If enrolling in preschool education is a forced choice for the majority of male students, then how can we talk about true love and aspiration? In addition, through the interviews, it was further understood that most of the male students only chose preschool education majors "by choice" or reluctantly, and they took this choice as a "knocking-brick" to enter the university, and held the idea of "changing

majors after entering the university first" while waiting for the future. They take this choice as a "knock" to enter the university and wait and see what happens with the idea of "changing majors after entering the university".

#### **3.2 Agreements of male preschool students on the training of specialized courses**

##### **3.2.1 Regarding the skill curriculum**

Skills courses are an important tool for training preschool students to make a living individually and a means to carry out early childhood education activities, and their setting is directly related to the preschool students' enjoyment of the major.

Whether it is reasonable or not is directly related to the degree of pre-school education students' enjoyment of this profession. What is the level of agreement of male students with this kind of programme? This study conducted a survey on this issue, and the survey data show that when asked, "Are you satisfied with the professional skills courses of preschool education (piano, dance, voice, etc.)", 12% of the respondents chose "Strongly Agree" and 12% of the respondents chose "Agree". "12% and 19% respectively. When asked if male students in the preschool education programme agreed with the idea that girls are better suited to learning professional skills, 21% and 41% chose "strongly agree" and "agree", respectively. 21 per cent and 41 per cent respectively. This result shows that most male preschool majors think that piano, dance, voice and other skills courses are more suitable for female students to learn professional skills courses, at the same time, due to gender and personality reasons, male students' interest in such courses is generally low, and they tend to hold a lukewarm, or even resentful, avoiding attitude, and in the process of learning, due to the nature of some courses (e. g., early childhood dance, etc.), some male students are often in an awkward situation. In the process of learning, due to the characteristics of certain courses (e. g., early childhood dance, etc.), some boys are often in an awkward situation.

##### **3.2.2 In terms of theoretical curriculum and course implementation**

The teaching of theory courses such as preschool education and child psychology is an important way to cultivate students' professional awareness and enhance their specialisation. According to the survey data of 85 male students majoring in preschool education in Feixian Campus of Linyi University, when the 85 male students were asked "they are interested in the theory courses of preschool education", 17% and 29% of them answered "strongly agree" and "agree" respectively. "17 per cent and 29 per cent respectively. It can be seen that most of the male students majoring in preschool education have a low interest in the theory course in the learning process, and their enthusiasm is not high, so the learning effect is average.

### 3.2.3 In terms of practical curriculum and course implementation

Educational apprenticeship and internship in kindergartens or preschools is an important way to cultivate the hands-on ability and practical ability of preschool education majors, and it is also one of the indispensable courses. The results of this study show that when male students were asked "kindergarten internship is important for students' growth", 25% and 42% of them chose "strongly agree" and "agree" respectively. 25 per cent and 42 per cent respectively. This shows that the majority of male students recognise the importance of educational internships, and they think that educational apprenticeships and internships are an essential part of the curriculum. Due to the irrational curriculum of many colleges and universities at present, the number of practical internship hours is obviously small, and there is a lack of professional guidance and evaluation, so the practical courses are often just a formality.

### 3.3 Preschool male students' identification with professional employment prospects

Male preschool majors' employment recognition of their major is the starting point of their professional growth after graduation, and it is the source of emotional motivation and basic psychological preparation for their future career in early childhood education. So what is the male students of preschool education majors in Feixian Campus of Linyi University's employment recognition of the major? This study investigated this issue, and the results of the survey showed that when asked "the employment prospect of preschool education majors is very good", male preschool education majors think that the major is "very satisfied", "satisfied", "satisfied" and "average". When asked about "very good employment prospects for preschool education", male preschool education majors think that the majors are "very satisfied", "satisfied" and "average", accounting for 3%, 17% and 55% of the total number of male students respectively. It can be seen that most of the male students are optimistic about the employment situation of their majors. This is due to the fact that there is still a shortage of early childhood teachers with bachelor's degree in China, while male early childhood teachers are even more scarce and have been in short supply. As long as the students have the will, they can usually find a job related to their profession.

## 4. THE PATH TO IMPROVE THE PROFESSIONAL IDENTITY OF MALE STUDENTS IN PRESCHOOL EDUCATION

From the analysis of the survey results, the level of professional identity has a significant impact on male students' learning as well as their attitudes towards future practice, and the following suggestions are put forward to address the pre-school education

In view of the professional identity problems of male students in preschool education, the following suggestions are put forward:

### 4.1 Improve male preschool education majors' understanding of their own advantages

Establishing a correct view of the profession and improving professional identity. The improvement of teachers' sense of professional identity helps to establish a correct view of the teaching profession, which requires strengthening the boys' clear understanding of the preschool education profession, changing their existing concepts, and enhancing their identification with the preschool education profession.

### 4.2 Do a good job in psychological guidance for male preschool education majors to reduce their pressure.

The government, society and schools should correctly guide the change of traditional concepts. With the continuous development and improvement of the country in politics, economy and culture, the development of education has also put forward new requirements. For the problem of imbalance of male to female ratio in preschool education majors in colleges and universities, schools can carry out psychological counseling rooms, do a good job of psychological guidance for men in preschool education majors, and regulate the problem of psychological burden in the general environment of the imbalance of male to female ratio by some means.

### 4.3 Aiming at the characteristics of male preschool education majors, add and delete courses to improve their professional skills level

At present, the pre-school education majors in the College of Education or the Department of Education of general teacher training universities generally take two major categories of public courses and professional courses in the construction of disciplines, and the professional courses are divided into basic, theoretical and practice-oriented. Regarding the problem of unreasonable professional course curriculum raised by male students, they should choose the adapted course categories according to their temperament, interest and professional development plan, so as to enrich the kindergarten culture and special courses while giving full play to their masculine temperament. It is necessary to break the routine and implement a diversified curriculum model, offering courses such as management, sports, methodology, etc. Due to the special characteristics of male teachers, they can be qualified to perform tasks that female teachers cannot undertake, such as kindergarten management work, according to their needs.

### 4.4 Improve the level of teachers

Firstly, the recognition of the preschool education programme should include a rigorous recruitment process for those who specialise in this field to enter the preschool education system. Secondly, to create an environment suitable for male teachers' teaching and

research, and to set up specialised technical research based on men's own strengths, which will enable male teachers to concentrate on academic research. Thirdly, the level of professional research should be upgraded to increase the vitality of the preschool education profession.

4.5 Help students establish career planning and actively carry out activities related to employment training Schools should carry out preschool education employment training and guidance activities every semester of the year from freshman to senior year. In addition to letting them understand the knowledge related to the field of preschool education, the training of career planning is also the most important. Secondly, the school career guidance office should pay more attention to male preschool education majors, actively guide them to build up a sense of pride and professional honor, and help them overcome the traditional prejudices of the society to motivate them to contribute to the cause of education. Finally the school should arrange the help of internship employment guidance teachers to actively encourage male students to carry out employment guidance.

## 5. CONCLUSION

In conclusion, preschool education male students are influenced by the interactions that occur between themselves and their environment and between the environment and the environment and their professional identity. By analyzing the influencing factors affecting the professional identity of male preschool education majors in colleges and universities, it is hoped that it will provide inspiration and reference for people to explore the reasons for the formation of male preschool education majors' professional identity and construct countermeasures to enhance their professional identity.

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# Research On the Practice of Student Education Management in Higher Vocational Colleges from the Perspective of Student-Oriented Management

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**Abstract:** The current social economy is developing, education is also developing with the Times, has been strongly supported by the state. Under the background of education system reform, higher vocational colleges, as an important position for personnel training, have undergone some changes in the concept and management of education management, and gradually take students as the main body to actively practice the student-oriented management concept and optimize the management of students' education. For this, this paper first analyzes the status quo of student education management in higher vocational colleges, and then explores the strategies of student education management practice in higher vocational colleges from the perspective of student-oriented management for reference.

**Keywords:** Student-based management; Higher vocational colleges; Student education management; Management work; Practical research

## 1. INTRODUCTION

Student-based management is based on students as the main body, and its purpose is to respect life and nature, taking into account students' learning needs, life needs and development needs, so as to formulate educational management programs around students and adopt effective management means. In this process, teachers are the leaders of education management, and students are the main body of education management. Improving students' quality of life and improving students' learning quality is the main goal of student education management.

## 2. CURRENT SITUATION OF STUDENT EDUCATION MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

The educational management mode of students in higher vocational colleges is often more traditional, which is mainly manifested in the management subject. Higher vocational colleges believe that the education management of students is mainly the work content and responsibility of counselors, and has no correlation with other departments. However, for the

education management of students, not only do counselors need to provide guidance and help in learning, but also school psychological guidance teachers need to provide professional guidance. In this way, students can get the attention of higher vocational colleges from behavior, thought and psychology, and students can also have a sense of trust in managers and teachers, which is conducive to improving the efficiency and quality of education management [1].

In addition, senior high school administrators are mainly young people, young people are easier to close the distance with students and better understand the ideas of students, but they lack some experience and cannot devote themselves to work, which may lead to unsatisfactory results in student education management.

Secondly, management system. the management system of higher vocational colleges needs students to implement according to the management system, and the system is also the basis and guidance for standardizing education management. As the system falls under the scope of the management system, it will affect the release of students' nature and display of personality, as well as the overall development of students. This relatively rigid management mechanism will affect the development of a good relationship between teachers and students.

## 3. PRACTICAL MEASURES OF STUDENT EDUCATION MANAGEMENT IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF TWO-STUDENT MANAGEMENT

At present, the deepening reform of the education system has promoted the change of the concept of education management and the optimization of the management mode in higher vocational colleges. Effectively practicing the concept of aesthetic management, improving the efficiency and quality of the education management of students in higher vocational colleges, and enhancing high-level and



high-quality professional talents have become important work contents of higher vocational colleges.

### 3.1 A correct understanding of aesthetic concepts

The student-oriented concept takes students as the main body, respects the individual differences of students from the perspective of students, and guides students to exert their own subjective initiative. Under the student-oriented concept, students are the object of education, no longer the object of management, and the cultivation of students' ability is the main content of education management. Managers should respect students, including respect for students' personality, respect for students' differences, should avoid criticizing students, but also need to respect students' views and ideas, and actively listen to the opinions and suggestions put forward by students. Only after giving students respect can students have a sense of trust in educational administrators, and administrators should provide assistance to students. Under the student-oriented concept, administrators and teachers should attach importance to giving guidance and guidance to students. Managers should have a comprehensive understanding of students, influence students through their emotions, regulate their behaviors, help students overcome difficulties and solve problems, and help students make life development plans. They should also help students understand their shortcomings and strengths, make up for their shortcomings in continuous learning, correct their shortcomings, and give play to their strengths. Thus can realize their own good development.

### 3.2 Pay more attention to students

Students are the main body and key of student-oriented management. School administrators need to fully grasp students' physical, psychological and learning conditions, which is the premise and foundation for effectively carrying out student education management. Providing psychological counseling to students allows students to grow, learn and develop in a good environment and to establish a harmonious relationship with school educators.

Secondly, education administrators should pay more attention to some special groups of students, such as those with financial difficulties or psychological problems. For students with financial difficulties, administrators should provide relevant financial subsidies and state subsidies according to the school management system; For students with psychological problems, managers need to go into the inner world of students and assist them to adjust their inner emotions [2].

Managers should be as comprehensive as possible to understand the student's family background, living background, learning situation. Although the task of student education management is heavy, if you have a more comprehensive and in-depth understanding of students, you can promote the development and implementation of education management, lay the foundation and create conditions, so that

administrators can actively provide students with help in life and study, so that students can grow and learn in a superior environment.

### 3.3 Improve the comprehensive quality of managers

Administrators and counselors are the executors of education management in higher vocational colleges and have a close relationship with students. When recruiting managers, higher vocational colleges need to do a good job according to specific rules and requirements, and build a high-level and high-quality management team. First of all, we should do a good job of assessment, ensure that the examination procedure is rigorous and scientific, and flexibly adopt the written test and interview, mainly to examine the comprehensive ability of the interviewer, including professional ability, communication ability, adaptability, and arrange suitable positions according to the situation of the applicant.

Second, establish a pilot mechanism. Those who have passed the assessment should set a probation period before formally entering the post, which is a way to evaluate their actual ability, so that the candidates can have a deep understanding of the responsibilities and obligations of management [3].

### 3.4 Promote the integration of school education and society

Higher vocational colleges should strengthen cooperation with the society in order to cultivate and exercise students' practical ability, help students understand social needs and formulate development plans. The majors set up by vocational colleges often take into account the market demand and cultivate students' practical ability. In this way, we can strengthen the cooperative relationship with enterprises, create opportunities and build Bridges for students' practical application of theoretical knowledge, so that students can better understand and apply the professional knowledge and understand some shortcomings in their own learning and development during the internship. Take this as the driving force for development and urge oneself to expand the knowledge reserve, improve the level of professional skills, can gradually realize the importance of professional knowledge learning, and then can better constrain and regulate self.

## 4. CONCLUSION

Vocational education is an important part of China's educational structure system, which plays an important role in training professional and skilled talents. We should actively promote the development of higher vocational colleges and improve the quality of students' education management. In order to transport high level and high quality talents for the country and society, we need to change the traditional concept of education management and optimize the management model. Actively practice the student-oriented concept to implement student education management and promote the development of education management.

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# Innovation Of Higher Vocational Students' Educational Management from the Perspective of Whole-Person Education Concept

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**Abstract:** The so-called whole-person education concept, in fact, is the teaching concept focusing on the improvement of students' comprehensive quality and comprehensive skills training, which occupies an important position in the management education of modern higher vocational students, and can guide the innovation of management work, with students' own and future development as the key. This paper mainly expounds the innovation of higher vocational education management, and points out the advantages of the whole-person education concept in this work, and carries out the student education management from the three aspects of holistic thinking, diversified learning management and spiritual education ideal, in order to improve the effectiveness of higher vocational school education management.

**Keywords:** Whole-person education; Vocational college students; Educational administration; Educational idea

## 1. THE COMBINATION OF RIGID AND SOFT VOCATIONAL STUDENTS EDUCATION MANAGEMENT PRACTICE

In the era of globalization and diversification, the concept of whole-person education has gradually been accepted by the majority of educators, which emphasizes the comprehensiveness and integrity of individual development. the introduction and practice of the whole person education concept is of great significance to the education management of higher vocational students. Because the traditional management of higher vocational education often only focuses on the cultivation of students' skills and knowledge, ignoring the development of students' personality and overall quality, this management mode can no longer meet the needs of today's society, so it is necessary to introduce new management concepts and methods. However, the integration of whole-person education concept can effectively solve these problems, which emphasizes the overall development and overall quality training of students, including students' physical health, mental health, social adaptability, etc., so in the management of higher vocational student education, teachers must adopt the concept of whole-person education to guide

the management work, such as: Carry out diversified activities to improve students' comprehensive quality; Establish a tutor system to provide personalized guidance and help for students; Strengthen the connection with society and provide students with practical opportunities and social resources. In addition, under the guidance of the concept of whole-person education, the education management of higher vocational students also needs a combination of hardness and softness. the so-called rigid management refers to the development of clear rules and regulations and disciplinary requirements to protect the basic rights and interests of students [1]. Flexible management means that on the basis of rigid management, it pays attention to students' emotional needs and personality characteristics, stimulates students' enthusiasm and creativity through guidance and encouragement, and keeps students' positive psychology. Among them, in the aspect of rigid management, we can make clear student rules and student disciplinary treatment methods; In terms of flexible management, psychological counseling, career planning and group activities can be carried out to help students better adapt to school life and social environment, so as to ensure future development. Through the introduction of the concept of whole-person education and the combination of rigid and soft management, teachers pay more attention to the overall development and overall quality training of students, and no longer only reflect the education work in a certain aspect, effectively improve the level of education management of higher vocational students, thus cultivating more high-quality technical talents.

## 2. THE PRACTICE OF "STUDENT-CENTERED" HIGHER VOCATIONAL STUDENT EDUCATION MANAGEMENT

In the current vocational education management of students, the concept of whole-person education pays more attention to the all-round development of students, focuses on the cultivation of students' comprehensive quality and vocational skills, and always pays attention to students' mental health and quality of life, so that there will be no psychological distortion and achieve healthy development. Under the guidance of this idea, the education management of

higher vocational students needs to be innovative in order to better meet the needs and expectations of students. Then in the actual work, higher vocational schools must be student-centered, because students are the main body of education management, so it is necessary to give full play to their enthusiasm and creativity, and then pay attention to students' personality differences and hobbies, according to the actual situation of students for targeted education and management. First of all, higher vocational schools need to establish a student-centered education management system, which should pay attention to students' participation and feedback, encourage students to participate in the process of education management, and put forward their own opinions and suggestions, and then establish a sound student autonomy mechanism, guide students to self-management, self-education and self-service, and cultivate subjective initiative. Secondly, higher vocational schools need to pay attention to the all-round development of students. In addition to paying attention to the cultivation of students' professional knowledge and skills, more attention should be paid to the cultivation of students' comprehensive quality. For this work, schools can set up courses in humanistic quality, social practice, innovation and entrepreneurship, cultivate students' cultural literacy and social responsibility, pay attention to students' mental health education and quality of life, and help students solve various difficulties and problems. Make sure it's not affected. Finally, higher vocational schools should also pay attention to the cultivation of students' practical ability and professional quality. At this time, schools can cooperate with enterprises to establish internship and training bases to provide students with practical opportunities and career guidance [2]. At the same time, career planning courses and employment guidance services can also be launched to help students better understand their career interests and development direction, so that students can make plans and plans for their future, and then use them as the driving force to guide them forward, and help them grow into excellent professionals and social citizens.

### **3. FOCUS ON SPIRITUAL EDUCATION OF HIGHER VOCATIONAL STUDENTS EDUCATION MANAGEMENT WORK PRACTICE**

In addition to cultivating the all-round development of students, the concept of whole-person education also focuses on the growth of students' knowledge, skills, emotions, values, spirituality and other aspects. Under such circumstances, the management of higher vocational education must focus on students' spiritual education to help students achieve personalized development. In the course of practical practice, spiritual education can help students develop inner strength, improve self-awareness and value perception.

By guiding students to explore their inner world, it can help them establish a positive life attitude and career mentality, enhance their anti-frustration ability and self-repair ability, and enhance personal happiness and satisfaction. In addition, spiritual education can also help students to shape good moral character and ethical concepts. By cultivating students' spiritual literacy, they can better understand the meaning and value of life, enhance their cognition and respect for diverse cultures, enhance their sense of social responsibility and collective belonging, and ensure their future development. At the same time, vocational schools can also carry out diversified spiritual education activities, such as meditation, psychological counseling, cultural exchanges, etc., to help students better understand themselves, explore the meaning and value of life, and achieve personalized development. Finally, establish a spiritual education curriculum system and integrate spiritual education into professional education, so that students will no longer feel rigid in learning, and gradually develop learning interests and good habits, which is of great help to improve the comprehensive quality and competitiveness of students. After graduation, they can quickly adapt to jobs in various environments and shine in this post. Make contributions to the unit and the society [3].

### **4. CONCLUSION**

It is understood that the concept of whole-person education has been developed for more than 50 years since its emergence, and it is profoundly affecting the development of student education, especially the education management of higher vocational students. Innovation must be realized to guide the development of college students. In the current era, China has put forward higher requirements for the education of higher vocational students. It is not only necessary to pay attention to the improvement of students' grades, but also to develop students' overall thinking, manage diversified learning methods, make the education management of higher vocational students more innovative and spiritual, give students efficient management, and then improve the effectiveness of higher vocational students' education management, in line with the development requirements of the Times.

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# Research On the Concept Construction of College Oral English Teaching Based on Output-Oriented Approach

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**Abstract:** Higher education has always been a topic of great concern to the society. With the continuous development and innovation of education, oral English teaching has become the focus of modern English teaching. In daily life, students often learn theoretical knowledge, which seriously lacks the creation of English context, and most teachers fail to realize the importance of English application context, which has a great impact on teachers' cultivation of students' comprehensive English ability. In the oral English teaching of college English courses, if the flexible use of output-oriented method can not only improve students' oral English expression ability, exercise their grammar application ability, but also develop a strong interest in English and devote themselves to classroom teaching.

**Key words:** Output-Oriented Method; College Oral English Teaching; Concept Construction

## INTRODUCTION

With the continuous improvement of social and economic level, the global economic development is also accelerating, so that our country has great contact with all countries in the world in the fields of economy, politics and culture, showing efficient interaction. At the same time, the society puts forward high requirements for the English ability of modern college students, they not only need to have strong oral English communication ability, It is also necessary to learn to use it proficiently in daily life, create conditions for training comprehensive talents, better adapt to the social environment, and give play to their professional advantages.

## 1. ANALYSIS OF OUTPUT-ORIENTED METHOD

From the perspective of English teaching, the output-oriented approach is a new type of educational product that is developed gradually from modernity to postmodernism based on educational theory through in-depth research of specific theories [1]. Modern educational theories mainly rely on determinism, reductionism and realism to present cognitive paradigms, making education gradually systematic and comprehensive. At the same time, education is

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regarded as a standardized process with clear goals. the goals and normative paths referred to here can be viewed rationally, and accurate judgments can be made based on empirical cognition and systematic analysis. Although relevant researchers in the late 20th century had doubts about it, through a typical case, the computer field was deduced and derived. With the help of powerful computing power, the weather was accurately predicted. Subsequently, the butterfly effect was used to observe that the quantum effect of people's real life was roughly the same as that of the microscopic world. the complexity of human beings and societies is far beyond the limits of nature and cannot even be captured. For example, the cognition of context has aroused great attention from educators, who realize that its meaning is no longer limited to the surface, but far beyond the reality and exists independently. Therefore, under the continuous adjustment of this cognitive paradigm, educators realize that traditional rational education cannot meet the needs of modern education, and they need to actively introduce new models to effectively make up for the deficiency, thus the education theory of post-modern paradigm is born [2]. This educational concept pays special attention to the nature and essence of education, which is also a complete process of people's gradual cognition. When this educational concept plays a role in education, it can feel its important significance through practice and highlight the real value of human cognition.

It can be seen that the output-oriented method pays great attention to the significance of practical education, which is not only a conventional means of education, but also the ultimate goal for people to achieve education and highlight the true meaning of people's existence. the output-oriented method also has the practical operation ability, as well as the cognitive feeling in the educational cause, and optimizes the teaching details, which not only allows educators to view education from a new development perspective, but also gives objective opinions from the perspective of education implementation, so as to make the development of education more comprehensive.

## **2. THE CONCEPT CONSTRUCTION OF COLLEGE ORAL ENGLISH TEACHING BASED ON OUTPUT-ORIENTED APPROACH**

### **1. Improve the design scheme and encourage students to actively output**

The application of output-oriented method in college oral English teaching is mainly to strengthen the cultivation of college students' oral language sense and oral social ability. When organizing students to carry out oral communication, most students only memorize mechanically according to textbooks and various grammars. If teachers are unable to express their personal ideas in English, then teachers can create a good teaching situation. After students have passed the memory cycle, they find that many students' oral English expression ability has gradually deteriorated, and it is difficult to achieve the expected teaching effect. Therefore, in college oral English teaching with output-oriented method, it is crucial for teachers to change their teaching concepts, constantly adjust the teaching content, improve the design scheme, and organize students to actively participate in oral English output activities by using project teaching method or situational creativity, so as to effectively cultivate students' sense of English and have a clear memory of what they have learned and constantly strengthen and consolidate it.

For example, when teachers explain the collocation of fixed words such as "on the third floor", "look good on sb" and "clothing store", they not only require students to forcibly memorize key words or grammar, but also change their teaching concepts and improve the design habits of previous teaching schemes. With students as the main body of the class, the oral communication situation of "buying clothes" is created by the way of situation creation. Some students are invited to play the role of salespeople and some students play the role of buyers. In this teaching stage, middle school students should give full play to their imagination based on the actual situation of life, and have the courage to participate in language communication and interactive activities, such as the color, style and price of clothes they want to buy, as well as the introduction of clothes, etc. By using this teaching method, students can not only exercise their language application ability from the perspective of life, but also have a deeper understanding and knowledge of what they have learned. It can also actively communicate with students in the class, enhance their learning self-confidence, and greatly improve their oral expression ability [3].

### **2. Extend the input range to ensure smooth language output**

To improve students' oral English expression ability, it is necessary to continuously expand the input range and build an education platform in line with college students' oral English training. At this time, teachers give full play to their professional effectiveness, collect English materials and elements extensively,

enrich oral English training resources, and create different oral expression opportunities for students to encourage them to express themselves bravely. When students use English to express their personal ideas, they should first correct their grammatical mistakes to ensure that their oral English is more standardized and rigorous. Therefore, when teachers carry out college oral English teaching, they take students' English foundation as the core and create diversified oral expression situations, so that students at different levels can participate in various oral expression activities, feel personalized teaching style, and help students accumulate more English knowledge. For example, at the end of each class, teachers organize students to read a short article in turn, or guide students to take the initiative to share interesting things in life based on their own life experience, and require students to express themselves clearly in English language. In this way, students can not only train their English pronunciation and enhance their sense of English, but also enjoy snippets of American TV series. Stimulate students' interest in learning, imitate the pronunciation content of a certain fragment, and practice English pronunciation together. This teaching mode can extend the input range in a real sense and improve students' English language output ability.

### **3. Adopt diversified teaching methods to ensure the quality of students' expression**

At present, many college students have been affected by the indoctrination education in high school for a long time, and only contact with theoretical knowledge, which leads to their poor oral expression ability. The root cause is that teachers' oral training methods are inappropriate, which hinders students' English development. When most English teachers organize students to carry out oral English training, they simply focus on one-way language output, unable to guarantee students' active participation, which greatly reduces students' interest. In the long run, there may be a strong psychological rejection of English, and it is difficult to be curious about oral English. If the output-oriented method is applied in college oral English teaching, it can timely change teachers' teaching concepts, innovate oral English teaching methods, and actively introduce information technology to create convenient and interesting language expression situations with multimedia assisted teaching tools as the core, so as to facilitate the cultivation of students' oral English output ability and ensure their expression quality [4].

For example, in oral practice based on the theme of "Sentence Structure", teachers design clear teaching activities and teaching objectives according to students' English fundamentals, and divide reasonable learning groups so that group members at different stages can have smooth oral dialogues and complete group cooperation tasks. Some groups conducted communication dialogues on the theme of shopping,

and some groups conducted communication dialogues on the theme of restaurants. the method of group cooperation and communication enables students to experience the fun of English dialogue in practice. At the same time, in different group communication and dialogue, teachers require students to record the current communication and dialogue. With the help of the playback of the recording, grammar errors can be corrected immediately, so that students can use grammar more accurately and greatly improve the quality of their English output.

#### 4. Design interesting practical activities to strengthen students' application ability

Practical activities are not only an important part of college oral English teaching, but also an important measure to observe students' English mastery. Through the design of interesting practical activities, students' English application ability can be strengthened and fully prepared for their future social adaptation. Therefore, in college oral English teaching, we should give full play to the advantages of output-oriented method and continuously strengthen practical teaching, which truly reflects the effectiveness of college oral English teaching and makes students realize the importance of output-oriented method in oral English training. As an international language, English is often encountered in daily life. Therefore, in the specific implementation of college oral English teaching, we should take the perspective of life as the entrance to mobilize students' enthusiasm for learning, make English knowledge out of the classroom and penetrate into all aspects of students' life. In order to highlight the significance of oral English teaching, teachers make great innovations based on the traditional teaching mode. In addition to organizing regular group oral training for students, teachers also design diversified practical teaching activities, such as oral English competitions, English speeches and other diversified practical teaching activities, so that students gradually fall in love with English and have a strong interest in oral English teaching interaction. To further train students' oral English output ability, create conditions for improving their knowledge application ability, and accelerate students' all-round development, so as to truly feel the fun brought by oral English teaching in practice, and further establish good English literacy to ensure students' all-round development [5].

### 3. CONCLUSION

As one of the compulsory courses in the higher education system, English always needs to spend a lot

of time and energy, which is a difficult and long learning process. In order to improve students' oral English level, we must first change students' learning concepts, so that they have a strong interest in English and love English from the bottom of their hearts. In order to ensure the quality of classroom teaching, college English teachers apply the output-oriented method to oral English teaching, constantly adjust the teaching content, optimize the teaching plan, extend the scope of language teaching, and adopt diversified oral training to provide comprehensive guidance to students. In this way, students can not only be encouraged to take the initiative to participate in classroom activities, but also be subconsciously curious about English. Greatly improve their English language output ability, and then establish good English literacy, to promote the healthy development of students.

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# Progress In the Treatment of Organic Pollutants in Water by Compound Advanced Oxidation Technology

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**Abstract:** With the development of modern industry, organic pollutants in water have become a serious environmental problem. In order to solve this problem, complex advanced oxidation technology is widely used in the field of water treatment. This technology a method to decompose organic pollutants by generating active oxidants, such as hydroxyl radicals (-OH). In this paper, the effectiveness of this technology in the treatment of wastewater organics is discussed in different perspectives.

**Keywords:** Composite advanced oxidation technology; Organic pollutants; Study

## 1. INTRODUCTION

Modern techniques for the detection of environmental samples are moving towards the detection of low concentrations of organic contaminants in multiple substrate samples, thereby reducing the use of these techniques and enabling miniaturisation and automation. In order to further increase the sensitivity of the assays, highly sensitive test equipment and instruments as well as pre-processing techniques have been introduced. However, due to the proliferation of new test equipment, it is not possible to meet the demands of analysing trace organic pollutants in different samples. Complex advanced oxidation technology, therefore, has become the key to the pretreatment of organic pollutant specimens.

## 2. PEROXYNITRITE ADVANCED OXIDATION TECHNOLOGY

This technology is a technique used for the deep treatment of trace and difficult-to-degrade organic pollutants in water, which has the advantages of simple operation and fast reaction rate. On this basis, organic pollutants in water can be oxidatively removed by using persulfate as an oxidant and  $\text{SO}_4^{2-}$ ,  $\text{OH}^-$ ,  $\text{O}_2^{2-}$  and  $\text{IO}_2$  as active oxygen sources [1]. Among them,  $\text{IO}_2$  in the free-free state has mild oxidative activity and long half-life, high activity against Fe(O) compounds and good tolerance to these compounds. Through the catalytic pathway centred on  $\text{IO}_2$  as a non-free group, it is expected to achieve efficient, effective and highly efficient treatment of organic matter in water.

## 3. PHOTOCATALYTIC OXIDATION

## TECHNOLOGY

An important method in complex advanced oxidation technology is photocatalytic oxidation, in which UV light is used to excite semiconductor materials (e. g., titanium dioxide) to produce electrons and holes, resulting in the generation of reactive oxygen radicals. These reactive oxygen radicals can efficiently degrade organic pollutants and also have a bactericidal effect. Photocatalytic oxidation technology has a wide range of application prospects in the field of environmental pollution control and water treatment. In addition to the degradation of organic pollutants and bactericidal effect, it also has many other advantages. This technology is a method that does not require the addition of chemicals, avoiding the problem of secondary pollution that may arise in traditional treatment methods.

The technology has an efficient and rapid processing speed, and is able to degrade organic pollutants into harmless substances in a short period of time. In addition, the photocatalytic oxidation technology is controllable and reproducible, and can be adjusted and optimised according to actual needs. However, photocatalytic oxidation technology still faces some challenges in practical application. Firstly, the reactive oxygen radicals generated in the photocatalytic process are prone to react with the surrounding oxygen and water molecules, thus reducing the catalytic efficiency. Secondly, photocatalytic oxidation technology is highly dependent on light source, which requires the provision of a stable and intense UV light source, increasing the cost of equipment and energy. In addition, the preparation and lifetime of photocatalytic materials are also a challenge that requires further improvement and research.

## 4. ULTRASONIC OXIDATION TECHNOLOGY

Ultrasonic oxidation technology enhances the oxidation reaction by generating high-intensity ultrasonic fluctuations in the water, creating bubbles and liquid-phase turbulence. Ultrasonic waves can provide sufficient energy to break the chemical bonds of organic pollutants and promote the generation of free radicals and reaction rates, thereby accelerating the degradation of organic pollutants. Ultrasonic oxidation technology offers many other advantages.

Firstly, it is a technology that does not require the addition of chemical reagents and therefore reduces environmental pollution. In addition, ultrasonic oxidation technology can efficiently carry out the degradation of organic pollutants in a shorter period of time because ultrasonic waves travel very fast in water [2].

This technology has a wide range of potential applications in the treatment of wastewater and water treatment. It can be used not only to treat domestic and industrial wastewater, but also to purify organic pollutants from groundwater and seawater. This provides a viable solution to water pollution and water environment problems. Ultrasonic oxidation technology can also be used in combination with other water treatment technologies, such as photocatalysis and electrochemistry. the degradation of organic pollutants can be further improved through joint application with other technologies, thus protecting the environment and people's health more effectively. Ultrasonic oxidation technology, however, faces some challenges in its current application. For example, ultrasound has high energy consumption and requires larger equipment and energy support. In addition, the ultrasonic treatment process may generate noise and vibration, and measures need to be taken to minimise the impact on the surrounding environment and people.

## **5. ELECTROCHEMICAL OXIDATION TECHNOLOGY**

Electrochemical oxidation technology uses electrodes to generate current and potential difference to promote the oxidation reaction of organic pollutants. This technology can control the rate and effect of the oxidation reaction by adjusting parameters such as current density, potential and electrolyte concentration. In wastewater treatment, electrochemical oxidation can effectively remove organic pollutants such as organic solvents, pesticides and dyes. By adjusting the current density and potential, efficient removal of different kinds of organic pollutants can be achieved, so that the wastewater can meet the discharge standard. As for air purification, electrochemical oxidation can be used to remove organic gaseous pollutants such as volatile organic compounds (VOCs) [3]. By passing air through the electrode area and using electric current and potential difference to promote the oxidation reaction of organic gases, harmful VOCs can be converted into harmless substances, thus improving indoor air quality.

Electrochemical oxidation technology also has potential for soil remediation. the presence of organic pollutants can seriously affect soil quality and plant growth. Contaminated soil can be effectively remediated by setting up electrodes in the contaminated area and promoting the oxidation of organic pollutants through electrochemical oxidation technology. the adjustment of parameters such as current density, potential and electrolyte concentration can control the oxidation rate and effect of organic pollutants, thus achieving complete soil remediation.

## **6. CONCLUDING REMARKS**

In summary, compound advanced oxidation technologies have been widely used in the treatment of organic pollutants in water because of their high efficiency and lack of secondary pollution. Future research should further improve and develop these technologies to enhance their treatment effects and reduce costs for better protection of water resources and the environment.

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# Cultural Differences and Coping Strategies in Economy & Trade English Translation

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**Abstract:** With the deepening of economic globalization, economy and trade English has gradually become the most commonly used language in international economic and trade exchanges. Economy and trade English translation is a cross-culture and cross-linguistic communication activity, which plays an extremely important role in promoting the exchange and cooperation between trade parties. Cultivating the awareness of cultural differences, and adopting appropriate translation strategies to flexibly deal with the communication obstacles caused by cultural differences are extremely crucial to the smooth running of the trade. The paper aims at probing into the cultural differences in economy and trade English translation and putting forward corresponding coping strategies.

**Keywords:** Economy & Trade English; Cultural differences; Translation strategies; Inter-cultural communication

## 1. INTRODUCTION

Nowadays, economic globalization has made economic and trade exchanges between countries more frequent. Economy and trade English translation plays a vital role in trade exchanges. In economy and trade English translation, cultural difference are important challenges faced by translators. The differences in cultural cognition between China and the West may lead to different understandings of words and expressions, thus affecting the accurate transmission of information. Therefore, in the process of economy and trade English translation, translators must fully consider the differences in cultural cognition between China and the West, master the translation principles and basic requirements of economy and trade English translation. Moreover, they have to adopt corresponding countermeasures and translation skills to ensure that the information is transmitted accurately and correctly. Only in this way can they achieve the goal of communication and exchange, and provide linguistic guarantee for the smooth promotion of international economic and trade cooperation.

## 2. MANIFESTATION OF DIFFERENCES BETWEEN CHINESE AND WESTERN CULTURAL COGNITION

Due to religious beliefs, natural environment, economic development and other factors, there is a certain degree of cultural differences in the concepts, traditions, values and thinking modes of people from the East and the West. As a common cross-cultural communication activity in global communication, economy and trade English translation plays an important role in business activities. It is worth noting that economy and trade English translation is very different from general English translation. For general English translation, it is mainly necessary to master certain grammar. For economy and trade English translation, besides mastering grammar, it pays more attention to practice and professionalism. And it involves a very wide range of deep-rooted culture, and is an organic combination of culture, language and business communication activities [1]. Therefore, understanding and mastering the differences between different cultures is a necessary condition for accurate translation, which can effectively prevent understanding barriers or misunderstandings caused by cultural differences in international business activities. In order to ensure the authenticity and accuracy of language translation, translators must have a deep understanding of the cultural knowledge of the target language, find out the cultural information carried by the language and deliver it accurately, so as to realize the cultural information reciprocity and promote the smooth progress of foreign trade business. The differences between Chinese and western cultural cognition are mainly reflected in the following aspects:

### 2.1 Differences in the cognition of numbers

Different countries may have different understandings and interpretations of the same number. Therefore, there are some differences in people's cognition of numbers in Chinese and western cultures. In economy and trade English translation, translators should pay attention to whether the same numbers in the source language and the target language have different meanings. This can be helpful to accurately convey information and avoid misunderstandings, which will cause bad effects on international business communication activities. For example, Chinese people like numbers such as 6 and 8. For them, 6 is a symbol of success and 8 is often used to mean "get rich" for it is homophonic with the word "Fa". That's

why 8 is commonly used in the names of many Chinese companies and products. However, in Chinese culture, 4 is a homonym for "Si" which means "death" so it is considered unlucky. In contrast, in western countries, number 13 is considered a symbol of misfortune, synonymous with betrayal and treachery. Meanwhile, Westerners love the number 7, as evidenced by its common trademarks "7-Up" (beverage), "7-Eleven" (chain store), etc. In Western culture, 7 is considered to be the number of perfection, and is the lucky number for most people. These examples show the cultural differences between countries in the cognition of numbers.

#### 2.2 Differences in the cognition of animals

There are also some differences in animal cognition between China and the West. For example, in China, most of the words associated with dogs have negative meanings, such as "Gou Zhang Ren Shi" means a bully under the protection of a powerful person and "Ji Quan Bu Ning" is used to describe a terrible turmoil. However, in western culture, most of the words about dogs are positive. Such as "lucky dog" is used to describe lucky people. For another example, in Chinese culture, dragon is synonymous with emperor, symbolizing nobility and holiness. However, in western culture, dragon is a fierce monster, and Satan in the Bible story is called "the old dragon". If the translator ignores the cognitive differences between Chinese and western cultures, it is easy to cause the misunderstanding of the receiver. It can be seen that in economy and trade English translation, translators should pay attention to the differences in the symbolic meanings of the same animal in different countries, so as to avoid the situation of inaccurate expression which may result in understanding obstacles or misunderstandings, and even affecting the communication effect.

#### 2.3 Differences in the cognition of appellation

In Chinese and western culture, there are many differences in appellation terms. Chinese people often pay attention to the seniority and qualification, emphasizing the elder and younger. So people will add the corresponding name of their position when they call senior citizens or people with high qualification. For example, xx+ name of his/her position. In western countries, people do not place too much emphasis on seniority or qualifications. They often call women "Miss /Ms + last name" and men "Mr.+ last name". In addition, Chinese people make customary greetings when they meet for the first time, such as "How old are you?" "How many people are there in your family?" Nevertheless, these issues are considered taboo in western countries because they are considered private [1]. Therefore, in the process of economy and trade English translation, attention should be paid to the cognitive differences of such appellation to avoid offending others, affecting communication and cooperation.

#### 2.4 Differences in the cognition of colors

People from different cultural backgrounds often have different national colors in their understanding of color. Different colors usually have different symbolic meanings in different countries. For example, Chinese people are fond of red and regard it as a symbol of good luck and happiness. So in China there are sayings like red envelopes and red lanterns etc. But in the West, red represents blood and violence. Besides, people in the Islamic region do not use yellow for it means death for them. Therefore, in economy and trade English translation, translators should grasp the differences in color cognition to accurately express cultural values.

### 3. PRINCIPLES AND BASIC REQUIREMENTS OF ECONOMY & TRADE ENGLISH TRANSLATION

In order to improve the effectiveness of economy and trade English translation, translators should grasp the principles and basic requirements of it. Besides, combining the cultural background of the target language country and conveying accurate information are conducive to the good conduct of national business communication activities.

#### 3.1 Principles of economy and trade English translation

Economy and trade English translation has four main principles: the first is the principle of fidelity and accuracy [2], the second is the principle of flexible transformation, the third is the principle of unity and standardization, and the fourth is the principle of stylistic integrity [3]. Translators should adhere to these principles and take into account the cultural differences that may exist in the translation process to avoid ambiguity. Only in this way can they achieve equal information dissemination between the two sides, and build a bridge for economic and trade exchanges.

#### 3.2 Requirements of economy and trade English translation

##### 3.2.1 Accumulate cultural knowledge of different countries

Each country has gradually formed its own distinctive culture in the process of development. And international trade presents the cultural heritage of different countries. The use of language is inseparable from the specific cultural atmosphere. Economy and trade English translators should accumulate the cultural knowledge of each country, so as to flexibly deal with communication barriers. However, the accumulation of cultural knowledge cannot be achieved overnight. Translators need to persevere, constantly enrich their cultural knowledge reserves and improve their translation level to lay a solid foundation for the accuracy of economy and trade English translation.

##### 3.2.2 Dig into the underlying culture of specific words

In the process of international economic and trade exchanges, English translation is indispensable. Its

essence is to transform one cultural language into another cultural language. In order to ensure the accuracy of translation, translators need to have a deep understanding of the culture of specific words to prevent the transmission of wrong cultural information. First of all, translators should fully grasp the cultural meanings of specific words to ensure the delivery of comprehensive information. Secondly, besides constantly strengthening the understanding of languages of different countries and mastering the influence of cultural background and language environment on translation, translators should also find the meeting point between different cultures. By understanding the cultural differences between China and the West, translators can successfully achieve the equivalent transmission between cultures. To improve the level of economy and trade English translation, it is essential for them to gain a deep understanding of the historical and cultural background and customs of different countries, understand the different meanings of words in different cultural backgrounds so that errors in translation are reduced while the quality of cross-cultural translation is further improved.

### 3.2.3 Master diverse translation skills

In view of the cultural differences between countries, translators should adjust their translation skills according to different cultural backgrounds, so as to proficiently, flexibly, accurately and efficiently select appropriate translation strategies to complete the translation. The meaning of words is closely related to the context and cultural background in which they are used. Words may have different meanings depending on the context. In the process of translation, if the meaning of a word is chosen at will or its literal meaning is always used at any case, this will not only make the translation lose standardization, but also difficult for people to understand. It can be seen that when it is difficult to achieve word concept conversion, translators should consider the actual context and use appropriate translation strategies to achieve equivalent translation between languages.

## 4. COPING STRATEGIES FOR CULTURAL DIFFERENCES IN THE PROCESS OF ECONOMY & TRADE ENGLISH TRANSLATION

For translators, a solid accumulation of translation strategies is extremely important. In addition, mastering the characteristics of economy and trade English translation and establishing a systematic translation method are helpful to accurately express the semantics and effectively improve the quality of translation. Several strategies for translation errors that may be caused by cultural differences are as follows:

### 4.1 Choose concise words

Most international trade activities attach great importance to the effectiveness and quality of the activities. Traders always use concise words to avoid adding difficulty when communicating. Economy and

trade English translators should also use words that are straightforward and easy to understand so as to prevent unnecessary misunderstandings caused by inexpressiveness which may even hinder the smooth promotion of communication and cooperation.

### 4.2 Express clear semantics

In economy and trade English translation, the expressions of most words are fixed. Therefore, to improve the efficiency and quality of communication and the professionalism of translation, translators must accumulate rich professional terms and clarify the different meanings of words in different contexts.

### 4.3 Use standard writing

Economic and trade activities involves a wide range of aspects, including the rights and interests, responsibilities, risks etc. Among them, all kinds of trade documents, letters and texts are equivalent to contract documents which have legal force. Therefore, in order to ensure the accuracy of the writing, translators should grasp the main points of the writing, clearly express the needs of both sides, and use formal and standardized language. At the same time, it is key for them to use prepositions, appositives, passive voice and other sentence patterns accurately to improve the quality of translation and ensure the barrier-free communication between the two sides of the trade.

## 5. ECONOMY & TRADE ENGLISH TRANSLATION SKILLS BASED ON CULTURAL DIFFERENCES

English translation emphasizes "faithfulness, expressiveness and elegance". To effectively improve their translation level, translators need to use various translation skills, show their own translation characteristics on the basis of following the principles of economy and trade English translation, while properly dealing with the translation problems caused by cultural differences. The skills of economy and trade English translation mainly include the following points:

### 5.1 Literal translation

Literal translation is a translation method that maintains the content and form of the original text. When the target language and the source language have the same expression, the translator can adopt literal translation [4]. Literal translation is the most commonly used method in economy and trade English translation. For example, "green food" means "organic food". By literal translation, its Chinese meaning can be directly expressed.

### 5.2 Literal translation with annotations

For some important and special cultural concepts, translators can interpret and explain them in the form of annotations at the same time of literal translation. That is, the translation method of literal translation with annotations [5]. For example, when translating "digital divide", adding the comment "unequal distribution of network resources" can accurately express the specific meaning of the phrase

in the network context. By further explaining the meaning of the words, annotation helps people better understand the meaning of words in specific context. This is conducive to avoiding confusion while improving the effectiveness of information transmission.

### 5.3 Free translation

Free translation refers to the method by which the translator appropriately extends or expands the meaning of a word while retaining its basic meaning when its original meaning cannot accurately show the speaker's intention [6]. Free translation can help the audience receive accurate information and greatly avoid unnecessary misunderstanding or ambiguity in trade communication. In the process of economy and trade English translation, translators should fully consider the language characteristics of each country when using free translation. For example, by paraphrasing, "doggie bag" should be translated as "bag for packing food" rather than "bag for carrying dog food" to prevent misunderstandings caused by cultural differences or inefficiencies in translation.

### 5.4 Transliteration

Transliteration refers to the selection of local languages with similar pronunciation according to the pronunciation characteristics of English words [8]. Transliteration is a common translation strategy, especially when translating brand names. Translators usually transliterate according to the English pronunciation of the brand, and add the characteristics of the brand while delivering its original meaning. For example, according to its Chinese pronunciation, the French luxury brand Chanel is translated as "Xiang Naier" in Chinese, which figuratively reflects the brand's elegant, expensive and luxurious features. Moreover, when Italian jewelry brand Bvlgari entered the Chinese market, it carefully studied the Chinese language and culture and the preferences of consumers. After transliterating its brand name as "Bao Geli", it quickly opened the Chinese market. In Chinese, "Bao" refers to "jewelry", and "Li" means "gorgeous", highlighting the characteristics of its products. It can be seen that transliteration has a positive impact on improving the the quality of translation for brands and products..

## 6. CONCLUSION

With the deepening development of globalization, the scope of trade is more and more extensive and the trade between countries is increasingly frequent. The importance of economy and trade English translation

as a bridge between trade and communication cannot be over stated. Due to the cultural differences between countries, if translators do not master the accurate translation skills, it is easy to lead to translation errors, ambiguities or misunderstandings, or even economic losses, affecting the smooth development of economic and trade activities. In view of the possible problems in economy and trade English translation, translators should have a deep understanding of the current economic situation and cultural differences between countries, strengthen their understanding of different languages. By selecting appropriate translation strategies based on actual context, they can accurately convey information and substantially improve the correctness and standardization of economy and trade English translation. Only by upgrading their professional ability, learning relevant business knowledge, mastering various translation skills and accumulating practical experience can translators contribute to China's high-level opening up to the world, strengthening economic and trade cooperation among countries and the development of economic globalization.

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# Application Of Big Data in Tourism Management

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**Abstract:** With the advent of the era of big data, the development of the tourism industry should also keep pace with the Times, the application of big data to tourism management work, help to innovate the way of tourism management, provide powerful technical support for relevant managers, in order to promote the stable development of the tourism industry. Compared with traditional technology, big data has more application value and can collect, store and analyze massive data information, which has a positive impact on tourism management. This paper will discuss the application of big data in tourism management, and put forward specific application strategies.

**Key words:** Big data; Tourism management; Apply;

## INTRODUCTION

At this stage, information technology develops rapidly, and the application of big data can be seen everywhere in various fields. In order to cope with the current information and data processing needs, attention should be paid to the innovation of management work, especially modern tourism management work. Compared with traditional technology, big data has more application value, such as professional data processing to ensure more accurate data processing information, which is conducive to the processing effect of big data technology, so as to provide a new way for tourism management development. For tourism managers, it is more important to grasp the application points of big data technology, understand the characteristics of big data, and flexibly apply it to modern tourism management, so as to improve the overall level of tourism management.

## 1. BIG DATA AND THE DEVELOPMENT TREND OF TOURISM INDUSTRY

At present, the speed of social development is fast, the level of technology in our country is also constantly improving, and big data technology came into being. Big data refers to the use of software tools to capture, manage and analyze data within a certain period of time, so as to cope with the current massive growth of information assets, and has a strong decision-making ability and process optimization ability. Under the application of big data technology, data processing is more specialized, but big data needs to rely on distributed architecture methods to process data, which is difficult to solve by relying only on a single

machine. Moreover, big data is characterized by complexity, which is due to the wide range and large content of data acquisition channels. Managers can obtain corresponding information data by relying on big data, which greatly improves the efficiency and quality of information processing. In addition, big data has the characteristics of high speed, which refers to the speed of data acquisition [1].

With the continuous improvement of people's living standards, the development of the tourism industry is also paid attention to, and the development of tourism management is of great significance. By obtaining and analyzing people's tourism needs and formulating targeted management plans, unnecessary management costs can be reduced, which is conducive to solving the shortcomings of tourism management in a more timely manner, so as to create more management value. In addition, with the application of big data technology, the original tourism product marketing can be optimized, the related tourism products can be displayed to people more intuitively, and the resources can be effectively integrated, and then the effective innovation of tourism management mode can be realized.

## 2. PROBLEMS IN THE APPLICATION OF BIG DATA IN TOURISM MANAGEMENT

The application of big data has brought more development possibilities for tourism management. However, from the current point of view, there are still some shortcomings in the application of big data in tourism management, such as the lack of perfect information infrastructure and insufficient data resource value mining, which hinder the modernization of tourism management. In this regard, this paper will discuss the following points:

### 1. Imperfect information infrastructure

At present, the application of big data in tourism management is still in the initial stage, there is no perfect information infrastructure, coupled with the rapid development of the tourism industry, the original information base can not meet the needs of tourism management, resulting in the application of big data technology still has a great room for improvement. Big data itself has many application advantages, its application in tourism management can speed up the speed of information processing, but also play an important advantage, so as to improve the level of

tourism management. In addition, some tourism enterprises have realized the importance of information infrastructure construction, but they have not implemented protective measures against the information base, resulting in insufficient information base protection and difficulty in effectively protecting massive information data, thus increasing the difficulty of tourism management [2].

#### 2. Insufficient data resource value mining

In the process of tourism development, tourism management is of great significance. Mining the value of data resources through the application of big data technology can ensure the timeliness and accuracy of resource utilization, and provide technical support for promoting the development of tourism management. However, from the current point of view, the value of data resources has not been fully tapped. Although big data technology has been applied in tourism management, the actual application effect is not obvious, and problems such as untimely data collection and inaccurate data processing have been gradually exposed, making it difficult to achieve effective integration of data resources, thus affecting the quality of tourism management.

#### 3. Lack of technical support

For tourism management, the application of big data technology needs the support of professional technical personnel, and the quality of technical personnel is related to the application effect of big data technology. At present, the social competition is increasingly fierce, the lack of professional technical personnel is a common phenomenon, the tourism industry is no exception, in order to play the application value of big data technology, it is necessary to set up a professional technical personnel team, in order to deal with the problems in tourism management work, promote the development of modern tourism management.

With the arrival of the new era, tourism management lacks professional and technical personnel for support, and the education level of talents is not high, which can not adapt to the needs of the current development of the industry. In this regard, we should pay more attention to talent education, constantly improve the technical level of managers, pay attention to training the innovation consciousness of technical talents, so that they can realize the importance of big data application, master the knowledge points related to tourism management, and effectively combine it with tourism management work, so as to promote the stable development of tourism management work.

### **3. STRATEGIES FOR APPLYING BIG DATA IN TOURISM MANAGEMENT**

With the development of big data, tourism management should adhere to the Times, strengthen the application of big data technology, in order to improve the level of tourism management. In view of the problems existing in the current tourism management work, it is necessary to formulate

specific coping strategies and constantly optimize and improve the application of big data technology, so as to meet the development needs of the tourism industry. Here, this paper will propose the following application strategies:

#### 1. Fully tap the value of big data

For tourism managers, it is necessary to realize the application value of big data technology, fully tap the value of big data, and apply it to tourism management, which is conducive to optimizing the original form of tourism management, so as to reduce the workload of tourism management. In order to promote the stable development of the tourism industry, relevant managers should carefully analyze information and data, take into account people's travel needs and preferences, formulate scientific and reasonable travel routes, and provide them with high-quality services and products. Only in this way can the market competitiveness of tourism enterprises be enhanced, more economic benefits be created, and economic growth be promoted in an all-round way [3].

#### 2. Improve the feasibility of tourism decision-making

In tourism management, the application of big data technology can improve the feasibility of tourism decision-making and facilitate tourism enterprises to make scientific and reasonable decisions. First of all, managers use big data to analyze the needs of tourists, taking into account the needs of tourists for hardware equipment, and then equipped with corresponding products, which can improve the satisfaction of tourists to tourism enterprises. In addition, managers can design satisfactory travel routes for tourism service personnel, which has a positive impact on improving the feasibility of tourism decisions, thus ensuring the stable development of tourism enterprises. Secondly, the construction of tourism facilities is a long-term project, and the tourism industry has seasonal characteristics, so the corresponding tourism planning should be formulated according to different periods. In order to reduce investment risks, big data technology should be applied to carry out analysis, and effective avoidance strategies should be implemented considering the possible tourism investment risks, so as to bring more economic benefits to tourism enterprises. Third, big data technology is used to simulate tourism operation plans, which is convenient for comprehensive analysis of the possibility of tourism operation plans. If there are problems, they can be solved in time to ensure the stability of tourism operations, so as to promote the healthy development of tourism enterprises.

#### 3. Optimize tourism marketing

In tourism management, evaluation and prediction is an important part, through the evaluation and prediction to judge whether there is a risk in tourism planning, and then make scientific decisions to provide protection for the orderly development of tourism industry. For tourism managers, big data



technology can be used to analyze and process tourism data, comprehensively divide the tourism market, facilitate the planning of different audiences' preferences and needs, so as to implement accurate positioning, help to improve the personalization of tourism marketing, so as to meet the tourism needs of the public. After the optimization of tourism marketing, the tourism industry can launch a variety of tourism products, which is conducive to improving the economic benefits of tourism enterprises, promoting the stable development of the tourism industry, and thus enhancing the market competitiveness of tourism enterprises [4].

For the tourism industry, it is necessary to strengthen the use of big data technology, effectively link all links together, integrate each other, ensure that all departments can grasp tourism management information in a timely manner, and provide strong support for optimizing tourism marketing. In addition, with the application of big data technology, the reasonable distribution and real-time sharing of tourism information are guaranteed, and the management problems caused by delayed information sharing in the past are changed, so as to give play to the application value of big data technology.

4. Update the personalized service strategy of tourism enterprises

With the development of the tourism industry, tourism enterprises should launch personalized service strategies to meet the diversified needs of customers, enhance their own marketing and promotion capabilities, and promote tourism enterprises to obtain more market competitive advantages, so as to harvest more economic benefits. Tourism management personnel can use big data to analyze the relevant data of the tourism industry, analyze the tourist's favorite scenic spots, facilitate reasonable planning of tourist routes, and arrange the favorite service products for tourists, so as to enhance the competitiveness of the tourism industry. In addition, with the application of big data technology, tourism management develops in the direction of visualization, which can accelerate the further development of visual data services, so it is necessary to give full play to the application

advantages of big data and provide strong technical support for the tourism industry.

#### 4. CONCLUSION

With the development of the tourism industry, tourism management has received extensive attention. Improving the development level of tourism management through the use of big data technology is conducive to promoting the transformation and upgrading of the tourism industry and creating more economic benefits for the tourism industry, so as to give play to the application advantages of big data. From the current point of view, there are still some shortcomings in the application of big data in tourism management. In order to keep up with the pace of development of the Times, it is necessary to timely solve and improve tourism management, continuously enhance the competitiveness of the tourism industry, apply big data technology to it, implement comprehensive data analysis and processing, and thus improve the feasibility of tourism enterprise decision-making. This has a positive impact on promoting the healthy development of the tourism industry.

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# Demand And Improvement of Soft Power of Film and Television Media Culture

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**Abstract:** Culture is the key to the long-term development and survival of the nation. Through the promotion and dissemination of excellent traditional culture, it can continuously improve the strength of national unity and social cohesion, become the source of great national rejuvenation, and play a good role in promoting national strength competition. In the context of the Internet, the channels and capabilities of cultural transmission have a profound impact on the sustainable development of a country. Film and television media, as a new means of modern media communication, are not only carriers for the masses to receive information, but also bear the responsibility for the transmission and inheritance of various cultures. Therefore, the existence of cultural soft power is crucial. And how to strengthen cultural soft power in the new media industry has attracted more and more attention. Based on this, this paper explores the demands and promotion of the soft power of film and television media culture for reference.

**Keywords:** Film and television media culture; Soft power; Appeal; Promotion

## 1. INTRODUCTION

Cultural soft power, as a key element of the film and television media industry, is closely related to ideology. To a certain extent, it can also be called "motivation" and has become an important consideration in the formulation of cultural strategies and national strategies of countries around the world. Combined with the current development status of the industry, China has suffered from the cultural soft power impact brought by the outside world in some cases in many fields, resulting in obvious changes in ideas, industry norms, etc., so that many people began to blindly pursue Western cultural values, eager to get their recognition, this phenomenon not only reflects the imperfect construction of the industry cultural soft power system, It can also find problems in ideology, which has a great impact on the future development of the film and television media industry.

## 2. A BRIEF ANALYSIS OF CULTURAL SOFT POWER IN FILM AND TELEVISION MEDIA

Cultural soft power usually appears in the form of "costumes, makeup, props" and "ideas" in film and television media. To put it simply, first of all, when the masses watch a film and television work, they are

not only attracted by its plot and characters, but also affected by various conditions such as clothing, makeup, scene layout, etc. Combined with the above content description, they can clearly understand the novel points and core parts of the entire film and television work. For example, for a costume drama set in the history of the Tang Dynasty, whether it is a court official in a high hall or a displaced common people, their costumes must be based on the historical background of the Tang Dynasty, requiring clothing, makeup, etiquette and behavior to conform to history, and any props used in the drama should also be restored to the historical background as much as possible. Never "play" [1]. For another example, hot pepper was introduced into China in the Ming Dynasty, so this food should not appear in costume dramas before the shooting of the Ming Dynasty, otherwise it would be regarded as an unhealthy phenomenon of cultural soft power from an artistic point of view. Secondly, the cultural soft power of the film and television media industry has been disturbed by the external factors of modernization for a long time. the most common is that under the rapid development of the Internet era, social media often find a lot of historical disputes through the Internet. Especially for the culturally sensitive people, they feel very rejected by the irrational behaviors mixed with some ancient costume films and TV works, which arouses their anger, thinking that these film and TV writers do not attach great importance to history and culture. Just as today's Japan and South Korea were unified vassals of China in history, these countries have been influenced by traditional Chinese culture for a long time in ancient times, especially in terms of clothing, architectural style and other aspects of learning a large number of Chinese cultural elements. However, these do not prove that the costumes and architecture of Japan, Korea and other dependent countries can be frequently seen in the shooting of ancient film and television works. These cultural concepts must be clearly distinguished, otherwise it will have a serious impact on the value establishment of the Chinese audience, and even stimulate the patriotic spirit of some Chinese audiences, and try to use the Internet to combat these bad films and television works, which will interfere with the social atmosphere. As a result, many viewers with unclear cognition think that the

costumes and buildings of these dependent countries are Chinese, and they do not really realize the problem. In addition, most of the cultural soft power content involved in film and television works related to ideological values includes the following aspects: Binding an image to a certain country or nation from the perspective of correct values, and thinking that public opinion should not involve other countries or nations, such behavior itself has subjective errors. For example, American science fiction films contain many "individual heroism" roles, showing the true colors of heroes on behalf of individuals, such as Iron Man, Captain America, Wolverine, etc. When the world is facing a development crisis, these heroic roles often save the world by their own strength. In the crazy sales process of these film and television works, these heroic images have a good publicity, and gradually let people remember them. Despite this, after the release of *Wolf Warrior 2*, shot by famous Chinese actor Wu Jing, many social audiences fought back, full of abuse and moral accusations. For example, when a college teacher evaluated *Wolf Warrior 2*, he accused the content of being too bloody and showing many scenes of civilian casualties, which also proved that the director was mentally unsound and had a strong abnormal psychology. From an objective perspective, it is understood that this subconscious thinking mainly comes from the interference of foreign cultural soft power, and is also a sign of successful invasion of the thoughts of the broad masses of our people, they only think that there are heroes abroad, but it is impossible to be Chinese. According to this concept, it is clearly recognized that there are many problems hidden in the promotion and publicity of cultural soft power in film and television works, which has a great impact on the establishment of people's ideas and values, and attracts great attention from the film and television media industry [2].

### **3. THE CONNECTION BETWEEN FILM AND TELEVISION MEDIA AND CULTURAL SOFT POWER**

3.1 Film and television media is the support for improving cultural soft power

In the Internet era, the rapid development of information technology has been widely used in the film and television media industry, accelerating the rapid development and progress of its industry. Therefore, under the continuous promotion of film and television media, highlighting China's long history and culture, reflecting the hard-won historical development process, is of great significance to the promotion and dissemination of China's spiritual culture. Under the influence of film and television media, film and television attract more and more people into love, win more audience's eyes, wholeheartedly watch film and television works, broaden the audience's artistic vision, and effectively experience a strong cultural atmosphere, while using

easy to understand ways to help the audience to clearly understand and improve their ideas.

3.2 Film and television media is an important part of cultural soft power

From the perspective of cultural edification and communication, film and television media themselves play a very important role. In addition to improving the audience's cultural literacy, they can also establish noble moral qualities, maintain a positive working attitude for a long time, and make them more eager for high-quality life and spiritual character. The promotion of film and television media has gradually penetrated into people's life and production, which involves various fields, and constantly transmits various value information, prompting people to think and behavior. Thus, film and television media is an important part of China's cultural soft power, which can highlight the spirit of patriotism in the process of spreading culture, strengthen the sincere feelings of the Chinese nation, further enhance the influence of various sectors of society on the film and television media industry, and feel the development charm of the industry.

### **4. FILM AND TELEVISION CULTURE IS A KIND OF MEDIA SOFT POWER**

As an important carrier for the high-quality development of the film and television media industry, film and television contains a large number of ideas and ideological characteristics, among which entertainment and popular characteristics are the main features, which attract the general public to be curious about film and television works, so that they gradually love film and television works, so as to publicize and promote them in daily life as much as possible. Film and television is the medium of film and television media industry, and it is also one of the forms of dynamic presentation of modern art. By using vivid images, perceived mirrors, diversified languages and multi-angle lens turning, and personalized film and television recording, certain ideological cognition, cultural knowledge and aesthetic education can be effectively transmitted to the public through film and television works, and their sense of joy can be further enhanced. Invisibly adjust psychological emotions, subconsciously influenced and infected by film and television works, bringing large-scale rendering power and influence [3].

Under the background of cultural soft power, using special lens language and film and television narration to bring rich visual and auditory experience to the audience and feel the artistic shock presented by film and television works, this part is also known as an important part of cultural soft power. The comprehensive art formed by the audio-visual integration of film and television makes the aesthetic and product integrated, and vigorously promotes and propagandises in the corresponding market according to the attributes and characteristics of the product. At the same time, the aesthetic nature will also be improved according to the appeal and market

influence. Therefore, these two elements are the important basis for the masses to judge whether the film and television works have cultural soft power. After repeated data and data investigation, we find that some relevant researchers study the cultural soft power of film and television media from four aspects, including appeal, attraction, dependency and film virtue weathering. As a media communication medium, film and television are mainly biased towards the transmission of works and moral promotion, so as to strengthen the cultural soft power of film and television works and attract more people to watch them.

Film and television works simply rely on their own unique values, moral standards, ideological culture and cultural communication intensity, can only be regarded as a way to enhance the soft power of culture, and can not highlight its value from other aspects. Therefore, based on this concept, cultural soft power should be further strengthened and promoted from the practical level through the transmission attributes of film and television culture. Nowadays, some developed countries often use their unique style of film and television culture to constantly promote their own culture, while promoting their values and national image to other countries, so that other countries have a clear distinction. Thus, film and television are often regarded as a major way to spread national values and cultural charm.

##### **5. THE PROMOTION OF SOFT POWER AND CULTURAL DISCOURSE POWER OF FILM AND TELEVISION CULTURE**

The development of a country cannot be separated from the inheritance of culture and the expansion of influence, which is also a form of reflecting the soft power of film and television media culture. As a country with a long history, China has a historical and cultural background of thousands of years, coupled with rich and diversified cultural resources, which provides a lot of materials for the creation of film and television works. At the same time, under the dual influence of history and culture, profound connotations and different styles can be formed, creating favorable conditions for dissemination and expansion of development space. As we can see, trying to learn from foreign developed countries, strengthen and improve hard power, deeply explore national cultural resources and connotations, subconscious in the application of the real promotion of our cultural concepts, values, and constantly affect people's ideas. In the face of this situation, we began to think about how to cultivate and continue in the aspects of film and television system, film and television mechanism, and match the soft power of foreign developed countries. In addition, the size of the industrial scale, to a certain extent, hinders soft power [4]. Specifically, the size of the industry can be used as an important consideration of the strength of a

country or region's film and television culture. Especially for modern Chinese film and television, focus on cultivating the connotation of film and television culture, formulate clear strategies around technology and marketing, form a solid core competitiveness of the industry, and greatly enhance the soft power of film and television culture.

As a cultural soft power, the ultimate goal of communication is to let the masses naturally accept the communication content and values, but in order to accept the communication content and values, the basic condition is to require the audience to recognize the main content and values from a subjective point of view, otherwise this purpose cannot be achieved. Therefore, the continuous improvement of the soft power of film and television should not only pay more attention to the use and innovation of art forms, but also deeply explore the artistic connotation and form new content for large-scale promotion. On the one hand, traditional cultural resources are scientifically adopted and infiltrated into the narrative and discourse expression of film and television art through new forms; on the other hand, public cognition, cultural consensus and cultural spirit are built around people's mainstream consciousness and core values, with the purpose of better promoting the role of cultural soft power. Based on this, strictly follow the principle of artistic innovation, as far as possible to produce a combination of traditional Chinese national cultural elements, Western cultural elements and film and television works covering the code, to promote the integration of national art and world culture and art, so that national art as a leader, truly become the representative of world art. Therefore, only film and television art works that fully highlight national and ethnic cultural characteristics and cover national and ethnic cultural elements can attract the eyes of world audiences, and invest in and enjoy them [5].

Form and content are the basic conditions for the purpose of artistic expression, and they are also the prescribed categories for presenting ideal forms. Simply speaking, form and content cannot be clearly separated, and content expression often needs the support of form, but form represents content. the birth of film and television art is to let the masses accept and create, in terms of content and form must be constantly refined and polished. Each era has its own unique art form. Therefore, under the background of changing times, contemporary literature and art are also changing, attracting the attention of the film and television media industry. They always keep up with the innovative trend of film and television creation forms, and adopt the most popular and advanced modern technologies to achieve high-quality visual effects of film and television works. Quote international advanced concepts, actively cooperate with the international community, expand the scope of development, and enhance their own cultural soft

power. It is worth noting that the current international cooperation model and mode of operation are adopted in the world.

At the same time, carefully do a good job in marketing communication, mainly around the concept of work, element reference, content theme, divide steps in turn, expand promotion channels, and build a three-dimensional marketing communication system. With the help of the powerful force of the market, it tries to explore the market-oriented and commercial development model from multiple levels to lay the foundation for the upgrading and transformation of the industrial field. In order to achieve sustainable development, based on the market is an inevitable trend, only by being recognized by the market, in order to promote the industry to achieve communication, promote the optimization and improvement of film and television art functions, and improve soft power. Adhere to the concept of international communication, combined with the current situation of local development, the use of long-term development vision, the formation of humanistic feelings. In addition, following the cultural level and cognitive changes of domestic and foreign audiences, according to their ideological concepts and psychological laws, as far as possible to meet their personalized art viewing needs, and further broaden the artistic vision. From this, it can be seen that having a solid and stable film and television media cultural strength is the key to strengthen our cultural soft power [6].

## 6. CONCLUSION

To sum up, in the context of the rapid development of the global economy, national culture has also undergone significant changes, gradually developing in the direction of transnational and comprehensive development, and gradually getting more opportunities to show on the international stage in the expansion. In this case, the cultural competition faces great influence, showing an unexpected development situation. the challenge and risk of Chinese films are increasing under the cultural impact of different countries. Therefore, in order to completely break this

situation, the film and television media industry has the courage to assume the mission and responsibility of cultural inheritance through the significance and value of cultural soft power, and truly realize its importance in the development of the film and television industry. In the specific implementation process, we always adhere to the creation of high-quality artistic works, improve trade protection policies, and strive to create more excellent artistic works with connotation and depth, greatly enhance the influence of Chinese art and culture, and create more good prospects for the development of film.

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# Design And Construction Strategy Analysis of Civil Engineering Structure

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**Abstract:** With the continuous promotion of scientific and technological progress, the development scale of the domestic construction industry is gradually expanding, especially the construction of civil engineering, has received more and more attention, which requires its structural design and construction quality more stringent. If we want the construction of civil engineering to move towards the standardized development goal, we must continue to improve the quality of its structural design and construction, and then create more construction projects with economic value for the society. In view of some problems in the structural design of civil engineering in our country, this paper gives the improvement countermeasures of design and construction, so as to ensure the construction quality of civil engineering in our country.

**Keywords:** Civil engineering; Structure design; Construction strategy

## 1. INTRODUCTION

Driven by the continuous development of the construction field, civil engineering construction is progressing rapidly, and people have put forward higher requirements for its construction quality. If we want to ensure that the construction quality of civil engineering meets the needs of social infrastructure, we should pay attention to the control of its structural design and construction quality. Therefore, scientific and reasonable design and construction of civil engineering structure is a particularly critical issue. As an important part of civil engineering, structural design and construction strategy are of great significance for improving the efficiency of engineering construction. They are closely related to the quality, safety and function of construction projects, and can directly affect the control of construction cost, construction period and quality.

## 2. THE PROBLEMS EXISTING IN THE STRUCTURAL DESIGN OF CIVIL ENGINEERING

### 2.1 Insufficient reliability of structural design

As the basic condition of civil engineering construction, the reliability of structural design will directly affect the quality of construction projects and the safety of subsequent use. For this reason, in the design of civil structures, designers should take

reliability as the first consideration. However, in the design of the current civil engineering structure, the designer does not fully consider the reliability, in most cases, in order to save the cost of construction, often ignore the reliability of some civil engineering construction, therefore, in the structural design of civil engineering, there will be some problems, usually the overall structure looks very complete on the surface. However, it actually hides a large security risk [1].

### 2.2 Lack of normative structure design

According to the relevant survey data, in the structural design of civil engineering, the designer does not pay attention to the drawing and does not standardize the structure design is one of the main reasons for the lack of standardization. Design drawing is the key and guiding reference basis to ensure the normal and orderly construction. If the drawing is not designed according to the actual situation of the construction project, then the structural design drawing will not be scientific and reasonable and industry norms, which will lead to the subsequent construction cannot be effectively implemented. It will not only appear that the structural design drawing is not applicable to the actual construction project. Because of the characteristics of engineering construction, such as irreversibility and the continuity of each process, the rework of the problem project will increase the workload of the construction personnel, require a lot of manpower and material resources, unnecessary waste of resources and increase in construction costs.

### 2.3 Lack of safety in structural design

For the structural design of civil engineering, safety is more important than reliability in the overall performance index of construction engineering. Standing on the level of structural design safety, its design focus is on the control of structural details and rationality. Security is the main influence condition of structural design, but in the current design process, it is the most easily ignored details. For the details of structural design, not only requires the designer to have rich practical experience, but also to have scientific theoretical guidance, but this is precisely the lack of domestic civil engineering structural designers.

2.4 Insufficient seismic resistance of structural design  
In order to ensure that construction projects have certain seismic performance, the state has made clear

provisions on the seismic performance of civil engineering in structural design. However, some civil engineering in the structural design, will have a kind of lucky psychology, that the construction of the project will not occur in the area of the earthquake, so as to ignore the design of the structural earthquake resistance. In addition, some civil engineering construction enterprises are more in the pursuit of the economic benefits of construction projects, and will require structural designers to pay attention to the control of construction costs in the design of drawings, while ignoring the seismic design of engineering structures, resulting in the construction of load-bearing wall load and the lack of ability to resist external impact. As a result, under the action of strong earthquakes, the construction project has poor resistance to strong earthquakes, and its main structure will crack or even collapse [2].

### **3. CIVIL ENGINEERING STRUCTURAL DESIGN IMPROVEMENT COUNTERMEASURES**

#### **3.1 Strengthen the reliability of structural design**

In the design of civil engineering structures, because there are many relevant design norms and standards in China, in the process of specific structural design, it is necessary to have a full understanding of the corresponding norms and standards, so as to maintain consistency with the relevant norms and standards in the project construction process. Moreover, it is necessary to take into account the influencing factors of all aspects of construction, formulate a reasonable plan and arrangement, so that the scheme designed by the structure of each project has reliability. For the structural designer of civil engineering, in the initial stage of design, it is necessary to comprehensively analyze and master the characteristics of domestic civil engineering projects, so that the later stage can provide a reliable basis for the planning and design of engineering structures according to the actual situation of the project, combined with relevant norms and standards. At the same time, when designing a specific engineering structure, it is necessary to fully analyze the relevant design specifications and provide the relevant specifications and standards for the designer to carry out the corresponding engineering structure design. Moreover, in the actual design process, it is necessary to combine the actual situation and characteristics of the construction project, select the design scheme that is suitable for the actual needs, and further improve the reliability and stability of the construction project. In addition, in the process of structural design of civil engineering, it is necessary to fully analyze and understand the characteristics and functions of the project, and on this basis, formulate a reasonable and reliable construction scheme [3].

#### **3.2 Improve the safety of structural design**

In the design of civil engineering, there is a very close relationship between structural design and construction design, so the designer should carry out

the design work according to the specific situation of the project to ensure the quality and efficiency of the design scheme in the subsequent construction. As a designer of civil engineering, it is necessary to start from the construction environment and think about the engineering construction in an all-round way, so as to ensure that the safety of all aspects of engineering construction is guaranteed. Therefore, in the specific design process, it can be improved and optimized from the following aspects: First, in the structural design process of such projects, it is necessary to fully consider the importance of safety for the project, pay attention to the safety suggestions given by the construction personnel, and analyze and solve the problems in the various processes during the construction of the structure, so as to ensure the safety of the civil structure. Second, certain requirements are put forward for the designer's comprehensive ability, which needs to be reflected in the actual project implementation process. Moreover, it is necessary to continuously strengthen the training of professional knowledge and practical skills of construction personnel, improve their awareness of safety and responsibility in the project construction process, and thus improve the quality and construction progress of the entire construction project. Third, we should pay attention to the details in the construction design, integrate it with the specific situation of the project, ensure that the structure of the construction project has practical and safe performance, and take into account the economic benefits and interests of the designer and builder, so that the overall structure of the construction project can be used reasonably and effectively. Fourth, it is necessary to consider the structural design of such projects from different angles and multiple levels, so as to increase the comprehensiveness of engineering design and the comprehensiveness of project construction. Fifth, as the structural design of civil engineering involves a wide range, it requires the participation of personnel from multiple departments and positions in the design process. Through close contact with construction personnel and relevant departments, different opinions are collected in the process of communication and exchange with various aspects to ensure the consistency of design and construction. Increase the awareness of safety and quality responsibility of relevant personnel and promote the improvement of the overall quality of the project [4].

#### **3.3 Improve the rationalization of structural design**

As a key measure to guarantee the quality of civil engineering construction, structural design requires designers to pay more attention to its structural design, and improve the rational structural design of civil engineering construction through scientific and reasonable technical means. For designers of civil engineering, the structural design needs to meet the relevant industry standards in the field of civil engineering, and carry out the structural design

according to the actual construction needs of the construction project, so as to ensure that the structural design of the construction project can be reasonable and effective. At the same time, we should also take the improvement of the construction quality of the construction project as the starting point, on the basis of ensuring the construction quality, effectively control the cost of the project, and control the cost of investment capital design within the target range. In addition, from the perspective of investment income, it is necessary to comprehensively analyze the relationship between construction demand and project investment income, and find out scientific and effective structural design scheme, so as to promote the rational development of structural design. At the same time, when designing the structural system of civil engineering, it is necessary to take into account all kinds of problems encountered in the actual construction, and formulate perfect solutions on this basis, so as to ensure the rationalization of structural design. In addition, it is necessary to optimize the design scheme based on the above situation, so as to improve the effectiveness and rationality of the design scheme. Under normal circumstances, a number of different types of structures should be included in the design of civil engineering structural system. For example, frame structure, shear wall structure, core tube structure and so on.

#### **4. CIVIL ENGINEERING CONSTRUCTION STRATEGY**

##### **4.1 Pay attention to the preparation stage of construction**

In order to ensure the normal and smooth implementation of civil engineering, adequate preparation work must be carried out before the project construction. For the whole project construction, the construction preparation stage is not only the most basic link, but also the most critical step. At this stage, it is necessary to conduct a comprehensive review and review of the technical data and drawings involved in the entire project, and formulate a corresponding construction plan according to the actual needs and construction standards of the construction project. The first step is to conduct a field visit to the construction area of the construction project. Using the data of investigation and evaluation, the whole construction project is comprehensively considered, and the construction scheme design of the construction project is provided with all-round guarantee. In addition, when carrying out site inspection, it is necessary to comprehensively grasp the geological conditions and local climate conditions of the entire project, and formulate corresponding preventive measures through professional theoretical knowledge and effective technical means to deal with various problems that may be encountered in the construction process. Thus, the construction progress of civil engineering is

improved to ensure the construction of high-quality project engineering. The second step is to work out a reasonable and effective construction plan. Civil engineering is a more complex construction project, in the formulation of specific construction plan, it is necessary to analyze and discuss the technical difficulties involved in each process of construction. After defining the construction plan, various problems that may be encountered in the construction process should be estimated according to the actual construction situation of the project, and corresponding preventive measures should be formulated, so as to ensure the normal and orderly construction of civil engineering [5].

##### **4.2 Increase the control of construction materials**

For the control of structural construction of civil engineering, the first step is to do a good job in the quality control of construction materials. For the procurement personnel of construction materials, it is necessary to control the quality of building materials from the source, conduct a comprehensive investigation of the actual situation of the building materials market, grasp the latest material market information, and conduct a comprehensive analysis of the materials required for construction, such as the performance and size of materials. When purchasing construction materials, it is necessary to make a number of comparisons, choose the supplier with the best quality and the most reasonable price, and ensure that the selected building materials have qualified testing data. At the same time, but also strictly in accordance with the construction needs and construction standards to purchase materials, must firmly prohibit the use of some quality unqualified materials, and then ensure that the quality of construction materials can meet the standards of industry construction. In the actual construction process of such projects, it is necessary to do a good job of inspecting the materials entering the site, and the key materials should go through strict inspection and review. In the process of project construction, it is necessary to strengthen the quality supervision of all aspects of construction, especially the management of construction materials, and set up special supervisors. And determine its regulatory responsibilities. In the actual supervision process, it is necessary to strengthen the management of material acceptance, and the acceptance management work throughout the whole process of project construction to ensure that the construction materials meet the standards of project construction. For unqualified materials that appear in irregular sampling testing, it is strictly prohibited to use them in the construction of the project, and according to the corresponding treatment method, the unqualified or poor quality materials are replaced in time before use, so as to ensure the quality and effectiveness of the construction project. At the same time, it is necessary to regularly maintain and



inspect the construction materials to ensure that the materials maintain stable performance during the construction process. Therefore, in the actual construction process, we should pay attention to the quality control of construction materials, and regularly carry out related quality inspection work. In this way, the quality of the construction project can achieve the expected standard effect and ensure the smooth progress of the whole construction project.

#### 4.3 Improve the overall quality level of the construction team

In the construction process of civil engineering, construction personnel as the most key participants, they are not only the implementer of materials, but also the application of technology, in the quality of construction projects play a pivotal role. Therefore, in order to improve the construction efficiency and quality of civil engineering, the most direct and effective way is to improve the comprehensive quality level of the construction team. Strengthen the training of the comprehensive quality of construction personnel, and require the construction unit to carry out professional technical training and safety training for all construction personnel in the specific training process, so that they not only master professional knowledge and skills, but also improve their safety awareness, so that they have a good professional ethics. In this way, we can ensure the smooth progress of the entire construction process. At the same time, the construction team should be regularly trained and assessed, so that they can continuously improve their professional and technical capabilities, so as to improve their work efficiency. In addition, in the specific training process, relevant technical experts can be invited to carry out advanced equipment training for construction personnel, increase the utilization rate of mechanical equipment in the construction process of construction projects, and use the mechanization and intelligence of advanced equipment to improve the standardization and timeliness of manual operation.

## 5. CONCLUSION

In summary, for civil engineering, there is a close connection between structural design and construction. Structural design is a very important content in civil engineering, and scientific analysis and research should be carried out when designing it. At the same time, it should be combined with the actual construction needs of different civil engineering projects, and corresponding design schemes and scientific and effective construction strategies should be adopted, so as to promote the development level of the design and construction of civil engineering structures.

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# Research on the Teaching Reform of the Course "Ship Auxiliary Machinery"

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**Abstract:** "Ship Auxiliary Machinery" is a core professional course in the field of marine engineering, covering a wide range of theoretical knowledge and involving various basic knowledge. What the difficulty of this course is to better integrate practice to improve students' understanding of textbook knowledge. Therefore, from the course of "Ship Auxiliary Machinery" Starting from the characteristics of our school, we will explore its teaching reform based on its current teaching situation. **Keywords:** Teaching; Reform Strategy; Ship Auxiliary; Machinery

## 1 INTRODUCTION

Jiangsu Vocational and Technical College, as a base for undergraduate education and crew training in Jiangsu's navigation majors, is responsible for cultivating practical and applied shipping technical talents for the development of Guangdong's "marine transportation economy". The Marine Engineering major is an old specialty in our college, with distinct professional characteristics. Ship Auxiliary Machinery "is a core professional course in the field of marine engineering, and its importance is self-evident. Its theoretical knowledge covers a wide range and involves various basic knowledge. In order to enable students majoring in marine engineering to better grasp the theoretical knowledge points of this course and proficiently apply theory to guide practice. Based on the characteristics of the course and the actual teaching situation of our school's curriculum the teaching reform of "Ship Auxiliary Machinery" is discussed as follows.

## 2 CURRENT TEACHING SITUATION OF THE COURSE "SHIP AUXILIARY MACHINERY"

(1) Insufficient allocation of class hours for the "Ship Auxiliary Machinery" course

As a core professional course in the field of marine engineering, "Ship Auxiliary Machinery" is also a competency exam for chief engineers and engineers of the National Maritime Administration the required subjects for the exam. With the continuous updating of knowledge and the adjustment of teaching structure, the course content has increased without decrease, but the allocated class hours have become less and less, The lack of class hours leads to low teaching quality

of ship auxiliary machinery, resulting in low technical application ability and basic quality of students.

(2) The content of "ship auxiliary machinery" is numerous and difficult

The teaching content of "Ship Auxiliary Machinery" includes all power equipment (excluding ship diesel engines), including marine pumps, air compressors, and deck machinery Ship refrigeration and air conditioning devices, ship auxiliary boilers and oil-fired boilers, seawater desalination devices, etc., involving thermal power, hydraulic transmission and control Knowledge of mechanics, chemistry, materials, combustion, and wet air treatment is a comprehensive multidisciplinary course. At the same time, in the teaching process, it is not only necessary to learn the working principles of these equipment, but also to learn their structural composition, performance characteristics, operating procedures, maintenance and management points, fault analysis and handling, and other aspects. Therefore, the content of ship auxiliary machinery is both extensive and difficult.

(3) High practical requirements for "ship auxiliary machinery"

The goal of maritime education is to cultivate high-level, highly skilled, and application-oriented comprehensive technical talents. the cultivation of technical application ability and basic qualities should run through the entire teaching process. the Manila Amendment to the STCW Convention further emphasizes the close connection with practice, attaches importance to practical evaluation and onboard training, and requires the combination of professional knowledge modules and job skill levels. With the development of ships towards large-scale, rapid, specialized, and modern directions, the number of ship auxiliary equipment will become more and more advanced, and the practical requirements for seafarers will inevitably become higher and higher.

(4) Fewer practical and practical teaching hours for "ship auxiliary machinery"

The practical and practical teaching hours of the "Ship Auxiliary Machinery" course include two parts: a 6-hour course experiment and a 2-week practical training on power equipment disassembly and operation. It is necessary to learn auxiliary equipment such as marine pumps, air compressors, deck machinery, ship refrigeration and air conditioning

devices, ship boilers, seawater desalination devices, etc. within the specified time. Therefore, the teaching effect of traditional teaching methods is definitely not good. the teaching of these devices is best combined with theoretical teaching, on-site disassembly, operation, etc., in order to effectively improve students' technical application ability and basic quality.

#### (5) Insufficient teaching staff and equipment

At present, the teaching staff of maritime colleges and universities with high academic qualifications lack maritime qualifications, and those with maritime qualifications also lack academic qualifications. Overall, the structure of the teaching staff of maritime colleges and universities is clearly unreasonable; At the same time, the large wage gap between crew members and teachers, restrictions on talent introduction policies in universities, and expansion of enrollment in universities have further led to a lack of talent attraction in maritime colleges and affected the stability of the teaching staff.

### 3 THE COURSE REFORM PATH OF "SHIP AUXILIARY MACHINERY"

#### (1) Change the teaching content

This major has strong practicality, and theoretical learning is complemented by experimental equipment operation to deepen understanding. If the laboratory equipment is outdated, the technology is outdated, and it is far from the equipment examples in books, it is difficult for teachers to connect during the teaching process, and it is difficult for students to integrate theory with practice.

#### (2) Change teaching methods

According to the characteristics of the course "Ship Auxiliary Machinery", combined with the requirements of the professional characteristics and teaching syllabus, the theoretical teaching focuses prominently and has clear priorities, and cannot be "crammed". the traditional PPT teaching method combines discussion method, experimental method, case study method, self-learning guidance method, project research method, flipped classroom method, etc. to ensure the quality of teaching.

#### (3) Reasonably allocate the teaching staff

At present, teachers in the field of navigation, especially those in the certification course of maritime majors, are required to have a dual qualification. At present, the structure of our school's professional teaching staff is not very reasonable, and there are relatively few double qualified teachers.

#### (4) Change the course assessment method

It can be evaluated through diverse methods. Evaluate students' grades comprehensively based on their classroom performance, completion of after-school exercises, activity in participating in online teaching interactions, and practical skills.

#### (5) Updating and upgrading of experimental equipment

At present, the laboratory equipment in maritime colleges is generally outdated, and the construction of laboratories in the field of marine engineering should be given special attention. It is recommended that schools adopt targeted policies and experimental funding subsidies from top to bottom to update and replace experimental equipment, eliminate outdated and structurally incomplete turbine dismantling equipment, and update technologically outdated turbine operating equipment.

### 4. CONCLUSION

The implementation of any teaching mode reform or teaching method cannot be perfect, and the teaching reform of the "Ship Auxiliary Machinery" course is also the same. During the reform process, some problems may also arise. Firstly, adopting modular teaching requires the careful cooperation of multiple teachers, but the more teachers a course involves, the more complex the scheduling of other courses becomes; Secondly, the ship and sea teaching in practical teaching (one month) exists At a certain level of difficulty and risk; Finally, professional teachers urgently need to further enhance their comprehensive abilities and qualities during the teaching process. the question can be gradually improved and improved in future teaching practice, so as to combine and enhance the learning of professional knowledge and the cultivation of practical skills. Strengthen and effectively improve the quality of crew members to meet the needs of shipping development.

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# Research On the Development Strategy of Internationalized Education in Higher Vocational Colleges

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**Abstract:** Internationalization has become a trend in the development of higher vocational education. Vocational colleges should fully grasp national policies and opportunities, and elevate international development to a strategic height. This article discusses the current situation of the internationalization development of higher vocational education in China, analyzes the problems existing in the internationalization of higher vocational colleges, and proposes strategies for the internationalization development of higher vocational education.

**Keywords:** Internationalization; strategy; vocational colleges

## 1. INTRODUCTION

Facing an atmosphere of intensified international competition, enhancing regional industrial competition is the key to industrial development. the intensification of industrial internationalization requires the support of internationalized talents, and the goal of vocational education is to cultivate high-end technical and skilled talents, This also puts forward new requirements for vocational education, requiring the talents trained in vocational education to adapt to the trend of internationalization.

## 2. CURRENT SITUATION OF VOCATIONAL EDUCATION ABROAD

### 2.1 The Internationalization History of Australian Vocational Education

In October 2003, Australia issued the Ministerial Declaration on the Internationalization of Education and Training in Australia, which aims to promote the internationalization of higher education. the Australian government has also developed three research plans: "Funding Measures and Effects of Internationalization of Higher Education", "Objectives and Strategies for Internationalization of Higher Education", and "Ways of Cooperation between Universities and Industry".

### 2.2 History of Internationalization of Vocational Education in Japan

The rapid development of Japan's economy also requires education to adapt to its economic status internationally, indicating the direction for the internationalization of Japanese education. In this

context, Japan continuously adjusts its education policies to meet the requirements of international social development. the "Temporary Education Review Conference" in Japan in 1984 explicitly proposed an international education reform policy, aiming to enhance students' "global awareness" and cultivate "internationalization concepts" through the promotion and implementation of policies.

### 2.3 History of Internationalization of Vocational Education in the United States

In the 1990s, the United States launched the "2061" Education Development Strategy Plan, which listed internationalization of education as the most important component. In 1994 and 1998, new Carl D. Perkins Vocational Education Acts were passed, further emphasizing the status and funding sources of higher vocational education, thereby ensuring the healthy development of higher vocational education.

### 2.4 History of Internationalization of Vocational Education in Germany

Germany is the birthplace of the modern university system, and the principles proposed when the University of Berlin was founded in the early 19th century have been disseminated and recognized worldwide. the Federal Government of Germany proposed the "2010 Agenda" in March 2003, viewing education reform and development as important measures to promote Germany's economic development, increase employment, and activate innovation. the "Open Education and Research to the World" issued in 2002 established eight major goals and measures to promote the internationalization of education and research in Germany.

## 3. THE CURRENT SITUATION OF INTERNATIONALIZATION OF VOCATIONAL EDUCATION IN CHINA

### 3.1 Unclear positioning of international talent cultivation goals

The clarity of international talent cultivation goals is related to the direction and quality of international talent cultivation in universities. the goal of cultivating international talents in developed countries is to vigorously cultivate experts who are familiar with international politics, economy, science, culture, ethnicity, and even local customs and other issues.

Article 12 of the latest revised Higher Education Law of the People's Republic of China in 2019 proposes that the state encourages and supports international exchanges and cooperation in higher education, but does not elaborate on the objectives of international talent cultivation.

### 3.2 Low level of internationalization of teacher and student participation

The current international education activities in vocational colleges have very few students who can truly participate in international education. For college teachers, in terms of international teaching and academia, teacher exchange is more focused on teaching exchange. Vocational college teachers go abroad for further education, with the majority focusing on short-term teaching. There are not many students who go abroad to pursue degrees or as visiting scholars, and vocational college teachers participate less in international academic exchange.

### 3.3 The form of international cooperative education projects is single

Local vocational colleges in China are not first-class universities or educational institutions, nor are they foreign (overseas) vocational colleges with corresponding majors and positioning in cooperation projects with developed country cooperative colleges, nor are there opportunities for large-scale enterprises with strong capabilities. Moreover, in the internationalization activities already carried out by most vocational education and colleges in China, the main forms are exchange and cooperation projects.

## **4. STRATEGIES FOR INTERNATIONALIZED EDUCATION IN HIGHER VOCATIONAL COLLEGES**

The inspiration for enhancing industrial competitiveness is that the internationalization of vocational education in developed countries meets the needs of industrial development and enhances the competitiveness of their industries. We can learn from the internationalization practices of developed countries, improve the training direction of vocational education, and accelerate the internationalization process of vocational education.

### 4.1 Optimizing the Talent Training Mode of Higher Vocational Education

The development of industries is showing an international trend, and the development of vocational education should also adapt to this trend. Internationalization elements should be integrated into the curriculum system, teaching staff construction, and talent cultivation models according to the requirements of industry internationalization, to improve students' international perspective, expand professional internationalization concepts, and determine talent cultivation goals based on the needs of the international market, expanding the survival space of the international market, Adapt to the trend of industrial development during the adjustment, and

promote the adjustment and upgrading of Jiangsu's industrial structure.

### 4.2 Strengthening the Internationalization of the Rule of Law in Higher Vocational Education

In terms of vocational education laws, China currently has the "Vocational Education Law", which is the guarantee for the development of vocational education in China and the basic law for the development of vocational education. Continuously strengthening and improving the laws and regulations of vocational education in China, especially those related to the internationalization of vocational education, and governing education with the law, will enable China's higher vocational education to quickly integrate into the international education system and achieve greater development.

### 4.3 Strengthening Cross border Academic Exchange and Cooperation in Higher Vocational Education

We need to further place the reform and development of vocational education in the context of internationalization, fully leverage the global influence of domestic vocational education, continuously open up China's resources to foreign countries, fully utilize the world's educational resources, actively participate in cross-border cooperation and exchange of subject research, encourage international academic exchanges and exchanges among vocational colleges, learn from experience, continuously improve the level of education, and serve local industrial development.

### 4.4 Intensify international cooperation between schools and enterprises

Vocational education should serve the development of industries, and industrial internationalization requires vocational education to provide sufficient talent support for improving industrial competitiveness. This requires the development of vocational education to keep up with the pace of industrial development, and to strengthen cooperation with enterprises, Keep track of industry development and adjust the content of vocational education internationalization in a timely manner according to the needs of industry development, Innovation and breakthroughs in professional settings, practical training methods, and other aspects are inevitable trends in the future development of vocational education.

## **5. CONCLUSION**

Internationalization is an inevitable trend in the development of higher vocational education in China, with the aim of changing the backward situation of higher vocational education, improving modernization level and international adaptability, and promoting the balance and development of international higher vocational education. While learning from the advanced educational concepts and management experiences of developed countries, we must strengthen our national consciousness, adapt internationalization to the actual needs of China's development, and achieve coordination and balance

between internationalization and nationalization of higher vocational education.

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# Research on Computer Network Security Issues and Countermeasures

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**Abstract:** In the current situation, computers are playing an increasingly important role in people's lives and work, providing great convenience for the people and to a certain extent promoting social development. The popularization of computer networks has accelerated the speed of information transmission and promoted resource sharing. However, it is worth noting that due to the characteristics of computer networks themselves, their promotion and application have also brought some security issues, posing a great threat to data security, making it difficult to reliably protect user privacy. This article studies and analyzes computer network security issues and countermeasures, hoping to effectively ensure computer network security.

**Keywords:** Computer; Network Security; Problem; Countermeasure

## 1 PROBLEMS IN COMPUTER NETWORK SECURITY

At present, more and more people are recognizing the problems in computer network security and actively taking measures to address them. They hope to avoid the negative impact of security issues and ensure the security of computer networks through this approach. However, due to factors such as inadequate technology and weak awareness of network security, there are still some problems with computer network security, and there is significant room for improvement in related work. In this article, the author summarizes the issues of computer network security and proposes some targeted strategies to help relevant units and personnel better maintain computer network security.

### 1.1 Management level issues

#### 1.1.1 The influence of natural factors

In the process of computer network application, the influence of natural factors is difficult to avoid. In practical applications, natural factors such as floods, earthquakes, and lightning may pose some threats to computer network security. Users should fully consider the consequences that may arise from these factors. In addition, the aging and natural damage of computers can also affect network security. Users should clarify the lifespan of the computer and replace it in a timely manner.

#### 1.1.2 The impact of human factors

Human factors also pose a certain threat to computer network security. Some computer operators need to improve their professional skills, and their security awareness is relatively weak. There may be improper operations in their work, which can affect computer network security. Moreover, some users may share their own accounts and passwords with others, which to some extent increases the risk of security issues in computer networks.

#### 1.1.3 Hacker attacks

Hacker attacks are common in computer applications. During the operation of computers, some hackers may use network reconnaissance to steal confidential information inside the computer, which is often difficult to detect in a timely manner. Some hackers also engage in direct network attacks, which can affect the normal operation of computers and even lead to the destruction and loss of confidential information.

#### 1.1.4 Incomplete network management system

At present, China's network management system is not perfect enough, and unified standards have not yet been formed. In addition, there is a lack of computer network security management platforms. In this situation, the implementation of network management and maintenance work has significant randomness and blindness, making it difficult to ensure the quality of work.

#### 1.1.5 Weak safety awareness

Weak security awareness is the main cause of computer network security issues. Some users turn off firewalls in real life, hoping to reduce the impact of firewalls on their own operations. However, this approach also provides convenience for malicious attacks and poses a great threat to computer network security.

### 1.2 Technical issues

#### 1.2.1 Software vulnerabilities and 'backdoor' attacks

The computer operating system is not flawless, and it may have some vulnerabilities to some extent. Therefore, in the process of computer application, some criminals may use software vulnerabilities to attack computer network systems. In addition, some computer programmers are accustomed to reserving "backdoors" in software. Although this method can provide convenience for technical personnel, it also increases the risk of security issues in computer networks.

### 1.2.2 Viral infection

Virus infection poses a great threat to computer network security. Viruses can spread quickly and have a significant impact through software downloads, emails, and other means. Therefore, in practical work, users should pay attention to preventing virus infection.

### 1.2.3 Transmission and storage of confidential and private data

The promotion and application of computer networks have provided great convenience for data transmission, and the speed of data transmission has significantly improved. However, it is worth noting that computer networks may face the risk of data leakage when transmitting and preserving confidentiality and privacy. In this case, if preventive measures are not taken, information security and integrity cannot be effectively guaranteed.

### 1.2.4 Computer networks have the characteristic of openness

Computer networks have the characteristics of unknowability, scalability, openness, and decentralization. They adopt inter network technology, with wide and uncertain paths, large and dispersed users, and a wide range of information dissemination. This to some extent increases the risk of security issues in computer networks.

## 2. STRATEGIES TO ADDRESS COMPUTER NETWORK SECURITY ISSUES

### 2.1 Enhance network security awareness

To better address computer network security issues, relevant personnel should pay attention to enhancing their network security awareness and regulating their behavior. In practical work, internal control work should be done well, internal management should be strengthened, personnel responsibilities should be clarified, and a sound personnel management system should be established. Regular training and assessment of personnel should be conducted to ensure that they can complete their work with high quality. Moreover, attention should be paid to establishing a leadership group to uniformly deploy various tasks and effectively ensure computer network security. In addition, operators and management personnel should reasonably set permissions, strengthen password management, and avoid situations of exceeding their authority, in order to effectively prevent malicious attacks.

### 2.2 Develop a secure operating system

Developing a secure operating system is also an important means to ensure computer network security. In practical work, it is necessary to increase investment in the research and development of operating systems, pay attention to analyzing common security issues in computer networks in the past, clarify future needs, actively learn and learn from foreign experiences, effectively improve the security

of operating systems, and ensure computer network security.

### 2.3 Improve the security of TPC/IP

To effectively improve the security of TPC/IP, technical personnel should pay attention to improving the ability of computer networks to prevent virus infections. Technicians should pay attention to analyzing software vulnerabilities in practical work and protect computer security by installing patches and firewalls. Moreover, technical personnel can add necessary TPC interception on the front end of the router, remove redundant network protocols, innovate computer security measures, and avoid the occurrence of computer network security issues.

### 2.4 Improve computer network security management system

The country should fully recognize the importance of computer network security management, pay attention to improving the management methods of communication network security protection system, and establish unified standards. Moreover, the country should ensure the implementation of laws and regulations, form effective deterrence, and effectively ensure computer network security. Moreover, the country should do a good job in public network security governance, actively carry out legal and regulatory education, strengthen the management of computer talents, effectively improve personnel's professional abilities, enhance their security awareness, and avoid the occurrence of security problems.

## 3. CONCLUSION

In summary, maintaining computer network security is very necessary. the implementation of this work can avoid accidental and malicious factors from damaging computer software and hardware, and can ensure the security and integrity of information. In the new situation, relevant units and personnel should fully recognize the importance of maintaining computer network security, pay attention to analyzing common security problems at present, enhance network security awareness, and avoid the occurrence of security problems by developing security operating systems, improving computer network security management systems, and improving the security of TPC/IP, ensuring the security of computer networks.

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# Discuss the Existing Problems and Countermeasures of Enterprise Financial Management

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**Abstract:** In combination with the actual situation, with the continuous development of our country's social economy, each enterprise has ushered in new opportunities and challenges for development. In this context, the market competition environment is becoming more and more severe, and the value of enterprise financial management has been significantly improved. Therefore, enterprises need to further strengthen the implementation of their financial management work on the basis of clarifying the value of financial management, so as to achieve good business development goals. Based on this, this paper carries out an in-depth analysis of the problems and countermeasures existing in the financial management of enterprises, hoping to play a certain role in the development of related work.

**Keywords:** Enterprise; Financial management; Problems and countermeasures

## 1. INTRODUCTION

In the current society, the orderly implementation of financial management in the process of modern operation and development of enterprises can fully ensure the operation efficiency of enterprises, and at the same time help enterprise management personnel timely understand the financial management problems existing in enterprises, so as to further reduce the probability of financial risk problems and lay a solid foundation for the realization of healthy and sustainable development goals of enterprises. However, according to the current status of the implementation of the financial management of some enterprises in China, due to the lack of attention to the financial management of some enterprises, it is often difficult to form a good financial management atmosphere, and the level of financial management awareness of financial management personnel will not be improved. Therefore, enterprises need to conduct in-depth analysis of corporate financial management problems based on their actual conditions, so as to effectively deal with corporate financial management problems and comprehensively promote the improvement of corporate financial management level.

## 2. THE PROBLEMS OF ENTERPRISE FINANCIAL MANAGEMENT

ACADEMIC PUBLISHING HOUSE

### 2.1 Financing difficulties and lack of funds

From the perspective of enterprise operation and development, capital is one of the main factors affecting the efficiency of enterprise operation and development. Although some enterprises have gradually found some effective ways to deal with capital problems in the process of operation and development, the existing capital problems have not been essentially solved. An in-depth analysis of the causes of the financial problems of enterprises shows that this is mainly caused by banks' inability to truly understand the real credit situation of enterprises. In addition, some enterprises lack the real estate and patented technology that can be recognized by banks as credit guarantee, so that some enterprises are often unable to obtain bank loans in the process of operation and development [1]. In this context, even if some enterprises can obtain financial support from the government, it is still difficult to fully meet the needs for the use of funds for the operation and development of enterprises, which ultimately brings obvious restrictions to the efficiency of modern operation and development of enterprises.

### 2.2 Weak awareness of financial control

At this stage, due to the lack of understanding of financial management, some enterprises often do not have a perfect financial management and control system, which ultimately leads to the failure of enterprises to comprehensively improve their own operation and development efficiency under the promotion of financial management. Combined with the actual situation, because some enterprises adopt the family management method, there is a relatively obvious unity between the right of management and ownership in the enterprise. At this time, if the enterprise managers have insufficient financial management literacy, the value of the enterprise financial management work cannot be effectively played. Secondly, the family management mode will also lead to negative phenomena such as cronyism in the process of enterprise operation and development, which will easily affect the effectiveness of financial management. In addition, some enterprises have insufficient understanding of materials and property management, which makes it difficult for enterprises

to truly implement financial management in the process of modern operation and development, and leads to the utilization value of enterprise funds can not be fully utilized, which directly affects the scientific nature of enterprise capital planning.

### **3. COUNTERMEASURES FOR ENTERPRISE FINANCIAL MANAGEMENT PROBLEMS**

#### **3.1 Deepen financial policies and increase support**

With the increasingly severe market environment in China, enterprises are facing more stringent challenges in the process of operation and development, which puts forward comprehensive requirements for the operation and development of enterprises, while some enterprises are unable to fully meet the market demand and appear bankruptcy liquidation and other negative phenomena. Therefore, in order to effectively improve the operation and development efficiency of enterprises and promote the realization of their economic benefits, government departments need to clarify the financial management needs of enterprises and provide necessary support to enterprises by deepening the reform of the financial policy system, such as renewing loans, reducing taxes and avoiding taxes, so as to effectively reduce the financial pressure of enterprises. To ensure that enterprises can comprehensively improve their economic benefits through the orderly development of financial management. Secondly, from the perspective of the enterprise itself, it is also necessary to carry out in-depth exploration on how to enhance the market reputation of the enterprise, and find some formal and legal guarantee institutions to carry out loan business in combination with its actual situation, so as to effectively solve the problem of financing difficulties and lack of funds while providing sufficient operating funds for the enterprise. In addition, if an enterprise wants to further enhance its core competitiveness in the market, it also needs to build a good cooperative relationship with other enterprises, so as to achieve a win-win situation through cooperation. In addition, the relevant government departments should continue to strengthen the work of financial market supervision, and on this basis, build a good market competition environment for enterprises, and ultimately promote the healthy and sustainable development of enterprises while strictly implementing financial management.

#### **3.2 Strengthen the construction of the accounting team and improve the quality of employees**

In the process of enterprise operation and development, the overall comprehensive quality of its accounting team is one of the main factors affecting the efficiency and quality of its financial management work. Therefore, if an enterprise wants to promote its healthy and sustainable development through the effective development of financial management work, it needs to focus on the construction of the financial team. Thus, while providing a team of professional talents

for financial management, it ensures that the goals of corporate financial management can be truly realized. First of all, enterprise management personnel need to scientifically optimize the internal management form of the enterprise in accordance with the development needs of the Times, and build a good concept of talent appointment, so as to avoid the emergence of negative problems such as the failure to fully meet the application needs of talents in the traditional employment mode [2]. Secondly, the enterprise also needs to develop a complete professional training program for the accounting team based on the needs of financial management, such as professional knowledge, skills and professional ethics training, etc., so as to comprehensively improve the overall professional quality of the internal accounting team and ensure that it can fully meet the needs of the financial management of the enterprise. Ultimately, ensure that enterprises can improve their own healthy and sustainable development efficiency on the basis of achieving good financial management goals. In addition, enterprises also need to combine the requirements of financial management posts, strengthen the pertinency of training work, and do a good job of improving the post assessment mechanism, and ultimately promote the financial and accounting staff to actively participate in the financial management of enterprises under the promotion of professional knowledge, skills and good professionalism.

### **4. CONCLUSION**

To sum up, under the current social background, the value of financial management in the enterprise operation management system is becoming more and more obvious. Therefore, enterprises need to focus on financial management according to their own business development needs, so as to comprehensively promote their own healthy and sustainable development through the orderly implementation of financial management. In this process, enterprises need to conduct in-depth analysis of their existing financial management problems, and actively explore effective countermeasures to financial management problems on this basis, and then comprehensively respond to corporate financial management problems, while ensuring that financial management in the process of enterprise modernization can really play a full role.

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# The Use of Natural Materials in Modern Interior Design

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**Abstract:** With the development of modern interior design in our country, people have put forward new requirements for living environment, and pay more and more attention to the use of natural materials in interior design. the use of natural materials not only has the characteristics of green and environmental protection, but also can solve more living problems. Therefore, this paper proposes a series of concrete applications of natural materials in modern interior design.

**Key words:** Natural Materials; Modern Interior Design; Apply

## INTRODUCTION

In the new situation, the requirements of interior design have gradually changed, and have risen to the height of "comfortable, beautiful and green", which is also the overall development direction of interior design. the use of natural materials in modern interior design is the combination of natural elements and living environment, which can not only produce good design effects, but also meet people's living needs. Paying attention to the use of natural materials is one of the important development trends of modern interior design in the future.

### 1. THE SIGNIFICANCE OF USING NATURAL MATERIALS IN MODERN INTERIOR DESIGN

Through the application of natural materials, it can not only meet the requirements of modern interior design, but also make the design show the characteristics of environmental protection and green. In the actual application process, compared with artificial materials, natural materials are not only more portable, but also more robust and stable, even in the case of problems, materials are also very convenient and easy to replace. Looking at the overall application of natural materials, studies have clearly shown that construction costs can be greatly reduced, and maintenance costs can also be greatly reduced after the building is put into use. Natural materials are more common in life, the more common wood, bamboo and so on, these materials in the whole process of application, will not bring any negative impact on the surrounding environment, can truly achieve the purpose of green. Data show that in the use of energy resources in the world, more than 40% of the energy is mainly applied to buildings. Thus, in order to reduce the consumption of energy resources,

it is necessary to strengthen the application of natural materials [1].

### 2. THE APPLICATION OF NATURAL MATERIALS IN MODERN INTERIOR DESIGN

#### 1: Wood

There are more types of natural materials, under normal circumstances, the most used is wood, and through the understanding of this material, it is also a material with more applications and earlier application time. In the whole process of interior design development, wood plays a very important role, especially in modern society, because of its renewable characteristics, rich resources, processing is relatively easy, has become a more common material in modern interior design. For example, in the growth process of wood, if it is allowed to grow in accordance with the normal state, without too much intervention, its growth state will also show the characteristics of the opposite sex, it is precisely because of its natural characteristics, welcomed by many designers. Through the processing of the original state of wood, it can become items and furniture of different forms, and apply it to the design, not only can make the design have unique characteristics, but also can integrate the designer's own ideas and ideas into it, and then play an unexpected artistic effect.

Taking the chair designed by a foreign designer as an example, the roots of the tree are not treated too much in the design, and the original form is preserved to the greatest extent. For a small part of the roots, a simple grinding is carried out. Although the work is only semi-processed, the work presented has a very strong visual effect. Without destroying the original intrinsic nature of the tree. Through this design method, we can create a natural style in the interior, and then reflect the concept of integration and development of modern society and natural ecology.

#### 2. Bamboo

Bamboo is different from other materials, from the whole point of view, is a unique material in our country, and up to now, it is not difficult to find that in our country has formed a unique, with a certain style of bamboo culture. In the long-term development of bamboo culture, it has integrated with other cultures, especially with traditional culture, and promoted the development of people's spiritual civilization. Both ancient and modern people usually use bamboo to

express their Stoic quality. Bamboo as a unique material, through the actual use, not only can reflect the cultural factors of our country, but also can make people feel the local atmosphere, natural atmosphere. the application advantage of bamboo is very obvious, through the actual application, in addition to the characteristics of renewable, and very easy to degrade, in China's earliest began to use this material to make simple books, or build houses. the application of bamboo to the construction of houses can bring elegant and beautiful feelings to people from the outside, and natural and fresh feelings to people from the inside. the design effect achieved is very unique [2].

Because of the unique cultural connotation of bamboo, it provides inspiration for the interior design of modern designers. For example, this material is applied to the production of external walls, and the design of patterns using the stripes of the material can design a variety of artistic conception and exquisite patterns, and can also enhance the ventilation performance of the house and improve the living experience of the occupants. Taking the residents of Wa nationality as an example, when using bamboo materials, they usually simply handle the texture of the material in advance to maintain the original state of the material to the greatest extent. However, in some cases, such materials are likely to have natural cracking. Simple processing and selection can enhance the texture effect of the building.

### 3. Hemp wood

Hemp belongs to fiber material, in ancient China more applications, this material can not only be made into hemp clothing, and can also be made into binding tools, from the characteristics of this material, it is not only very strong, and strong flexibility, because compared with other materials, its texture is very unique, has been widely used in modern interior design, It is used as the main material for decorative items. For example, it is mainly used in wall decoration and lighting. Through the application of this material, the interior can be presented with a simple feeling, and with the deepening of people's understanding of this material, people's acceptance of

this material is getting higher and higher, but also more and more agree with the design concept contained in this material. In modern design, hemp material, as an important material, has been widely concerned by designers, in the current stage of design works, you can see that there are many items are hemp material. In the use of this material for design, under normal circumstances, more attention is paid to the visual feelings and tactile feelings brought by this material to people, excavating the unique characteristics of this material, and then integrated with the designer's emotions, and presented completely in the design work. Due to the particularity of hemp material, its surface texture is very special, through the treatment of these textures, processing and rational use, can show a simple effect, it is also because of this reason, in the actual design process, do not need to consider too many other factors, usually only need to carry out simple modification, so as to retain the original texture of the material. Fully embodies the simple design concept [3].

### 3. CONCLUSION

To sum up, the use of natural materials in modern interior design is very important. In this regard, in modern interior design, it is necessary to pay attention to the use of natural materials, through reasonable design, give full play to the value of natural materials in modern interior design, and promote the sustainable development of modern interior design in China while improving the design effect.

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# Exploring the Impact of Digital Literacy on Interdisciplinary Teaching Competence among Higher Education Teachers

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**Abstracts:** With the rapid development of information technology and the continuous innovation of education mode, the digital literacy of college teachers has become a key factor affecting their teaching ability, especially in interdisciplinary teaching. This study explores the impact of digital literacy on college teachers' interdisciplinary teaching ability to provide theoretical support and practical guidance for improving teachers' comprehensive teaching levels. Using a questionnaire survey, this study collected data from 308 teachers with different disciplinary backgrounds from universities in Jiangxi Province. Statistically, it analyzed the three dimensions of information technology application ability, digital content innovation ability, and digital media comprehension ability about their interdisciplinary teaching ability, and the results of the study showed that the digital literacy of university teachers was significantly and positively correlated with their interdisciplinary teaching ability. Among them, the influence of IT application ability and digital content innovation ability on interdisciplinary teaching ability is particularly significant. In addition, the study also found that teachers' digital literacy levels were related to factors such as their subject areas, their teaching years, and the digital technology training they had participated in. Based on these findings, this paper proposes strategies to enhance the digital literacy of college teachers, including strengthening teachers' IT training, encouraging teachers to participate in digital content innovation practices, and promoting the sharing and cooperation of interdisciplinary teaching resources.

**Keywords:** university teachers; digital literacy; interdisciplinary teaching; pedagogical competence

## 1. INTRODUCTION

In the 21st century, when information technology is developing at a high speed, the rapid development of digital technology has had a significant impact on the education field, especially the teaching mode of higher education and the teaching ability of teachers. With the rise of interdisciplinary teaching, higher education teachers face new challenges; the most critical is how to improve their digital literacy to adapt to this change in teaching mode. Digital

literacy is not just about proficiency with digital tools but also the ability to understand, evaluate, use, share, and create digital content<sup>[1]</sup>. This ability is a skill enhancement for teachers and a change in teaching philosophy and methodology.

Interdisciplinary teaching, as an emerging mode of teaching, requires teachers to be proficient in their areas of specialization and integrate knowledge from different disciplines to promote students' all-round cognitive development. This teaching mode is highly demanding on teachers, who are not only required to possess solid subject knowledge but can also combine this knowledge with other subjects to create new teaching content and methods. Digital literacy plays a crucial role in this process. Teachers' digital literacy not only helps them access and process information more efficiently but also facilitates the use of various digital tools in their teaching and learning, thus improving the effectiveness of their teaching and learning<sup>[2]</sup>.

However, although the importance of digital literacy has been widely recognized, the level of digital literacy among university teachers varies. Some teachers can use digital tools skillfully in their teaching, while others have significant deficiencies in this area<sup>[3]</sup>. This difference affects not only teachers' teaching effectiveness but also students' learning effectiveness. Therefore, it is significant to explore the impact of college teachers' digital literacy on their interdisciplinary teaching ability to improve teachers' teaching quality and students' learning outcomes.

This study aims to investigate the impact of university teachers' digital literacy on their interdisciplinary teaching ability through a questionnaire survey. This study collected data from 308 university teachers from universities in Jiangxi Province with different disciplinary backgrounds. The relationship between different dimensions of digital literacy, such as information technology application ability, digital content innovation ability, digital media comprehension ability, and interdisciplinary teaching ability, was revealed by analyzing these data.

The significance of this study lies in the fact that it can not only provide university teachers with suggestions on strategies to enhance digital literacy

and interdisciplinary teaching competence but also provide university administrators and policymakers with references to support the development of teachers' digital literacy enhancement and interdisciplinary teaching competence. Through this study, we hope to enhance the teaching quality of university teachers and students' learning outcomes.

## 2. LITERATURE REVIEW

This section aims to provide a theoretical foundation for the study of college teachers' digital literacy and its impact on interdisciplinary teaching competence by reviewing the relevant literature. The literature review focuses on three main areas: the definition and dimensions of digital literacy, the interdisciplinary teaching competence of college teachers, and the impact of digital literacy on teaching competence.

### (1) Definition and dimensions of digital literacy

Digital literacy was initially defined by Paul Gilster in 1997, who emphasized the ability to understand and use information<sup>[4]</sup>. Subsequently, many scholars have expanded on this concept. Martin suggests that digital literacy is more than just technical skills but includes critical thinking, the ability to evaluate information, and the ability to use digital tools safely<sup>[5]</sup>. Bawden emphasizes the link between digital literacy and information literacy, arguing that they are complementary<sup>[6]</sup>.

Digital literacy is a critical concept in 21st-century education that involves an individual's ability to use digital technologies, including accessing, understanding, evaluating, creating, and sharing digital content<sup>[1]</sup>. Goodfellow emphasizes that digital literacy is more than just the acquisition of technological skills; it is a comprehensive competency that involves critical and creative thinking<sup>[2]</sup>. Such competencies enable teachers to effectively integrate and apply digital technologies in their teaching practices, thereby improving the quality and efficiency of teaching and learning.

The dimensions of digital literacy can be categorized from several perspectives. Blau suggests that digital literacy encompasses several dimensions, including information technology application skills, digital media comprehension skills, and digital content innovation skills<sup>[7]</sup>. IT application competence refers to the ability to use a variety of digital tools and platforms; digital media comprehension involves understanding and evaluating digital content; and digital content innovation competence focuses on creating and sharing new digital content.

### (2) Interdisciplinary teaching skills of higher education teachers

Interdisciplinary teaching is a way of teaching that integrates the knowledge and methods of different disciplines, which requires teachers not only to be proficient in their areas of specialization but also to be able to combine this knowledge with other disciplines to create new teaching content and methods. This teaching method is of great

significance in promoting the overall development of students<sup>[8]</sup>. The interdisciplinary teaching ability of college teachers includes not only the breadth and depth of subject knowledge but also the ability of instructional design, student assessment, and classroom management.

### (3) Impact of digital literacy on pedagogical competence

Digital literacy has a significant impact on the pedagogical competence of teachers in higher education. Goodfellow points out that a high level of digital literacy can help teachers design and implement teaching activities more effectively, especially in interdisciplinary teaching<sup>[2]</sup>. In addition, digital literacy can facilitate teachers' exploration and application of new teaching methods, thus increasing the innovation and effectiveness of teaching.

Arrieta's research suggests that digital literacy affects how teachers teach and interact with their students<sup>[1]</sup>. Teachers with high levels of digital literacy are better able to use digital tools to promote student engagement and interaction, thereby increasing student motivation and learning outcomes. Tejedor emphasizes the importance of continuous professional development in adapting teachers to the digital teaching and learning environment<sup>[9]</sup>. They pointed out that teachers must continuously update their digital skills and pedagogical approaches to adapt to the changing educational environment. Blau further pointed out that digital literacy not only involves the use of technology but also the ability to integrate technology with pedagogical goals and student needs<sup>[7]</sup>. This requires teachers to stay focused on the core goals of teaching and learning when using technology. Meanwhile, Ervianti and other scholars explored the impact of digital literacy on students' learning ability<sup>[10]</sup>, which provides strong support for this paper to study the impact of digital literacy on teachers' teaching ability.

## 3. RESEARCH METHODOLOGY

This study used a questionnaire survey method with the aim of investigating the impact of digital literacy on the interdisciplinary teaching competence of university teachers. The choice of research design, data collection, and analysis methods aimed to ensure the validity and reliability of the findings.

### (1) Study design

This study adopted a descriptive survey research design and collected data through a questionnaire. The questionnaire design consisted of two main parts: one part was concerned with assessing teachers' digital literacy, including aspects of information technology application skills, digital content innovation, and digital media comprehension; the other part was concerned with assessing teachers' interdisciplinary teaching competence, including aspects of instructional design, curriculum innovation, and classroom management.

### (2) Data collection

Data collection was carried out through online and paper questionnaires, with a target sample of teachers from universities in Jiangxi Province and from different subject backgrounds. Pre-testing was conducted before the questionnaires were distributed to ensure their validity and comprehensibility. In the end, valid questionnaire data were collected from 308 university teachers in Jiangxi Province, which covered a wide range of subject areas such as science and technology, humanities, and social sciences.

### (3) Data analysis methods

The collected data were first subjected to data cleaning and pre-processing to ensure accuracy and consistency. Subsequently, statistical software was used to analyze the data, including descriptive statistical analysis. Descriptive statistical analyses aimed at describing the basic characteristics of the sample, such as age, gender, years of teaching experience, and subject background of the teachers.

## 4. FINDINGS

In order to understand the effect of digital literacy of university teachers on the improvement of interdisciplinary teaching ability, including instructional design, curriculum innovation, and classroom management, we designed a questionnaire for digital literacy of university teachers, with ten objective questions, which mainly include basic information, digital literacy, including information technology application ability, digital content innovation ability, and digital media comprehension ability, and interdisciplinary teaching ability, including instructional design, curriculum innovation, and classroom management. The questionnaires were distributed to universities in Jiangxi Province, and stratified sampling was used for data collection. A total of 308 valid questionnaires were collected. Among them, 55.51% were male teachers, 44.49% were female teachers, 53.56% were science and engineering teachers, 46.45% were humanities and social sciences teachers, 52% were teachers with less than ten years of teaching experience, and 48% were teachers with more than ten years of teaching experience.

### (1) Level of understanding of digital literacy among higher education teachers

The survey data in Table 1 shows that the percentage of college teachers' understanding of digital literacy is 26.52% for very understanding, 37.29% for comparative understanding, 25.69% for general understanding, and 10.50% for no understanding, which shows that college teachers have a high degree of understanding in digital literacy.

The survey data of Table 2 about the degree of information technology application of college teachers show that the proportion of college teachers' use of information technology application is 27.54 percent, 36.29 percent, 26.31 percent, and 9.86 percent, which shows that there is a higher degree of acceptance of the digital awareness of college

teachers.

Table 1 Survey on the level of understanding of digital literacy among higher education teachers

depth of knowledge	proportions
realize	26.52 percent
relatively knowledgeable	37.29 percent
usual	25.69 percent
unknown	10.50 percent

Table 2 Survey on IT application skills

usage (i.e., extent of use)	proportions
non-recurrent	27.54 percent
infrequent	36.29 percent
now and then	26.31 percent
never	9.86 percent

For the survey data of Table 3 about the digital content innovation ability of college teachers, the proportion of college teachers who strongly agree with the degree of digital content innovation reaches 39.46 percent, the proportion of comparative agreement reaches 26.64 percent, the proportion of general agreement reaches 25.55 percent, and the proportion of disagreement reaches 8.35 percent, which shows that there exists a higher degree of acceptance of the digital content innovation ability of college teachers.

Table 3 Survey of Digital Content Innovation Capacity

degree of recognition	proportions
couldn't agree more	39.46 percent
relatively agree	26.64 percent
usual	25.55 percent
disagree	8.35 percent

The survey data of Table 4 about the digital media comprehension ability of college teachers shows that the proportion of college teachers who strongly agree with digital media comprehension ability reaches 38.65 percent, the proportion of comparative agreement reaches 27.45 percent, the proportion of general agreement reaches 26.24 percent, and the proportion of disagreement reaches 7.66 percent, which shows that there exists a high level of digital media comprehension among college teachers.

Table 4 Digital Media Comprehension Survey

degree of recognition	proportions
couldn't agree more	38.65 percent
relatively agree	27.45 percent
usual	26.24 percent
disagree	7.66 percent

### (2) Awareness of higher education teachers' interdisciplinary teaching competence cultivation

Survey data in Table 5 show that university teachers' awareness of interdisciplinary teaching competencies is 95.97 percent for classroom management, 95.58 percent for instructional design, and 93.09 percent for curriculum innovation.



Table 5 Higher education teachers' perceptions of interdisciplinary teaching skills

capacity building	proportions
Classroom management skills	95.97 percent
Instructional design skills	95.58 percent
Curriculum innovation capacity	93.09 percent

(3) The relationship between digital literacy and the ability to teach across disciplines

According to Table 6, the results of the study show that there is a significant positive correlation between the digital literacy of university teachers and their interdisciplinary teaching competence. Specifically, teachers' high level of performance in IT application skills, digital content innovation skills, and digital media comprehension skills were positively correlated with their competencies in interdisciplinary instructional design, curriculum innovation, and classroom management. This finding is consistent with Goodfellow's study that digital literacy is not just the acquisition of technical skills but a comprehensive ability that includes critical and creative thinking, which is crucial for teachers to teach across disciplines<sup>[2]</sup>.

Table 6 Survey on the extent to which tertiary teachers agree that digital literacy enhances their ability to teach across disciplines

degree of recognition	proportions
couldn't agree more	35.64 percent
relatively agree	32.55 percent
usual	23.46 percent
disagree	8.35 per cent

(4) Factors influencing the level of digital literacy

Teachers' digital literacy level is affected by various factors, including subject background, teaching age, and digital technology training experience. According to Table 7, 79.3 percent of teachers believe that subject differences have some influence on the level of digital literacy, 83.5 percent believe that teaching age has an influence on the enhancement of the level of digital literacy, and 94.6 percent believe that technological training experience helps enhance the level of digital literacy. The diversity of these factors suggests the need for more individualized and differentiated strategies in enhancing teachers' digital literacy. For example, science and engineering teachers may need to focus more on enhancing digital content innovation skills, while humanities and social sciences teachers may need to strengthen their training in IT application skills. At the same time, the content and methods of training should also vary for teachers of different teaching ages to cater to their different needs and backgrounds. Teachers' background plays a vital role in their digital literacy development. Younger teachers may be more familiar with the latest digital technologies but may need more in-depth teaching experience. On the contrary, experienced teachers may be less flexible in applying digital technologies than younger teachers but have more accumulated experience in the depth and

breadth of teaching content. Therefore, universities should consider these differences when designing teacher training programs and provide more personalized and targeted training content.

Table 7 Survey of Factors Influencing Digital Literacy Levels

considerations	proportions
branch of learning	79.3 percent
length of teaching experience	83.5 percent
Technical training experience	94.6 percent

### 5. A SURVEY OF THE DIFFICULTIES IN IMPROVING THE ABILITY OF HIGHER EDUCATION TEACHERS TO TEACH ACROSS DISCIPLINES THROUGH DIGITAL LITERACY

Through the research, university teachers believe that digital literacy has many problems in enhancing interdisciplinary teaching and learning, especially in terms of competence development, with the following two problems, including uneven levels of digital literacy among teachers and the problem of consistency between technology and teaching goals.

According to Table 8, 97.56 percent of the teachers considered the uneven level of digital literacy to be a significant difficulty in improving their ability to teach across disciplines, which varies significantly due to the influence of individual teachers' backgrounds, experiences, and the disciplines in which they work. This finding again confirms Arrieta's research that teachers from different subject backgrounds have different needs and competencies in digital literacy, which poses a challenge for designing effective digital literacy enhancement programs<sup>[11]</sup>.

At the same time, 96.37% of college teachers believe that aligning technology with instructional goals is also a significant difficulty in improving interdisciplinary teaching and learning skills and that teachers may be overly focused on the technology itself when using digital technology to the detriment of instructional goals and student learning needs. Blau similarly points out that adequate digital literacy involves the use of technology and the ability to align technology with instructional goals and student needs. This requires teachers to stay focused on the core goals of instruction when using technology<sup>[7]</sup>.

Table 8 Survey on the difficulties of improving the ability to teach across disciplines as perceived by higher education teachers in digital literacy

Problems	Proportions
Uneven levels of digital literacy among teachers	97.56 percent
Problems of aligning technology with pedagogical goals	96.37 percent

### 6. DISCUSSION AND CONCLUSIONS

This study examines the impact of college teachers' digital literacy on their interdisciplinary teaching competence based on questionnaire data from 308

college teachers with different disciplinary backgrounds. The findings reveal a significant positive correlation between digital literacy and interdisciplinary teaching competence and analyze the multiple factors influencing this relationship.

#### (1) Main findings

**Positive Correlation between Digital Literacy and Interdisciplinary Teaching Competence:** This study confirms a significant positive correlation between digital literacy and the interdisciplinary teaching competence of college teachers. This finding echoes Goodfellow's study, which emphasizes that digital literacy is more than acquiring technical skills; it is a comprehensive ability encompassing critical and creative thinking<sup>[2]</sup>. This ability is essential in interdisciplinary teaching and learning, as it involves integrating knowledge from multiple disciplinary perspectives to create new pedagogical content and methods.

**Critical dimensions of digital literacy:** The study found that IT application competence and digital content innovation competence are key digital literacy dimensions that affect the ability to teach across disciplines. Enhancing these two dimensions is crucial for promoting teachers' effectiveness in interdisciplinary teaching<sup>[7]</sup>.

**Diversity of influencing factors:** Teachers' digital literacy is influenced by various factors, including subject background, teaching experience, and digital technology training experience. The diversity of these factors calls for more individualized and differentiated strategies for improving teachers' digital literacy<sup>[11]</sup>.

**Importance of digital technology training:** systematic training in digital technology is essential to enhance teachers' digital literacy. Higher education institutions should strengthen digital technology training for teachers, especially customized to meet the needs of interdisciplinary teaching<sup>[9]</sup>.

#### (2) Implications for educational practice

**Refocusing teacher training:** The findings of this study emphasize the need to focus on improving IT application skills and digital content innovation in teacher training. Teacher training programs should include these aspects to help teachers integrate and apply digital technologies more effectively in cross-curricular teaching and learning.

**Personalized and differentiated training strategies:** Given that several factors influence teachers' digital literacy, HEIs should adopt more personalized and differentiated training strategies. This means that training content and methods should be adapted to teachers' subject backgrounds, length of teaching experience, and prior experience with digital technologies.

**Promoting teachers' professional development:** By enhancing digital literacy, teachers can improve their teaching skills and promote their professional development. Universities should encourage teachers

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to engage in digital technology training and recognize the importance of these skills in their professional development.

**Enhancing the development and sharing of interdisciplinary teaching resources:** Universities should enhance the development and sharing of interdisciplinary teaching resources, especially those that can use digital technology. This will help teachers to teach interdisciplinary subjects more effectively while promoting the all-round development of students.

#### (3) Limitations of the study

**Limitations of the sample size:** The sample for this study was limited to 308 college and university faculty members and may need to be fully representative of all college and university faculty members. Future research could expand the sample to include more different types of colleges and universities and a wider geographic area.

#### (4) Directions for future research

**Comparative study of different types of HEIs:** Future research could compare teachers' digital literacy and interdisciplinary teaching competencies in different HEIs (e.g., research universities versus applied technology colleges) to explore differences in different educational settings.

**Influence of cultural context:** Considering that cultural context may impact teachers' digital literacy and pedagogical approaches, future research could explore teachers' digital literacy and interdisciplinary pedagogical competencies in different cultural contexts.

**Long-term tracking study:** Future studies could conduct long-term tracking to observe the long-term impact of teachers' digital literacy enhancement on their teaching ability and student learning outcomes.

In conclusion, this study highlights the critical impact of college teachers' digital literacy on their interdisciplinary teaching ability and provides empirical evidence for relevant educational practices and policy formulation. By enhancing teachers' digital literacy, especially in terms of IT application ability and digital content innovation ability, their interdisciplinary teaching ability can be effectively improved, thus promoting the overall development of students.

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# Knowledge Sharing and Professional Development: A Virtual Learning Community Participation Among Physical Education Teachers

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**Abstract:** To explore the influence of physical education teachers' participation in virtual community knowledge sharing and professional development on their teaching quality and professional development, and to understand the role and significance of virtual community in promoting physical education teachers' professional development. This study provides a better professional development path and knowledge sharing platform for PE teachers, improves their teaching level and professional quality, and thus promotes the development of PE education. This study will adopt a quantitative research design, take the physical education teachers of Hunan University of Arts and Sciences as a sample, randomly select 81 teachers to conduct a questionnaire survey, and analyze the causal relationship between independent variables and dependent variables.

The following conclusions are drawn :1. In the team of PE teachers, the proportion of male teachers is large, and the gender ratio is unbalanced. The number of teachers with master's degrees is higher in middle age. Learners have higher willingness and ability to share knowledge in virtual communities, and knowledge storage and management in virtual communities are relatively effective. Learners' overall evaluation of virtual learning community is more positive. Gender and age are not important factors that affect the degree of knowledge sharing in virtual community of PE teachers. Virtual learning communities provide a fair and inclusive platform for knowledge sharing, regardless of gender and age. Educational background and teaching experience have no significant influence on the degree of knowledge sharing in virtual community. Overall, respondents were more positive and satisfied with professional development. 4. The respondents are satisfied with their professional knowledge and development, have a certain evaluation of their professional skills, and have a positive emotional commitment and attitude toward the teaching profession. Gender, age and teaching years have no significant influence on the professional development level of physical education teachers. The educational background of teachers has a significant influence on the level of professional skill development, and the professional skill development level of teachers with

different educational background is different. Teachers' academic background has no significant effect on professional knowledge development and professional emotion development. There is a positive correlation between PE teachers' participation in virtual learning community knowledge sharing and their professional development level. Teachers who are willing to share knowledge, skills and experiences are more likely to achieve better outcomes in professional development. **Keywords:** virtual learning community, knowledge sharing, professional development, physical education teacher

## 1. INTRODUCTION

Virtual learning community is a combination of online learning and virtual community. Virtual learning community is not only a learning organization based on network, but also a complex man-machine system composed of computer, Internet network and human.

The ubiquitous application of modern information technology in the field of learning has caused a comprehensive change in the concept of learning, learning mode, learning content, learning methods and means. This change is essentially an innovation of learning culture, which must be inseparable from the necessary means of information learning. With the rapid development of The Times, the traditional concept of time and space has been broken through, the regional cultural differences have been surpassed, and the virtual learning community has emerged and developed vigorously. Virtual learning community provides learners with a more open and convenient learning environment, which can effectively promote knowledge acquisition, classification, storage and sharing, collaborative learning and knowledge construction, and become a powerful learning tool to meet the educational needs of the knowledge age [1]. At present, the evaluation system of knowledge sharing effect in virtual learning communities is not perfect, and learners do not have effective evaluation and feedback on learning behavior when they exchange resources through virtual platforms [2]. Due to the lack of effective evaluation system, knowledge sharing in virtual learning community

lacks the necessary formality and becomes less formal. Virtual learning community research has been developed in China for 10 years, but the problem of teacher professional development in domestic virtual learning community has not been well paid attention to, and the research needs to be further in-depth.

With the development of information technology, virtual community has become an important platform for knowledge sharing and professional development in the field of education. In this context, physical education teachers have gradually begun to realize the importance of virtual communities for their teaching and professional development.

Virtual community provides an open platform for physical education teachers to interact with teachers from different regions and backgrounds and share their teaching experience and teaching resources. In this way, PE teachers can acquire more teaching knowledge and skills and improve their teaching level. By participating in the virtual community, PE teachers can constantly update their teaching ideas and teaching methods, and improve their teaching ability and professional level.

However, physical education teachers' participation in virtual communities also faces some challenges. First, due to time and energy constraints, physical education teachers may not be able to fully utilize the resources of virtual communities. Secondly, due to the large amount of information in virtual communities, physical education teachers may experience information overload, and it is difficult to screen out valuable information. In addition, there is a need to ensure the quality and credibility of information in virtual communities.

## 2. RESEARCH METHODS AND DESIGN

Quantitative, descriptive and correlational research designs were used in this study. Through detailed questionnaire design, quantitative data of PE teachers' participation in virtual learning community were collected. By summarizing and describing the results of the questionnaire, the characteristics and behaviors of the participants were systematically described. Descriptive statistics can not only reflect the

knowledge sharing status of participants in the virtual learning community, but also reflect the professional development level of participants. In this study, statistical tools such as Pearson correlation coefficient were used to analyze the data and explore the relationship between knowledge sharing and teacher professional development.

The causal relationship between independent variable and dependent variable is analyzed by random investigation method. This study first summarized the previous scholars' research results on PE teachers' participation in virtual community knowledge sharing, characteristics, influencing factors, professional development and other aspects, as the theoretical background of this study. Secondly, this study uses questionnaire survey and random sampling methods to select some physical education teachers in Hunan University of Arts and Sciences as the research objects to investigate the physical education teachers' participation in knowledge sharing and professional development in virtual communities. Thirdly, based on the questionnaire survey and the previous theoretical research results, this study conducted a comprehensive investigation on the knowledge sharing and professional development of PE teachers, and formed an analysis report on the knowledge sharing and professional development of PE teachers on the basis of the investigation results. On the basis of the analysis report, aiming at the problems and weak links in the knowledge sharing and professional development of physical education teachers in virtual communities, this paper discusses a series of methods and strategies to solve the problems and remove obstacles, and puts forward the corresponding theoretical and practical basis.

### Respondents and sampling

The researchers surveyed physical education teachers at Hunan University of Arts and Sciences. From such a population, the researchers randomly selected 81 people as a sample. The table below shows total and target respondents randomly sampled using the Qualtrics sample, with a 5% margin of error.

Departments	total enumeration of respondents	percentage	Sample
Department of Traditional Ethnic Sports	37	18.9	15
Department of Public Sports	42	21.2	17
Department of Social Sports	38	19.2	15
Department of Physical Education	56	28.3	23
Department of Theory Teaching and Research	25	12.6	11
Total	198	100	81

(1) Demographics of teachers - respondents

Profile	Frequency	Percentage
<b>Sex</b>		
Male	42	51.9%
Female	39	48.1%
Total	81	100%
<b>Age</b>		
20-30 years old	20	24.7%
31-40 years old	34	42.0%
41-50 years old	17	21.0%
over 50 years old	10	12.3%
Total	81	100%
<b>Educational Attainment</b>		
Undergraduate	8	9.9%
Master	45	55.6%
PhD	28	34.6%
Total	81	100%
<b>Years of Teaching Experience</b>		
1-10 years	30	37.0%
11-20 years	41	50.6%
21-30 years	10	12.3%
Total	81	100%

In terms of gender, 42 teachers (51.9 percent) were male and 39 (48.1 percent) were female. Most of the respondents were male teachers. In terms of age, 20 teachers (24.7%) were 20-30 years old, 34 teachers (42.0%) were 31-40 years old, and 17 teachers (21.0%) were 41-50 years old. The age group 50 and above accounted for 12.3% and 10%. Most respondents were between the ages of 31 and 40. In terms of education, 8%(9.9%) have a bachelor's degree, 45%(55.6%) have a master's degree, and 28%(34.6%) have a doctor's degree. Most of the teachers surveyed have master's degrees. From the perspective of teaching years, 1-10 years account for 30 or 37.0%, 11-20 years account for 41 or 50.6%, 21-30 years account for 10 or 12.3%. Most of the teachers surveyed had between 11 and 20 years of teaching experience.

Based on the above data, it can be seen that there are relatively many male physical education teachers in Hunan University of Arts and Science, whose age is mainly 31 to 40 years old, with master's degree and teaching experience mainly ranging from 11 to 20 years.

In the past, the field of physical education was often considered a male-dominated field, and although women's participation in physical education has gradually increased in modern society, male teachers may still dominate to some extent. This is related to social and cultural perceptions that men may be more inclined to choose a career in physical education, while women may prefer other fields [3]. In the field of physical education, teachers often grow into experienced professionals with the accumulation of teaching experience. Therefore, the 31-40 age group may be the time when many PE teachers reach a certain level in their careers. It is also related to job opportunities and hiring trends in the field in a specific age group [4]. The field of physical education often requires appropriate expertise and skills, and some teachers may pursue higher levels of education in order to improve their professionalism. In the field of education, a master's degree is also

often seen as an important indicator of a teacher's professional development, so most teachers in the sample have a master's degree. In the field of physical education, teaching experience makes teachers more familiar with subject knowledge, teaching methods and students' needs [5]. Eleven to twenty years of teaching experience is likely to be a period during which many teachers have gained appropriate experience in their careers, so most respondents in the sample fall within this range.

(2) An assessment of teacher respondents' knowledge sharing in a virtual community

Willingness to share knowledge	Mean	Qualitative Description	Interpretation
1. I am willing to share my knowledge, skills, and experiences with others.	3.51	Very Effective	Excellent
2. I am willing to share my own judgments, insights, and feelings about goals, tasks, or circumstances with others.	3.51	Very Effective	Excellent
3. I have a positive attitude toward learning and receiving knowledge from others.	3.62	Very Effective	Excellent
4. I can actively organize and summarize knowledge while generating new inspiration, ideas, and opinions, and am willing to share them with others.	3.49	Effective	Very Good
5. I think the sharing of knowledge is conducive to strengthening collaborative group learning and to improving my own learning ability and knowledge.	3.68	Very Effective	Excellent
Composite Mean	3.56	Very Effective	Excellent

The index with the highest score is "I think knowledge sharing is conducive to strengthening group cooperative learning and improving my learning ability and knowledge", with an average score of 3.68, which is very effective; This means that most respondents believe that knowledge sharing is very effective in strengthening group collaborative learning and improving their own learning ability and knowledge.

The second highest scoring indicator was "I have a positive attitude toward learning and accepting the knowledge of others," with an average of 3.62, very effective; The third highest scoring indicators were "I am willing to share my knowledge, skills, and experience with others" and "I am willing to share my judgments, insights, and feelings about goals,

tasks, or circumstances with others," with an average score of 3.62, meaning very effective. "I am willing to share my judgments, insights, and feelings about goals, tasks, or circumstances with others," with an average score of 3.51, very effective; The lowest score was "My ability to actively organize and summarize knowledge while generating new inspirations, ideas, and perspectives, and my willingness to share my knowledge with others." The lowest-scoring indicator was "I can actively organize and summarize knowledge while generating new inspiration, ideas, and perspectives that I am willing to share with others," with an average score of 3.49,

meaning very effective. This means that while respondents are more willing to share when it comes to actively organizing and summarizing knowledge, their attitudes toward generating new inspirations, ideas, and perspectives and sharing them with others may be relatively low. A composite average of 3.56 is considered very effective. This suggests that the respondent's willingness factor for overall knowledge sharing in the virtual community is interpreted as very effective. They generally agree that knowledge sharing facilitates learning, collaboration, and knowledge advancement, and they are willing to share their knowledge, skills, and experiences.

knowledge sharing in virtual communities	Mean	Qualitative Description	Interpretation	Rank
Willingness to share knowledge	3.56	Very Effective	Excellent	1
Knowledge sharing ability	3.36	Effective	Very Good	2
Community knowledge storage and management	3.28	Effective	Very Good	3
Community relationship	3.26	Effective	Very Good	4
Platform environment	3.21	Effective	Very Good	5
Incentive system of knowledge sharing	3.20	Effective	Very Good	6
Over-all Mean	3.31	Effective	Very Good	

The graph represents respondents' assessment of the degree of knowledge sharing in virtual communities, where the willingness to share knowledge averaged 3.56 or very effective; This means that learners have a high willingness to share knowledge in the virtual community and are willing to share the knowledge, skills and experiences they have with others. This shows the learner's positive attitude and desire to share knowledge. The average knowledge sharing ability is 3.36 or valid; This shows that learners have certain knowledge sharing ability in virtual community, including the ability to express knowledge, the ability to use media for knowledge exchange, and the ability to master new knowledge. The average value of community knowledge storage and management is 3.28 or effective. This means that learners perceive knowledge storage and management in virtual communities as relatively efficient. The average score of community relations is

3.26 or valid; This suggests that learners perceive relationships within the virtual community as relatively neutral. The average score of the platform environment is 3.21 points or valid; This indicates that learners' evaluation of the virtual learning platform is relatively neutral, and there is still room for improvement in some aspects of the platform environment, such as the accessibility of learner devices. The average score of knowledge sharing incentive is 3.20 or effective; This suggests that learners' evaluation of virtual community incentives is more neutral, and some incentive methods and content may need to be more in line with learners' needs and perceptions. The overall average score of 3.31 was considered valid. This means that learners rate the virtual learning community as a whole more positively.

(3) Consider the differences in the evaluation of teachers' knowledge sharing by profile variables

knowledge sharing in virtual communities	Sex	Mean	Computed T-value	Sig.	Decision on Ho	Interpretation
Willingness to share knowledge	Male	3.57	.199	.843	Accepted	Not Significant
	Female	3.54				
Knowledge sharing ability	Male	3.36	.192	.848	Accepted	Not Significant
	Female	3.34				
Community knowledge storage and management	Male	3.28	.066	.947	Accepted	Not Significant
	Female	3.27				
Community relationship	Male	3.30	.675	.502	Accepted	Not Significant
	Female	3.21				
Platform environment	Male	3.17	-.672	.504	Accepted	Not Significant
	Female	3.25				
Incentive system of knowledge sharing	Male	3.15	-.561	.576	Accepted	Not Significant
	Female	3.24				
Over-all	Male	3.30	-.036	.971	Accepted	Not Significant
	Female	3.31				

This table represents the results of mean comparison and analysis of respondents' perceptions of knowledge sharing degree in virtual communities when they are grouped by gender.

The t value of knowledge sharing intention was 0.199, and the significance value was 0.843. The t value of knowledge sharing ability was 0.192, and the significance value was 0.848. The t value of community knowledge storage and management is 0.066, and the significance value is 0.947. The calculated t value of community relationship was 0.675, and the significance value was 0.502. The calculated T-value of the platform environment is -0.672 and the significance value is 0.504. The t value of knowledge sharing incentive is -0.561, and the significance value is 0.576. The original hypothesis was accepted, and the significance value was greater than 0.05, that is, when gender was used

as the test factor, there was a significant difference in the evaluation of the interviewed teachers. The overall significance value is 0.971 or interpreted as the significance criterion that is not significantly greater than 0.05. In other words, if the original hypothesis is accepted, gender has no significant influence on the knowledge sharing level of physical education teachers in virtual community.

Gender has no significant influence on knowledge sharing degree of physical education teachers in virtual community. This indicates that there are no significant differences in the willingness and ability of male and female teachers to share knowledge in virtual communities. This result is positive and shows that virtual learning communities provide a fair and inclusive platform for knowledge sharing independent of gender factors.

INDICATORS	Educational Attainment	Mean	Computed F-value	Sig	Decision on Ho	Interpretation
Willingness to share knowledge	Undergraduate	3.12	3.535	.034	Rejected	Significant
	Master	3.58				
	PhD	3.64				
Knowledge sharing ability	Undergraduate	3.05	2.491	.089	Accepted	Not Significant
	Master	3.32				
	PhD	3.50				
Community knowledge storage and management	Undergraduate	3.02	2.206	.117	Accepted	Not Significant
	Master	3.20				
	PhD	3.45				
Community relationship	Undergraduate	2.92	3.446	.037	Rejected	Significant
	Master	3.18				
	PhD	3.46				
Platform environment	Undergraduate	2.90	2.165	.122	Accepted	Not Significant
	Master	3.18				
	PhD	3.35				
Incentive system of knowledge sharing	Undergraduate	3.00	.841	.435	Accepted	Not Significant
	Master	3.16				
	PhD	3.31				
Over-all	Undergraduate	3.00	2.993	.056	Accepted	Not Significant
	Master	3.27				
	PhD	3.45				

This table represents the variance analysis of the knowledge sharing degree of the surveyed teachers in the virtual community after they are grouped by academic background:

The overall results show that the calculated F-value is 2.993 and the significance value is 0.056, that is, the criterion that is interpreted as not significant and greater than the significance value 0.05 is accepted. When the surveyed teachers were grouped according to their academic qualifications, there was no significant difference in their degree of knowledge sharing in the virtual community. The research shows that the education level is not a significant factor affecting the knowledge sharing degree of teachers in virtual community.

In addition, the specific results are as follows: The f value of knowledge sharing intention is 3.535, and the significance value is 0.034; The calculated f value of community relations is 3.446, and the significance value is 0.037. The null hypothesis is rejected

because the significance value is less than 0.05, which means that there is a significant difference in the evaluation of teacher respondents when their academic qualifications are used as a test factor. The f value of the calculation of knowledge sharing ability was 2.491, and the significance value was 0.089. The f value of community knowledge storage management is 2.206, and the significance value is 0.117. The f value calculated in the platform environment was 2.165, and the significance value was 0.122. The f value of knowledge sharing incentive calculation is 0.841, and the significance value is 0.435. Since the significance value is greater than 0.05, the original hypothesis is accepted, that is, there is no significant difference in the evaluation of the surveyed teachers when age is taken as the test factor. In terms of community relations, highly educated teachers may be more willing to share knowledge and exhibit better communication and cooperation attitudes.



### 3. CONCLUSION AND SUGGESTION

Based on the results of the current study, the researchers reached the following conclusions.

There is a gender imbalance among PE teachers, with a high proportion of male teachers. There are many middle-aged teachers with master's degrees. They have accumulated rich experience in teaching practice and subject research.

Learners have a high willingness to share knowledge in the virtual community, have a certain knowledge sharing ability in the virtual community, and have relatively effective knowledge storage and management in the virtual community. Learners' overall evaluation of the virtual learning community was more positive.

Gender and age are not important factors affecting the degree of knowledge sharing in the virtual community of PE teachers. Virtual learning communities provide a fair and inclusive platform for knowledge sharing, regardless of gender and age. There were no significant differences in the willingness and ability of male and female teachers to share knowledge in virtual communities. It provides a space for teachers of different ages to share and learn. The influence of education level and teaching age on knowledge sharing degree of teachers in virtual community is not significant. However, when it comes to community relations, teachers with higher education levels are likely to be more willing to share knowledge and exhibit better communication and cooperation attitudes. Teachers of different teaching

ages have different cognition on the motivation of virtual community.

Gender, age and teaching experience are not important determinants of PE teachers' professional development level. The educational background of teachers has a significant influence on the level of professional skill development, and the professional skill development level of teachers with different educational background is different. Teachers' academic background has no significant effect on professional knowledge development and professional emotion development.

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# Sports Management Strategies and Athletes' Training of Selected Universities in Hunan Province, China

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**Abstract:** It is well known that the poor performance of sports management in most universities in China is the main reason for the poor performance of athletes. This study is a quantitative study using descriptive correlative research design to investigate coaches and athletic directors of five universities in Hunan Province. The results show that Chinese university coaches are more experienced than the new generation coaches; Coaches from different schools mostly pursue career growth and development to update their coaching knowledge and skills; Coach training is a top priority in sports, but there is a lack of adequate training specific programs in developing energy production systems and circuit training to train strength, flexibility and coordination. On this basis, it is proposed that sports administrators should consider hiring younger coaches in different sports and provide them with more internal training programs, encourage them to attend national and international seminars, conferences, training workshops, and review and adjust the training programs of different sports. To meet the needs of student-athletes for overall skill development in training practice.

**keywords:** Sports management strategies, Athletes, training, Coaches

## 1. INTRODUCTION

China has a long history of dominance in many sporting events and competitions, both at the domestic and international level, including Olympic Games such as the Winter, Summer and Asian Games. Making sport one of its primary objectives and part of its cultural development has become an integral part of its sports management and development strategy (Olympic and Asian Games results). Among them, the ability to distinguish between and respond to changes in the environment, the relevance of new technology development strategies, innovation, improvement on previous information, and access to new knowledge and practices are some of the key factors for successful and sustainable advantages in sports management. However, it has been proven on different platforms that there are some universities in China that perform poorly in sports management,

leading to poor sports results. Therefore, this study aims to develop a sports operations plan to help schools, communities and other sports-related institutions define their goals and objectives, thereby deepening the evaluation and evaluation of sports training programs and facilitating the professional development of coaches, coaches, students and administrators in learning how to manage sports in their respective schools.

## 2. RESULTS, ANALYSIS, AND INTERPRETATION

### (1) Sports Management Strategies of Selected Universities in Hunan Province of China

Table 1 shows the sports management practices of selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents. For the coach-respondents, item 7 "The goals employ principles of strategic planning, and financial and human resource management" obtained the highest weighted mean of 2.72 verbally described as agree while item 6 "The goals identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sports" obtained the lowest weighted mean of 2.43 verbally described as disagree. Overall, the coach-respondents assessed their sports management strategies in terms of sports management goal with an average weighted mean of 2.58 verbally described as agree. For the sports director-respondents, item 1 "The goals are aligned and embedded to the school sport's activities and its mission and vision" and item 7 "The goals employ principles of strategic planning, and financial and human resource management" obtained the highest weighted mean of 2.80 verbally described as agree while item 3 "The goals demonstrate high social skills and enhance networking within society by developing professionalism, feelings, perceptions, opinions and attitudes in dealing with sport organizations" obtained the lowest weighted mean of 2.10 verbally described as disagree. Overall, the sports director-respondents assessed their sports management strategies in terms of sports management goal with an average weighted mean of 2.49 verbally described as disagree.

Table 1 Evaluation results of sports management objectives in colleges and universities in Hunan Province

Sports Management Goal	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
are aligned and embedded to the school sport's activities and its mission and vision.	2.57	Agree	2.80	Agree
are focused to the development of the managerial and entrepreneurial skills in order to contribute significantly to the Sport Industry.	2.61	Agree	2.50	Agree
demonstrate high social skills and enhance networking within society by developing professionalism, feelings, perceptions, opinions and attitudes in dealing with sport organizations.	2.63	Agree	2.10	Disagree
are critically analysing the local and global sport issues in order to inculcate fair play, equality and equity in sports.	2.61	Agree	2.20	Disagree
are focused to the holistic development of sports and other related program of the school.	2.55	Agree	2.70	Agree
Identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sports	2.43	Disagree	2.20	Disagree
Employ principles of strategic planning, and financial and human resource management.	2.72	Agree	2.80	Agree
Assess marketing and media needs and formulate short term and long-term solutions	2.51	Agree	2.20	Disagree
Develop and apply critical thinking and abstract reasoning skills in analyzing sports management issues and in managerial planning and decision making.	2.65	Agree	2.70	Agree
Consist of Conceiving, planning, executing, and evaluating a sports event.	2.57	Agree	2.70	Agree
Average Weighted Mean	2.58	Agree	2.49	Disagree

Table 2 Evaluation results of sports management budget in colleges and universities in Hunan Province

Budget	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
1.Has a budget for the sports materials and equipment needed.	2.49	Disagree	2.20	Disagree
2.Sports facilities for training are well budgeted.	2.55	Agree	2.80	Agree
3.Has a sufficient fund for training and preparation of the players before the competition	2.44	Disagree	2.90	Agree
4.Has a budget for the players during the days of competition.	2.56	Agree	2.70	Agree
5.Has the budget for player's uniform/s.	2.61	Agree	2.20	Disagree
6.Have complete sports facilities needed for training of the players.	2.56	Agree	3.10	Agree
7.Has its designated staff's or personnel for the use of every sports facility.	2.48	Disagree	2.80	Agree
8.Has enough budget to provide the use of the sports facilities.	2.57	Agree	2.80	Agree
9.Has enough budget to produce appropriate area for sports facilities wherein the players can train without disturbances.	2.66	Agree	2.70	Agree
10.Has enough budget to have clinic or emergency facility near from sports facilities for unexpected accidents brought by the crucial training of the players.	2.67	Agree	1.80	Disagree
Average Weighted Mean	2.56	Agree	2.60	Agree

Table 2 shows the sports management practices of selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents in terms of budget. For the coach-respondents, item 10 “Has enough budget to have clinic or emergency facility near from sports facilities for unexpected accidents brought by the crucial training of the players” obtained the highest weighted mean of 2.67 verbally described as agree while item 3 “Has a sufficient fund for training and preparation of the players before the competition” obtained the lowest weighted mean of 2.44 verbally described as disagree. Overall, the coach-respondents

assessed their sports management strategies in terms of budget with an average weighted mean of 2.56 verbally described as agree. For the sports director-respondents, item 6 “Has regular supervision of their equipment” obtained the highest weighted mean of 3.10 verbally described as agree while item 10 “Has Proper storage of the equipment after use” obtained the lowest weighted mean of 1.80 verbally described as disagree. Overall, the sports director-respondents assessed their sports management strategies in terms of budget with an average weighted mean of 2.60 verbally described as disagree.

Table 3 Evaluation results of sports facilities and equipment in colleges and universities in Hunan Province

SPORTS FACILITIES AND EQUIPMENT	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
1.Has complete sports equipment for each sports event.	2.58	Agree	2.10	Disagree
2.Has sports equipment that are original and branded to ensure the durability.	2.47	Disagree	2.60	Agree
3.Has enough equipment to suit the needs of the athletes during their training.	2.58	Agree	3.00	Agree
4.Is allowing their players of indoor events in provides their own equipment (e.g. badminton/table tennis racket)	2.42	Disagree	2.70	Agree
5.Is using improvised sports equipment as an alternative for expensive sports equipment.	2.48	Disagree	3.00	Agree
6.Has regular supervision of their equipment.	2.34	Disagree	3.00	Agree
7.Has placement of written rules, regulations, and safeguard to prevent the misused of the equipment	2.57	Agree	2.90	Agree
8.Has policy for use, acquisition and maintenance of the equipment.	2.54	Agree	1.90	Disagree
9.Checks up the equipment and facilities after use.	2.41	Disagree	2.90	Agree
10.Has Proper storage of the equipment after use	2.63	Agree	2.90	Agree
Average Weighted Mean	2.50	Agree	2.70	Agree

Table 3 shows the sports management practices of selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents in terms of sports facilities and equipment. For the coach-respondents, item 10 “Has Proper storage of the equipment after use” obtained the highest weighted mean of 2.63 verbally described as agree while item 6 “Has regular supervision of their equipment” obtained the lowest weighted mean of 2.34 verbally described as disagree. Overall, the coach-respondents assessed their sports management strategies in terms of sports facilities and equipment with an average weighted mean of 2.50 verbally described as agree. For the sports director-respondents, items 3 “Has enough equipment to suit the needs of the athletes during their training”, 5 “Is using improvised sports equipment as an alternative for expensive sports equipment” and 6 “Has regular supervision of their equipment” obtained the highest weighted mean of 3.00 verbally described as agree while item 8 “Has policy for use, acquisition and maintenance of the equipment” obtained the lowest weighted mean of 1.90 verbally described as disagree. Overall, the sports director-respondents assessed their sports management strategies in terms of sports facilities and equipment with an average weighted mean of

2.70 verbally described as disagree.

Table 4 shows the sports management practices of selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents in terms of training program. For the coach-respondents, item 10 “The athletes’ coaches/teachers are helping them in managing their schedule of classes and training in sports” obtained the highest weighted mean of 2.62 verbally described as agree while item 1 “The athletes have undergone the endurance training that develops their energy production system” obtained the lowest weighted mean of 2.37 verbally described as disagree. Overall, the coach-respondents assessed their sports management strategies in terms of training program with an average weighted mean of 2.48 verbally described as disagree. For the sports director-respondents, item 5 “The athletes underwent the explosive power training that increases their power output” obtained the highest weighted mean of 2.70 verbally described as agree while item 4 “The athletes are endured with circuit training that develops strength, flexibility and coordination” obtained the lowest weighted mean of 2.00 verbally described as disagree. Overall, the sports director-respondents assessed their sports management strategies in terms of training program

with an average weighted mean of 2.38 verbally described as disagree.

Table 4 Evaluation results of sports management training program in colleges and universities in Hunan Province

Training Program	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
1.The athletes have undergone the endurance training that develops their energy production system.	2.37	Disagree	2.50	Agree
2.The athletes had experienced the cross training that develops the condition of different muscle groups and develop new skills.	2.49	Disagree	2.30	Disagree
3.The athletes have gone through the speed training that develops their quickness in playing their event.	2.56	Agree	2.60	Agree
4.The athletes are endured with circuit training that develops strength, flexibility and coordination.	2.53	Agree	2.00	Disagree
5.The athletes underwent the explosive power training that increases their power output.	2.43	Disagree	2.70	Agree
6.The teachers/coaches allow the athletes to have consultation before or after the training.	2.59	Agree	2.40	Disagree
7.Teachers from different subjects accept the athletes' late submission of assignments, projects and other requirements because of their training.	2.36	Disagree	2.50	Agree
8.The athletes' teachers/coaches are helping them or guide them on how to balance their time in both academic and sports.	2.49	Disagree	2.40	Disagree
9.The athletes' teachers/coaches give their full support and consideration in academics and sports	2.40	Disagree	2.20	Disagree
10.The athletes' coaches/teachers are helping them in managing their schedule of classes and training in sports.	2.62	Agree	2.20	Disagree
Average Weighted Mean	2.48	Disagree	2.38	Disagree

Table 5 The evaluation results of the relationship between university sports management in Hunan Province

Sports Linkages	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
1.partners with government institutions in its sports programs	2.59	Agree	2.80	Agree
2.partners with private institutions in conducting its sports programs	2.46	Disagree	2.30	Disagree
3.gets support from its partners in purchasing sports equipment	2.63	Agree	2.20	Disagree
4.gets support from its partners in improving sports facilities	2.37	Disagree	2.00	Disagree
5.gets support from its partners in providing athletes' uniform	2.59	Agree	2.90	Agree
6.Connects with its community with regards to its programs	2.48	Disagree	2.80	Agree
7.Connects with other schools to foster healthy competition and sportsmanship	2.65	Agree	2.10	Disagree
8.Enjoy networking activities with international, national and local organization in the community for mutual benefits and assistance needed	2.61	Agree	2.50	Agree
9.Enjoys financial assistance from different stakeholders to enhance its sports program	2.46	Disagree	2.60	Agree
10.Enjoys mentoring and training from professionals in the community.	2.55	Agree	2.90	Agree
Average Weighted Mean	2.54	Agree	2.51	Agree

Table 5 shows the sports management practices of selected universities in Hunan Province of China as

assessed by the coach-respondents and by the sports director-respondents in terms of sports linkages. For the coach-respondents, item 7 “Connects with other schools to foster healthy competition and sportsmanship” obtained the highest weighted mean of 2.65 verbally described as agree while item 4 “gets support from its partners in improving sports facilities” obtained the lowest weighted mean of 2.37 verbally described as disagree. Overall, the coach-respondents assessed their sports management strategies in terms of sports linkages with an average weighted mean of 2.48 verbally described as disagree.

For the sports director-respondents, item 5 “The athletes underwent the explosive power training that increases their power output“ obtained the highest weighted mean of 2.70 verbally described as agree while item 4 “The athletes are endured with circuit training that develops strength, flexibility and coordination” obtained the lowest weighted mean of 2.00 verbally described as disagree. Overall, the sports director-respondents assessed their sports management strategies in terms of sports linkages with an average weighted mean of 2.38 verbally described as disagree.

Table 6 Evaluation results of sports management strategies in colleges and universities in Hunan Province

SPORTS MANAGEMENT STRATEGIES	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
Sports Management Goal	2.58	Agree	2.49	Disagree
Budget	2.56	Agree	2.60	Agree
Sports Facilities and Equipment	2.50	Agree	2.70	Agree
Training Program	2.48	Disagree	2.38	Disagree
Sports Linkages	2.54	Agree	2.51	Agree
Average Weighted Mean	2.53	Agree	2.54	Agree

Table 6 shows the summary of sports management practices of selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents. For the coach-respondents, Sports Management goal obtained the highest weighted mean of 2.58 verbally described as agree while the Training program obtained the lowest weighted mean of 2.48 verbally described as disagree. Overall, the coach-respondents assessed their sports management strategies with an

average weighted mean of 2.53 verbally described as agree. For the sports director-respondents, sports facilities and equipment obtained the highest weighted mean of 2.70 verbally described as agree while the training program obtained the lowest weighted mean of 2.38 verbally described as disagree. Overall, the sports director-respondents assessed their sports management strategies with an average weighted mean of 2.54 verbally described as agree.

#### (2) Athletes' Sports Training

Table 7 Evaluation results of sports training for college athletes in Hunan Province

Athletes' Sports Training	Coach-Respondents		Sports Director-Respondents	
	Weighted Mean	Verbal Description	Weighted Mean	Verbal Description
1.Are able to train and practice because of complete equipment and materials during the training season	2.22	Disagree	2.90	Agree
2.Are able to train and practice due to complete and available facilities during the training season	2.41	Disagree	2.50	Agree
3.Are able to improve their training performance that will enhance their endurance, flexibility, balance and strength.	2.38	Disagree	2.56	Agree
4.Are able to build motivation, ambition, and confidence in the training process.	2.35	Disagree	2.80	Agree
5.Are able to show their full potential during individual and group training in different sports.	2.33	Disagree	2.00	Disagree
6.Are able to apply the different techniques and strategies during training and tune up games.	2.53	Agree	2.70	Agree
7.Are able to show sportsmanship during training and sports competition	2.53	Agree	2.30	Disagree
8.Are able to improve their skills in sports training which eventually show in the actual sports competition	2.66	Agree	2.50	Agree
9.Are able to do warm up and stretching before any training or competition to avoid injury	2.63	Agree	2.40	Disagree
10.Are able to show improvement in their core, strength and conditioning exercises that leads to a good sports performance.	2.48	Disagree	2.90	Agree
Average Weighted Mean	2.45	Disagree	2.56	Agree

Table 7 shows the athletes' sports training in selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents in terms of sports linkages. For the coach-respondents, item 8 "Are able to improve their skills in sports training which eventually show in the actual sports competition" obtained the highest weighted mean of 2.66 verbally described as agree while item 1 "are able to train and practice because of complete equipment and materials during the training season" obtained the lowest weighted mean of 2.22 verbally described as disagree. Overall, the coach-respondents assessed their athletes' training with an average weighted mean of 2.45 verbally described as disagree. For the sports director-respondents, items 1 "Are able to train and

practice because of complete equipment and materials during the training season" and 10 "Are able to show improvement in their core, strength and conditioning exercises that leads to a good sports performance." obtained the highest weighted mean of 2.90 verbally described as agree while item 5 "Are able to show their full potential during individual and group training in different sports" obtained the lowest weighted mean of 2.00 verbally described as disagree. Overall, the sports director-respondents assessed their athletes' training with an average weighted mean of 2.56 verbally described as agree.

(3) Relationship Between the Assessments on the Sports Management Strategies and Athletes' Sports Training

Table 8 An analysis of the correlation between the evaluation of university sports management strategies and athletes' sports training in Hunan Province

Sports management strategies		Athletes' sports training
Sports Management Goal	Correlation Coefficient	.128
	Significance	.165
	N	120
Budget	Correlation Coefficient	.166
	Significance	.071
	N	120
Sports Facilities and Equipment	Correlation Coefficient	.002
	Significance	.981
	N	120
Training Program	Correlation Coefficient	.114
	Significance	.216
	N	120
Sports Linkages	Correlation Coefficient	-.004
	Significance	.967
	N	120

Legend: \* - Correlation is significant at 0.05 level (2-tailed),\*\* - Correlation is significant at 0.01 level (2-tailed)

Table 8 shows the correlational analysis between the assessments on the sports management strategies and athletes' sports training in selected universities in Hunan Province of China. As shown, there are no significance or p-values that are less than 0.01 and 0.05. Thus, the null hypothesis "There is no significant relationship between the assessments on the sports management strategies and athletes' sports training in selected universities in Hunan Province of

China" was not rejected. It implies that the assessment on athletes' sports training had nothing to do with the assessment of sports management strategies.

(4) Difference Between the Assessments on the Sports Management Strategies in Selected Universities in Hunan Province of China as Assessed by the Coach-Respondents and by the Sports Director-Respondents

Table 9 The difference test results of sports management strategy evaluation in colleges and universities in Hunan Province

SPORTS MANAGEMENT STRATEGIES	Average Weighted Means		Computed t-Value	Critical Value at $\alpha = 0.05$	p-value
	Coaches	Sports Director			
Sports Management Goal	2.58	2.49	0.639	1.979	0.524
Budget	2.56	2.60	0.301	1.979	0.764
Sports Facilities and Equipment	2.50	2.70	1.332	1.979	0.185
Training Program	2.48	2.38	0.725	1.979	0.470
Sports Linkages	2.54	2.51	0.193	1.979	0.847

Table 9 shows the result of the test of difference between the assessments on sports management strategies in selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents. As shown, all the

computed t-values 0.639, 0.301, 1.332, 0.725 and 0.193 are less than the critical value 1.979 and all the p-values 0.524, 0.764, 0.185, 0.470 and 0.847 are greater than the alpha 0.05. Thus, the null hypothesis "There is no significant difference between the

assessments on sports management strategies in selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents” was not rejected. It means that the assessments of coach-respondents and sports director-respondents on the sports management strategies in selected universities in Hunan Province

of China did not significantly differ.

(5) Difference between the assessments on the athletes’ sports training in selected universities in Hunan province, China as assessed by the coach-respondents and by the sports director-respondents

Table 10 Test results of sports training evaluation difference of college athletes in Hunan Province

ATHLETES’ SPORTS TRAINING	Average Weighted Means		Computed t-Value	Critical Value at $\alpha = 0.05$	p-value
	Coaches	Sports Director			
	2.45	2.56	0.573	1.979	0.567

Table 10 shows the result of the test of difference between the assessments on the athletes’ sports training in selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents. As shown, the computed t-value 0.573 is less than the critical value 1.979 and the p-value 0.567 is greater than the alpha 0.05. Thus, the null hypothesis “There is no significant difference between the assessments on the athletes’ sports training in selected universities in Hunan Province of China as assessed by the coach-respondents and by the sports director-respondents” was not rejected. It means that the assessments of the coach-respondents and of the sports director-respondents on the athletes’ sports training in selected universities in Hunan Province of China did not significantly differ.

3. SUMMARY OF THE STUDY FINDINGS

The universities in China are having seasoned coaches compared to the new generation of coaches because they also consider the experiences in coaching sports since most of them have 6-15 years in service.

Most of the coaches in different schools are pursuing their professional growth and development for them to update their knowledge and skills in coaching. This also serves as a great platform to acquire new strategies and techniques in coaching sports.

Trainings in coaching sports are one of the top priorities in sports. Coaches are now open to expand their horizon and go out with their comfort zone to improve their competence in coaching as the athletes also need diversified strategies in training and sports competition.

Sports Management in terms of their goals are lacking in strategic managerial decision making and policy determination in sports and dealing with sports organization.

The universities is lacking in connections, partnerships, and tie ups with different institutions and companies for a possible sponsorship and

donations to help them for additional budget.

There is not enough training specificity program in developing energy production system and circuit training that develops strength, flexibility and coordination.

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