

International Journal of Vocational and Technical Education

SEPTEMBER 2023 VOLUME 3 NUMBER 3

Publisher: ACADEMIC PUBLISHING HOUSE
Address: Quastisky Building, Road Town, Tortola, British Virgin Islands
UK Postal Code: VG1110

E-mail: editor03@acadpubl.com
<http://www.acadpubl.com/ijvte.aspx>



ACADEMIC PUBLISHING HOUSE

CONTENTS

Study On Surface Treatment Measures of Chemical Materials	1
<i>Xiaodong Cao</i>	
Thinking On the Realization Path of Contemporary College Students' Mental Health Education from the Perspective of Chinese Traditional Confucian and Taoist Culture	3
<i>Jinze Du</i>	
The Application of Folk Art in Modern Ceramic Decoration Design	6
<i>Yanqin Li</i>	
Research On University Students' Mental Health Education Management from the Perspective of Mobile Internet	8
<i>Jing Liu</i>	
The Effective Integration of Ideological and Political Education in the Student Management of Higher Vocational Counselors	11
<i>Yuan Liu</i>	
Discussion On the Way of Ideological and Political Integration in the Course of Construction Engineering Survey	14
<i>Liyang Shang</i>	
The Innovative Path and Strategy of Student Management in Higher Vocational Colleges from the Perspective Of "Three-Whole Education"	17
<i>Jie Shao</i>	
Exploring the Optimization Path of Digitalization to Enhance Grass-roots Party Organizations in Universities	20
<i>Fang Song</i>	
Reflections on the Service Quality of Higher Vocational Education in Jiangsu Province from the Perspective of Student Satisfaction	23
<i>Sun Jie, Ali Khatibi, Jacqueline Tham</i>	
Exploration and Practice of the Implementation of Civics and Politics in Landscape Architecture Programmes of Local Colleges and Universities under the Concept of "Establishing Virtue and Shaping People". -Taking Lingnan Normal College as an Example	29
<i>Yudan Sun, Kaidong Liu, Wangou Liu, XiranYang, XialanCheng, Shuang Liu</i>	
Discussion On the Way of Dynamic Management and Control of Construction Cost	34
<i>Meiying Wang</i>	
Exploration Of New Media Propaganda Paths in Vocational Colleges——Take Zibo Vocational College's Official Tiktok Operation Practice as An Example	36
<i>Wei Wei</i>	
Application Of Design-Based Research in Science and Engineering Courses- Take Software Engineering as An Example	39
<i>Fangmin Xiong</i>	
The Application of Chinese Traditional Culture in "Chinese School" Animation	42
<i>Haijing Yang</i>	
Research on the Construction of Collaborative Mechanism for Promoting Innovation and Entrepreneurship Education in Local Universities	44
<i>Hong Yin</i>	
Research On the Current Situation of Legal Thinking in the Employment Process of College Students	47
<i>Wei Zhang</i>	

An Analysis of Innovative Ideas of University Student Management Driven by Big Data	50
<i>Yanwei Zhang</i>	
Research On Teaching Reform Strategy of Ideological and Political Course in Higher Vocational Colleges Under the Concept Of "Three Whole Education"	52
<i>Yujuan Zhang</i>	
Research On the International Talent Training Model in Higher Vocational Colleges	55
<i>Yuan yuan Zhang</i>	
Analysis Of Cost Control in Enterprise Financial Management	58
<i>Xiaolu Zhao</i>	
The Influence of Geographical Climate Environment on National Traditional Sports from the Perspective of Physical Geography.....	60
<i>Xinying Cheng</i>	
Research On the Inheritance and Development of Intangible Cultural Heritage of Sports in Henan Province Under the Background of Internet Plus.....	64
<i>Zhen Li, Ziyang Yang</i>	
Enterprise Financial Management Innovation Under the Background Of "Internet Plus" Industrial Integration	70
<i>XiaoMing Teng</i>	
A Study on the Strategy of Integrating Case-Based Teaching into Landscape Design Course Instruction.....	73
<i>Xiaoqian Ma</i>	
An Analysis of the Impact of Campaign Governance on the Effectiveness of Student Work in Colleges and Universities	76
<i>Fan Guo</i>	
Reflections On the Work of Young Professional Teachers as Part-Time College Counselors.....	79
<i>Jiarui Yuan</i>	
Design and Research of Dynamic Sand Painting Picture Books in the New Media Era —Take the example of Chinese traditional mythological story sand painting picture book	81
<i>Na Zhu</i>	
Research on the Causes and Countermeasures of Mental Health of Students with Financial Difficulties in Higher Vocational Colleges	85
<i>Xiaolin Zhu</i>	
Research on the Poverty Alleviation Models of Different E-commerce Platforms in China.....	89
<i>Ruize Liu</i>	
Research On the Ideological Dynamics of Students in Higher Vocational Colleges and Universities and Countermeasures in the New Era--- Taking the Research Results of a College's Ideological Dynamics In 2022-2023 As an Example	92
<i>Hongwei Wang</i>	
Psychological Needs and Online Game Addiction Tendencies Among College Students: A Moderated Mediation Model	97
<i>Hui Li</i>	
The Relationship of Career Adaptability between Entrepreneurial Self-efficacy and Entrepreneurial Intention among Vocational College Students	104
<i>Wenhui Yin</i>	

Re-Understanding the Concept of Marx's Social Time	110
<i>Xin Chen</i>	
Content Analysis of South Korean Singer V's Album 'Layover' from a 3C Perspective	112
<i>Le Qiu</i>	
Exploring the Application of Information Technology in Construction Engineering Management Under the Background of the New Era.....	114
<i>YongBing He</i>	
Research on Strategies for Improving the Teaching Ability of Young Vocational Teachers.....	117
<i>Chen Peng</i>	
Computer Network Security and Encryption Technology	120
<i>ZhiHao Zhang</i>	
A Study on Entrepreneurship Intention of Vocational College Students Guided by Career Planning	122
<i>Jin Wang</i>	

Study On Surface Treatment Measures of Chemical Materials

Xiaodong Cao

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the continuous progress of science and technology in our country, the surface treatment technology of chemical materials is not unchanged, has been improved significantly in the current era, make the surface treatment of chemical materials more efficient, but also to improve the performance and structure of chemical materials, extend the service life, and the surface treatment technology of chemical materials can also improve, make these technologies spread over a wider range.

Keywords: Chemical materials; Surface treatment; Technological innovation

1. ELECTROPLATING METHOD

Electroplating is a common surface treatment method, used to form a layer of metal or non-metal film on the surface of the material, the basic principle is to apply a current on the surface of the material to be plated, so that metal ions are deposited on the surface of the material to form a coating. Electroplating can be divided into electrolytic plating and chemical plating two types, electrolytic plating is carried out in the electrolytic tank, through the electrolytic solution of metal ions, on the surface of the material to be plated coating; Chemical plating is carried out in an acidic or alkaline solution, through a chemical reaction to release metal ions and form a coating on the surface of the material to be plated. Electroplating method can be used for the surface treatment of various materials, the first is the surface treatment of metal materials, through electroplating method can form a layer of metal or alloy coating on the surface of metal materials, improve the corrosion resistance, wear resistance and hardness of the material. the second is the surface treatment of non-metallic materials. A layer of metal or alloy coating can be formed on the surface of non-metallic materials by electroplating to improve the corrosion resistance, wear resistance, hardness and other properties of the materials, and improve the performance and life of the materials [1].

2. METAL PASSIVATION

Metal passivation refers to the oxidation of the metal in some media to form a high-resistance oxide film, which can prevent further oxidation of the metal, thereby protecting the metal from corrosion. In the surface treatment of chemical materials, metal passivation is a common surface treatment method, which can effectively improve the corrosion resistance

of materials. Metal passivation can be divided into two types: anode passivation and cathode passivation. Anode passivation refers to the process of forming a high-resistance oxide film on the metal surface due to electron transfer in the REDOX reaction. Cathode passivation refers to the process in which the metal surface is oxidized to form an oxide film due to the high concentration of oxidant in the solution during the REDOX reaction. In the surface treatment of chemical materials, metal passivation usually adopts two methods: chemical passivation or electrochemical passivation. Chemical passivation refers to the process of soaking the metal in a solution containing oxidants to form an oxide film on the metal surface; Electrochemical passivation refers to the process of forming an oxide film on the metal surface by using the metal as an anode through the action of an electric current. In addition, in addition to the performance treatment of chemical materials, metal passivation can also be applied to a variety of different fields, such as ships, chemicals, petroleum, aerospace, electronics, automobiles, etc., in ships, metal passivation can be used to prevent seawater corrosion of the hull and improve the corrosion resistance of the hull. In the chemical industry, metal passivation can be used to prevent corrosion of chemical pipelines and equipment and improve the quality and safety of chemical products. In the electronics industry, metal passivation can be used to prevent corrosion and damage of electronic components and improve the stability and reliability of electronic products.

3. DIFFUSION PENETRATION METHOD

Diffusion penetration method is a common method, mainly used for the surface treatment of metal materials. the basic principle of this method is to use chemical reactions to remove oxides, oil or other impurities from the metal surface to obtain a smoother, cleaner surface. the first is cleaning, you need to use cleaning agent or water to clean off the oil, dirt and other impurities on the metal surface. Next, the oxide is removed from the metal surface by using a pickling agent, which usually contains strong acids such as hydrofluoric acid, nitric acid or sulfuric acid, which can quickly dissolve the oxide and form a water-soluble salt [2]. After this process is completed, the metal surface needs to be rinsed with water to remove residual pickling agents and salts. Finally, the passivation agent is used to passivate the metal surface,

because the passivator usually contains an oxidizing agent, such as nitric acid, chromate or phosphate, can form a dense oxide film to protect the metal surface from further oxidation and corrosion, so it has been applied in the surface treatment of chemical materials and extends the service life of the material. It can be seen that the advantage of diffusion penetration method is that it is efficient, fast, and can treat a large number of metal surfaces in a short time. However, this method also has some disadvantages, such as the pickling process may produce harmful gases, the need to strictly control the operating environment; At the same time, the pickling and passivation process may cause environmental pollution. Then in actual operation, it is necessary to pay attention to safety and environmental protection issues, so as not to cause harm to the human body.

4. LASER TECHNOLOGY

In the surface treatment of chemical materials, laser technology can be used in all aspects, including metal surface treatment, plastic surface treatment, electronic device surface treatment and optical device surface treatment, etc. In metal surface treatment, laser technology can be used to melt and etch the metal surface, remove surface oxides and other pollutants, and then create very fine patterns on the metal surface. This technology can manufacture precision mechanical parts and optical devices, contributing to the field of chemistry and the country; In plastic surface treatment, laser technology is applied to melt and etch plastic surfaces, which can create very fine patterns and textures, but also repair the damaged plastic surface, making the material surface more smooth; In the surface treatment of electronic devices, laser technology can be used to melt and etch the surface of electronic devices to create very fine circuits and connectors, while also repairing damaged electronic devices to avoid wasting money. In short, the use of laser technology can help create more sophisticated and high-quality chemical materials.

5. HOT SPRAY METHOD

For thermal spraying, it mainly uses high temperature flame to melt the material, and then through high-speed air flow, the molten material is accurately sprayed to the surface of the workpiece, forming a layer with a certain thickness and strength of the coating. Thermal spraying technology has the advantages of simple equipment, easy operation, controllable coating thickness, strong adaptability, dense coating and high bonding strength, so it has a wide range of applications in the surface treatment of chemical materials. Then in the surface treatment of chemical materials, thermal spraying technology can be applied to various materials, such as metal, plastic, glass, etc., for repairing worn parts, improving the

wear resistance of parts, enhancing the corrosion resistance of parts, improving the fatigue resistance of parts, etc. In addition, thermal spraying technology can also be used to manufacture protective coatings, decorative coatings, functional coatings, etc., which plays an important role in the surface treatment of chemical materials. At the same time, the advantage of thermal spraying technology is that it can quickly form a coating, and the coating has a high bond strength and wear resistance. However, thermal spraying technology also has some shortcomings, such as the need to use high temperature flame, high operational risk. Therefore, when using thermal spraying technology, it is necessary to pay attention to safe operation, and select the appropriate materials and process parameters to improve the safety of the entire treatment process.

6. CONCLUSION

It is understood that the surface treatment of chemical materials belongs to the application of chemistry, has been developing since its emergence, and over time, has become an important part of the field of chemistry, constituting a complete chemical system, so that chemical experiments are more environmentally friendly. At present, the continuous development of science and technology has gradually highlighted the importance of surface treatment of chemical materials, and has become an interdisciplinary, cross-industry comprehensive technology, involving more and more extensive content, including chemistry, physics, plasma and other disciplines, with strong theoretical and practical, to improve the scientific surface treatment of chemical materials. Then in the actual treatment of chemical materials, the relevant personnel must use the correct means to improve the corrosion resistance, high temperature resistance, electrical conductivity and other properties of chemical materials, and then optimize the material structure, which is a help for chemical materials, can improve the durability and stability of all aspects of performance, and extend the life, to provide protection for the development of chemical related work.

REFERENCE

- [1] GAO Yahui, Li Juan, Yin Guojie et al. Preparation of porous carbon materials and their capacitive properties: Experimental design of green chemistry synthesis innovation [J]. *University Chemistry*, 2019, 38(08):108-117.
- [2] Yang Fan, Zhang Peihang, Dai Fu Yiping. Design of chemical pollution monitoring system for metal tailings pond based on HMI and PLC [J]. *Industrial Control Computers*, 2002, 35(10):22-24.

Thinking On the Realization Path of Contemporary College Students' Mental Health Education from the Perspective of Chinese Traditional Confucian and Taoist Culture

Jinze Du

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Considering the actual situation, in the context of the continuous development of college education in China, the development value of college students' mental health education is becoming more and more obvious. Therefore, in order to further improve the effectiveness of college students' mental health education, mental health teachers need to correctly recognize the integration of traditional Chinese Confucian and Taoist culture and pay attention to it. Thus, college students can adjust themselves and provide adequate guarantee for the construction of good interpersonal relationships. Based on this, this paper carries out an in-depth analysis of the realization path of contemporary college students' mental health education from the perspective of Chinese traditional Confucian and Taoist culture, hoping to play a certain role in the development of related work.

Keywords: Traditional Confucian and Taoist culture; College students; Mental health education; Implementation path

1. INTRODUCTION

With the continuous development of China's education and the increasing pressure of social employment competition, the psychological problems of college students are becoming more and more obvious, which makes college educators need to optimize and innovate the mode and concept of mental health education on the basis of clarifying the requirements of mental health education for college students. According to the actual situation, the development of mental health education is essentially to help students effectively solve the psychological distress, while providing adequate guarantee for the realization of students' all-round development goals. In the current society, the mental health education of college students in China is mainly based on Western ideas and working methods, which makes the development of mental health education of college

students easy to ignore the personality characteristics of students themselves, which directly affects the play of the value of mental health education. College students' mental health teachers should make a comprehensive analysis of the practice path of mental health education from the perspective of traditional Chinese Confucian and Taoist culture, and finally promote the realization of the goal of college students' mental health education while effectively improving the level of mental health education.

2. CONTEMPORARY REVIEW OF TRADITIONAL CONFUCIANISM

A comprehensive analysis of traditional Confucianism shows that its core is benevolence. In other words, traditional Confucianism pays attention to the relationship between people and the stimulation of individual ability and value. In this context, when carrying out the psychological education of college students with the help of benevolence in traditional Confucian thought, each college student should be fully respected and no discrimination should be made against any student, so as to effectively deal with the psychological problems and mental diseases of college students, and ensure that college students with psychological problems can actively participate in campus collective activities. In the handling of interpersonal relations, traditional Confucianism advocates caring, understanding and respecting the demands expressed by others on the basis of one's own demands [1]. Therefore, under the guidance of traditional Confucianism, teachers should pay close attention to the demands expressed by each student, such as the demands of life, study and emotion, and pay full attention to and understand the individual demands of college students, so as to achieve a good effect in essence to deal with the mental health problems of college students. In the process of discussing human's natural nature and personality, traditional Confucianism emphasizes the unique will and freedom of human existence, and indicates that the

value presented by an individual in the development stage is mainly embodied in the pursuit of morality and the ability of self-perfection that an individual should have. In this context, the development of college students' mental health education needs teachers to guide students to strictly abide by moral norms on the basis of strict implementation of mental health education knowledge publicity and educational design, and help students to clarify their own development ideas, so as to ensure that college students' self-confidence and tolerance can be significantly improved in essence.

3. THE CONTEMPORARY REVIEW OF TRADITIONAL TAOIST THOUGHT

In the contemporary examination of traditional moral thought, the core of moral thought is that "Tao" is the origin of all things, and is also the principle of the movement of all things. Secondly, Taoism believes that negative emotion itself is the main factor that causes people's life pain. Therefore, in the process of development, people need to improve their self-spirit to break through the restrictions of traditional emotional factors, so as to achieve the goal of individual development. Under the guidance of traditional Taoism, the development of college students' mental health education should ensure that students can correctly recognize the essential factors of mental health problems, and help students accurately grasp the difficulties and problems existing in their own development process, so as to promote students to comprehensively deal with their own mental health problems on the basis of scientific changes in their own problem handling. In this process, under the guidance of the traditional Taoist idea of "always know and understand", teachers also need to help college students correctly realize that life is not likely to be smooth, so setbacks and pains in life are normal phenomena. When these problems occur, we do not need to make targeted response activities, as long as "let nature take its course", we can effectively deal with various problems. In terms of self-evaluation and understanding of others, teachers should, from the perspective of traditional Taoist thought, help students to correctly understand their own abilities and existential values, and ensure that students can work out scientific individual development plans, so as to encourage students to cooperate efficiently with others in the process of correctly understanding themselves. Finally, students can feel the power of the collective on the basis of giving full play to their personal values.

4. THE INNOVATIVE THINKING OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION

From the perspective of traditional Confucianism and Taoism, teachers should focus on collectivism and interpersonal relationship in the mental health education of college students, and make clear the multiple relationships such as influence, interaction

and dependence among people. In the work of college students' mental health education, teachers need to conduct in-depth analysis of the interactive activities between themselves and college students, and actively explore the working methods of college students' mental health education from the traditional Confucian and Taoist perspective in combination with the existing problems in the current work of college students' mental health education, so as to achieve good results in promoting the development of college students' mental health [2]. According to the actual situation, in order to effectively achieve the goal of college students' mental health education, teachers should not only accurately grasp the characteristics of college students' times, but also build a working model of mental health education that conforms to the theories and methods of China's localized mental health education, so as to ensure that the pertinency and effectiveness of mental health education can be significantly improved. In addition, teachers should focus on the integration of mental health education with other educational activities such as moral education, personality education and cultural education, so as to ensure that the development of mental health education activities can fully meet the individual development needs of contemporary college students. Finally, the role of traditional Confucianism and Taoism in the mental health education of college students can be fully developed, and further promote the personalized development of students.

5. CONCLUSION

To sum up, in order to effectively deal with the mental health problems of college students and provide adequate guarantee for the realization of their comprehensive development goals, colleges and universities need to pay more attention to the implementation of mental health education for college students. In this process, college students' mental health educators can reasonably integrate the essence of traditional Confucianism and Taoism, and build a college students' mental health education model with localization characteristics, so as to ensure that the applied mental health education methods and concepts can meet the growth and development needs of contemporary college students. Finally, it lays a solid foundation for the realization of the goal of college students' mental health education and the construction of harmonious campus.

ACKNOWLEDGEMENTS

Key Project of Art Science in Shandong Province (Youth), Shandong Provincial Art Science Key Project Evaluation Office(L2023Q04190108).

REFERENCES

[1] Liao Wenna, Luo Xianghan, Sun Yi. the practice path of college students' Mental health education from the perspective of cultural self-confidence [J]. Journal

of Guangdong Open University, 2022, 31(06):87-92.
(in Chinese)

[2] Huang Shuxiang. the thought of Mental health in Confucian Culture and its contemporary value: An analysis based on the perspective of Mental health

education for police college students [J]. Journal of Guangxi Police College, 2019, 32(03):119-124.

The Application of Folk Art in Modern Ceramic Decoration Design

Yanqin Li

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the rapid development of the Times, all walks of life have undergone tremendous changes, especially under the influence of multi-cultural factors, the traditional art elements in modern ceramic decoration design have been gradually weakened, and more and more western elements have appeared in ceramic design, which has a certain impact on the development and cultural inheritance of modern ceramic decoration design in China. Folk art has always been one of the important reference elements of ceramic design in our country. How to integrate folk art with modern ceramic decoration design has become the focus of our thinking and concern. In this paper, the author analyzes the characteristics of folk art, and expounds the application measures of folk art in modern ceramic decoration design.

Keywords: Folk art; Modern; Ceramic decoration; Design; Apply

1. THE CHARACTERISTICS OF FOLK ART

Folk art refers to traditional, informal art forms and modes of expression, usually created by ordinary people rather than professional artists, who reflect folk life and values in a specific cultural context through unique techniques.

1.1 Popularity

Folk art is an art form spontaneously created by the people and widely spread in all social strata. It is not confined to a particular social class, region or group, but is widely accepted and understood.

1.2 Nationality

Folk art is often closely related to a particular national culture to show the traditional customs, beliefs and values of that nation. It expresses and inherits the national cultural heritage through unique symbols, patterns and themes.

1.3 Handicraft

Folk art emphasizes craftsmanship and the process of making it. Many folk art works are made by hand, such as ceramics, fabrics, embroideries, wood carvings and so on. These works pay attention to the delicacy and uniqueness of handicraft, reflecting people's love for art and creativity.

1.4 Story

Folk art often tells stories and conveys information through visual images. It can be a representation of traditional myths, legends or historical events, or it can

be a depiction of everyday life and social phenomena. These works of art often have a profound meaning of the story, and can arouse people's resonance and thinking.

1.5 Color richness

Folk art is often rich and varied in the use of color. Folk art works of different regions and cultural backgrounds often use bright colors and rich color matching to give people visual impact and vivid sense [1].

2. THE APPLICATION OF FOLK ART IN MODERN CERAMIC DECORATION DESIGN

2.1 Color

The colors of folk art have a wide and important application in modern ceramic decoration design. The use of colors of folk art can add unique charm and artistic sense to ceramic works, and also express the richness and traditional value of national culture. Bright colors are a major feature of folk art. This color can play an eye-catching effect in modern ceramic decorative design [2]. By using bright colors, ceramic works can be more vivid and give people a pleasant and positive feeling. For example, red, gold, blue and other colors are used in ceramic decoration design to add texture to ceramic decoration. For example, gold represents nobility and red represents festivity, so different color choices have different meanings. However, the ancient folk art in the process of ceramic decoration will be limited by the process, and under the background of the rapid development of the Times, modern ceramic decoration design can not only effectively integrate with folk art, but also choose more colors, and a variety of unique ceramic works were born.

In addition, the color of folk art is also combined with specific cultural symbols and images, and this form of expression has an important application in modern ceramic decoration design. Through the use of colors with specific cultural meanings, ceramic works can better convey the connotation and value of national culture. For example, the expression of specific emotions and artistic conception through the color of folk art is also very important in modern ceramic decoration design. Through the clever choice and use of color, ceramic works can convey specific emotions, so that viewers can better understand and feel the artistic conception expressed by the work.

2.2 Modeling

The modeling of folk art plays an important role in the design of modern ceramic decoration. By learning from the modeling style and elements of folk art, ceramic works can be endowed with unique artistic expression and cultural connotation. For example, the shape of folk art is often inspired by nature. Through the depiction and reproduction of natural elements such as plants and animals, mountains and rivers, ceramic works can be endowed with a natural and simple atmosphere. In modern ceramic decoration design, ceramic works with strong natural atmosphere can be created by adopting the shape of natural theme. In addition, many folk art works depict rich myths and legends and storylines, which are often presented in unique forms. In the design of modern ceramic decoration, the mythical figures and mythical beasts in folk art can be used to inject the mystery and magic of myths and legends into ceramic works.

Folk art often reflects various customs, celebrations and traditional cultural elements in People's Daily life. By using the shape of folk elements in folk art, ceramic works can bring strong folk colors and reflect unique regional cultural characteristics, such as simplicity and simplicity, emphasizing the expression of emotions and the embodiment of connotation. In the modern ceramic decoration design, the simple and simple style can be adopted to make the ceramic works more simple and real, so that people have a sense of closeness and resonance. For example, take Jingdezhen, the famous birthplace of ceramics in China, as an example, many Jingdezhen ceramics are derived from folk elements, such as shadow puppets, Chinese painting and other fine art elements through the creation and processing of artisans, will make ceramics form a unique artistic atmosphere, which is not only very in line with China's traditional folk art aesthetic, but also increase the artistic value of ceramics.

2.3 Patterns

As a kind of visual language and expression, pattern can give ceramic works with unique decorative and cultural connotation through abstract and concrete symbolic forms. Folk art often spreads rich and diverse traditional patterns, which carry the history,

culture and spiritual connotation of a specific nation. In modern ceramic decoration design, traditional patterns can be used to decorate ceramic works in order to inherit and display the unique features of national culture. For example, many folk art patterns have the meaning of peace and happiness, so some calligraphy and painting will be posted during the New Year and festivals, and these art patterns will bring beautiful meanings to life. the same is true for ceramic decoration design, and some patterns with special meanings will be painted into ceramics to bring beautiful meanings to ceramics, such as peony, which represents prosperity and prosperity. Bamboo, chrysanthemum, pine tree, etc., represent the noble, the pattern and ceramic decorative design are integrated to enrich the artistic cultivation and value of ceramics. Moreover, folk art in different regions often contains different regional cultural elements, such as flowers and birds, landscapes, folk customs, etc. By using the patterns of these regional cultural elements, regional characteristics and cultural deposits can be reflected in modern ceramic decoration design. In addition, patterns also appear in abstract forms in folk art, giving ceramic works a unique decorative effect through simple and powerful lines and geometric figures. In modern ceramic decoration design, abstract pattern elements in folk art can be borrowed and developed to inject a modern and fashionable atmosphere into the work.

3. CONCLUSION

To sum up, in this paper, the author analyzes the characteristics of folk art such as popularity, nationality, handicraft and color richness, and expounds the application of color, shape and pattern of folk art in modern ceramic decoration design.

REFERENCE

- [1] Wang Wenxin. the Application of Folk art Elements in Modern Ceramic Decoration Design [J]. Research on Ceramics, 2012, 37(1):55-57.
- [2] Yan Tianbao, Zhang Xiaoli. Research on the application of Oroqen traditional graphic elements in Modern ceramic creation [J]. Western Leather, 2018, 40(23):105.

Research On University Students' Mental Health Education Management from the Perspective of Mobile Internet

Jing Liu

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: the research on the mental health of college students has been carried out for a long time, and colleges and universities are the best place to carry out this work. Although the current Internet environment has affected students, if it is blocked from the root, students can still maintain healthy psychology. Therefore, colleges and universities need to carry out the management of college students' mental health education from the perspective of mobile Internet, and increase the convenience, first set basic goals, then build a sound management system and formulate targeted management strategies, so as to play a reference for the work and achieve satisfactory results.

Keywords: Mobile Internet; College students; Mental health education

1. THE IMPACT OF MOBILE INTERNET ON COLLEGE STUDENTS

1.1 Massive content affects students' information identification

The popularization of mobile Internet makes it easy for college students to obtain a large amount of information, but it also brings difficulties in information identification. the main reason is that the quality of network information is uneven, and some bad information and false information have a negative impact on the ideas and behaviors of college students. Over time, psychological problems have been formed, which seriously affect the development of college students. Therefore, college students need to have a high level of information literacy, so that they can correctly distinguish the authenticity and value of information, and avoid being affected by bad information.

1.2 Virtual network affects students' normal life

Due to the virtuality of mobile Internet, although it enables college students to communicate and interact freely in the virtual world, it can affect their social and interpersonal relationships, such as: Students are excessively addicted to the virtual world, while ignoring their friends around them, making their social and interpersonal relationships in real life increasingly distant, resulting in loneliness and social obstacles, unable to timely access to important information, such as curriculum, homework, task completion time, etc.,

affecting their studies. In addition, bad information and behaviors in the mobile Internet will also have a negative impact on the physical and mental health of college students, and hinder their development due to psychological problems. Therefore, college students need to correctly understand the relationship between the virtual world and the real world, learn to make reasonable use of mobile Internet resources, and then maintain good living habits and social relations [1].

2. STRENGTHEN THE STRATEGIES OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION MANAGEMENT

2.1 Clarify the object requirements of mental health education management

From the perspective of mobile Internet, it is particularly important to strengthen the management of college students' mental health education. the object of mental health education management is not only students, but also teachers and parents to ensure that the whole society will not have psychological problems. First of all, students are the core object of mental health education management. With the popularity of mobile Internet, college students are faced with more information choices and a more complex social environment. Therefore, mental health education management needs to pay attention to students' psychological conditions, help them establish a healthy mental state and improve their psychological quality, so that they can better cope with various challenges in life, rather than retreating once they encounter setbacks. Secondly, teachers are also important objects of mental health education management. As an important guide in the growth process of students, teachers' awareness and ability of mental health education directly affect the growth of students, so teachers need to receive relevant mental health education training, and constantly improve their mental quality and mental health education ability, which is the basis to ensure the quality of mental health education and management, so as to promote the healthy development of students. Thirdly, parents are also an important force in the management of mental health education. Parents are the first teachers of children's growth, and their mental health concepts and behaviors have a profound impact on

students. At this time, schools need to establish a good communication mechanism with parents, jointly pay attention to students' mental health, promote their healthy growth, so that they will not appear in school or in the family to affect their psychological behavior, so that they have a healthy psychology. Laying the foundation for the future.

2.2 Set basic objectives for mental health education and management

In order to achieve this goal, teachers must set some basic goals to promote the development of mental health education management. Firstly, a comprehensive curriculum system of mental health education should be established [2]. This course should include the basic knowledge of mental health, the prevention and early identification of mental diseases, as well as psychological adjustment and self-help methods, and then design targeted courses and teaching programs according to the actual needs and characteristics of college students, so that each student can have access to the content consistent with their own abilities and gradually improve themselves. Secondly, establish a mental health information management system. This system should be able to collect college students' mental health information, including their psychological status, behavior, family and social background, through this information, teachers and schools can accurately understand the mental health status of college students, so as to provide more personalized mental health services to help them eliminate psychological problems. Third, establish a mental health crisis intervention system. the system can detect college students' mental health problems in time and provide them with timely help and support. At the same time, it is necessary to establish an effective information sharing mechanism, so that schools and institutions can share mental health resources, improve the efficiency and effect of crisis intervention, and let students improve themselves through practice, so as to avoid retreating when they encounter crises or setbacks. Finally, establish a mental health publicity and education system. Through various channels and ways, to promote mental health knowledge to college students, cultivate their mental health awareness and self-protection ability, at all times should give priority to their own safety. On this basis, a feedback mechanism should also be established to provide a feedback space for college students to timely feedback their mental health problems and needs, so as to seek help from teachers until their needs are met. Through these ways, students can be provided with more personalized mental health education services, so that their future development will not be affected.

2.3 Establish a sound mental health education management system

At present, in order to build a sound mental health education management system, colleges and teachers have established a comprehensive mental health

education curriculum system, which includes mental health knowledge, psychological adjustment skills, and psychological crisis coping, etc., improving the practicability of the curriculum, and encouraging students to actively participate in the curriculum practice to master more mental health knowledge. In the improvement of their own at the same time also improve the psychological quality, in order not to be affected by any factors. In addition, the early warning mechanism of mental health has been established, through the establishment of students' mental health files, the psychological problems of students have been found in time, and the correct solution measures have been taken in order to effectively prevent the occurrence of psychological crisis and maintain healthy psychology at all times. On this basis, the school should also establish a psychological crisis intervention team, timely intervention and treatment of students with psychological problems, for their questions and doubts, dredge psychological, no longer affected by psychological problems. At the same time, the school has also established a mental health education publicity platform, through the establishment of mental health education website, wechat public account and other forms of platforms to publicize mental health knowledge to students, provide psychological counseling services, and help students timely access to mental health information and services, and then carry out mental health education assessment, you can choose to regularly carry out mental health education courses. Until the comprehensive solution of students' psychological problems, followed by the consolidation, comprehensive improvement of college students' psychological quality and mental health level, correct Internet access.

3. CONCLUSION

In today's society, in the process of promoting Internet education, colleges and universities must strengthen the management of students' mental health education, because with the emergence of the Internet, although it broadens students' horizons, it has brought impact on students' mental health, resulting in many psychological problems. If colleges and universities and teachers can not guide students in the right direction, Or to help students eliminate these problems, it is likely to affect students' learning and future development. In this regard, colleges and universities must strengthen the management of college students' mental health education, formulate strategies according to the current psychological problems of students, and guide students with the advantage of the Internet to carry out effective mental health education for students and eliminate all problems, so that students can gradually improve their interpersonal skills and learning ability, and give full play to their own value. In the future study, I can also improve my comprehensive literacy and lay a good foundation for future development.

REFERENCE

[1] Zhang Lijuan. Application of OH Card technology in college students' Mental health education [J]. Journal of Hubei Open Vocational College, 202, 35(18):131-133.

[2] Xu Lewei, He Lu. New changes of College students' Mental Health in the Information Age --

Review of College Students' Mental Health Education in the Network Environment [J]. Chinese Journal of School Health, 202, 43(09):1276.

The Effective Integration of Ideological and Political Education in the Student Management of Higher Vocational Counselors

Yuan Liu

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the continuous development of the Times and the increasing economic level of the country, ideological and political education in higher vocational schools has gradually become the focus of student management. Higher vocational colleges are the main positions for the country to train high-level and high-quality practical and skilled talents. It is the responsibility of higher vocational counselors to manage students well and integrate ideological and political education into daily life and study. Through the effective integration of ideological and political education, students can be guided to grow healthily and develop their comprehensive literacy in an all-round way. Based on this, this paper discusses and studies the effective integration of ideological and political education in the student management of higher vocational counselors, and explores the effective integration strategies of ideological and political education in the student management of higher vocational counselors.

Keywords: Higher vocational education; A counselor; Student management; Ideological and political education; Blend in

1. INTRODUCTION

In the report of the 19th National Congress of the Communist Party of China, the General Secretary emphasized the strategic goal of rejuvenating the country through science and education and ideological and political education. Therefore, the current higher vocational colleges should take the important speech of the General Secretary as the main goal of teaching and guiding work, always implement the quality education concept of educating people by virtue, adhere to ideological and political education, and help higher vocational college students establish a correct outlook on life, values and world outlook. Cultivate patriotic feelings, strengthen ideological and political ideas, and comprehensively improve the daily management of higher vocational students.

2. THE IMPORTANCE OF MANAGEMENT IDEOLOGICAL AND POLITICAL EDUCATION FOR HIGHER VOCATIONAL STUDENTS

The combination of daily management and ideological and political education of higher vocational students can strengthen students' self-awareness and help students establish a correct outlook on life, values and world outlook. The two directly complement each other, which can effectively promote the all-round development of college students, enrich their daily life in higher vocational campus, and ensure the standardization and effectiveness of daily student management. It has played a solid role in laying the foundation for future jobs [1].

3. THE EFFECTIVE INTEGRATION STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE MANAGEMENT OF STUDENTS IN HIGHER VOCATIONAL COUNSELORS

3.1 Change students' management concepts and effectively integrate them into ideological and political education

Higher vocational counselors should change the concept of exam-oriented education management, care for students, pay attention to students' daily life, put students in the main position of education, and always uphold the concept of people-oriented and quality education management. In daily life, higher vocational counselors should put an end to the "one-word" management mode, allow students to participate in management, and implement democratic management measures. At the same time, higher vocational counselors should analyze and judge problems from the perspective of students, and think about what negative impact the current student management mode will have on themselves if they are students. By changing the management concept, higher vocational counselors can think from the perspective of students and provide students with better management services, so that there is a friendly and equal interpersonal relationship between teachers and students, meet the personalized development needs of students, and facilitate students to express their own ideas and demands. In addition, higher vocational counselors can also negotiate with the school to strengthen ideological and political education services for student management, such as collecting questionnaires to collect students' views and

opinions on the current student management model, or opening consultation on employment guidance and student loans, so that students can improve their satisfaction with higher vocational school, grow healthily and study hard in the campus full of warmth and love. In this way, students can strengthen their sense of belonging and pride in the vocational college campus and improve their ideological and political education [2].

3.2 Strengthen the construction of school spirit and learning style, strengthen humanistic care, and penetrate ideological and political education into daily life and learning

The responsibility of students is not only for academic performance, in the actual process of student management, vocational counselors should encourage students to participate in ideological and political education practice activities, in order to strengthen the construction of school spirit and style of study, strengthen the humanistic care of the school, so that ideological and political education in the real place, imperceptibly change students' thoughts, ideological and political education will be infiltrated in daily life and learning process. the practical theme activities of ideological and political education are the focus of ideological and political education. For a long time, students have been accustomed to passive learning, paying attention to the study of theoretical knowledge, but ignoring that learning should be combined with practice. Strengthening practical activities of ideological and political education can change students' learning attitude, let vocational students pay attention to ideological and political education, and change the ideological and political education from the past "want me to learn" ideology. To the idea of "I want to learn" [3].

When carrying out ideological and political education activities, teachers should make students the theme of the activities, and let students self-divide responsibilities, integrate activity resources and carry out activities, so as to strengthen students' sense of responsibility, cultivate students' self-awareness and enhance the cohesion force within the class. When carrying out interaction, it can be combined with China's daily festivals, such as the Army Day and the Party Day, and it can be carried out to commemorate the heroes and martyrs of combat soldiers, so as to cultivate the spirit of patriotism and feel that the current life is not easy. Traditional ideological and political activities such as the Double Ninth Festival, the Dragon Boat Festival and the Mid-Autumn Festival can also be carried out. Students can go to nursing homes to respect the elderly, or race dragon boats, make zongzi and mooncakes to feel the excellent traditional culture of the Chinese nation, and penetrate the ideological and political spirit connotation contained in the traditional culture into the hearts of students. Through these themed activities,

not only can exercise students' physical fitness, enrich extracurricular activities, but also strengthen the exchange and cooperation between students and students, let students know that "unity is strength", the power of a person is negligible. Finally, after the ideological and political education practice, higher vocational counselors should guide students to sum up their own shortcomings and reflect on experience, so as to cope with the next theme activity. In this way, it can effectively combine student management with ideological and political education, strengthen the construction of school spirit and study style, strengthen humanistic care, and promote the development of college students' mental health.

3.3 To carry out curriculum ideological and political education for traditional subjects, and integrate ideological and political education into subject education

In the process of the effective integration of students' management into ideological and political education in higher vocational counselors, it is necessary to conduct friendly exchanges and discussions with teachers of traditional disciplines, and carry out ideological and political education in traditional disciplines and integrate ideological and political education into disciplinary education, so as to give full play to the maximum value of ideological and political education. Create a more humane teaching classroom for students. At the same time, subject teachers should dig deeply into the elements of ideological and political education in the subject, and advance ideological and political education with traditional subjects for common development, so that students not only gain professional knowledge, but also enhance the idea of ideological and political education, which has a profound impact on students' daily behavior norms and the establishment of correct three views.

4. CONCLUSION

To sum up, there are many strategies for the effective integration of ideological and political education in the student management of higher vocational counselors. They can be incorporated into ideological and political education by changing the management concepts of students, or by carrying out practical activities of ideological and political education to strengthen the construction of school spirit and study style, strengthen humanistic care, and infiltrate ideological and political education into daily study. Finally, higher vocational counselors can also discuss and exchange with the substitute teachers of traditional disciplines, optimize teaching design, integrate ideological and political education into subject education, and carry out ideological and political curriculum. Through these integration strategies of student management and ideological and political education, the healthy and sustainable development of students can be

promoted to the greatest extent and the level of daily management of students can be improved.

REFERENCES

- [1] Jie Li. Exploring the strategy of senior counselors to effectively integrate the ideological education into the daily management of students [J]. *Modern Vocational Education*, 2022(23):145-147.
- [2] Tian Luting. Analysis on the Construction of Student Management System Based on Strengthening

Ideological and Political Education of College Students [J]. *Times Report*, 2022(01):116-118.

- [3] GUO Smart, CHENG Fang. Research on the realization path of the integration of ideological and political education and student management in higher vocational education [J]. *Writers' World*, 2021(22):177-178.

Discussion On the Way of Ideological and Political Integration in the Course of Construction Engineering Survey

Liyang Shang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: "Construction Engineering Survey" is a core professional course for civil engineering majors in higher vocational colleges. It mainly teaches students the use of measuring instruments, the processing of measurement data, the development of measurement technology and the related knowledge of building construction lofting. In recent years, the integration of curriculum ideology and politics has become more and more demanding. How to flexibly integrate curriculum ideology and politics into professional courses and imperceptibly enhance students' ideals and beliefs is a question that a teacher should ponder deeply. Based on the content, method and effect of the course of "Architectural Engineering Survey", this paper discusses the integration of the course of "Architectural Engineering Survey".

Keywords: Ideological and political integration; Architectural Engineering Survey; Higher vocational education

1. "ARCHITECTURAL ENGINEERING SURVEY" COURSE TRAINING OBJECTIVES

The rapid development of science and technology has also put forward higher requirements for talents in the surveying industry. In terms of the development direction of the current smart city digital China, the course of construction engineering surveying aims to cultivate talents with the professional ability to realize data acquisition with proficient use of professional surveying and mapping tools such as total station, level, theodolite and GPS. Have the ability to process field surveying and mapping data and internal data processing, have the ability to use CASS GIS and other software to realize data visualization, and understand 3S, 3D laser scanner, UAV and other new measurement technology.

In addition, our definition of high-quality talents is not only professional technical ability, but also good humanistic literacy, professional ethics and innovation awareness. And our educational goal is to help young people grow into such talents.

To sum up, the training goal of this course is to have the ability to draw professional topographic maps, be proficient in using measuring instruments, be proficient in processing measurement data, and be

skilled in applying surveying technology to realize building construction lofting. In terms of quality, I have the ability to bear hard work, be dedicated to my job, be daring to do things, be good at doing things and have good teamwork ability.

The teaching system of "one direction, one main line and one general goal" is designed according to the course characteristics and training objectives of architectural engineering surveying. That is to say, the curriculum teaching system of training high-quality technical and skilled talents guided by "quickly adapting to front-line production positions", focusing on "professional ability and quality training" and aiming at "solving practical engineering problems", implementing the learning mode of "autonomy, exploration and cooperation", and changing the teacher-centered, classroom-centered and book-centered situation. To construct a step-by-step "three-level" teaching process, namely "basic measurement skills", "applied measurement skills", "professional measurement skills".

2. THE STUDENT'S LEARNING CONDITION

The learning situation of students is that most of them have weak mathematical and physical foundation compared with the required skills of this course. Students have a single cognitive structure, especially poor understanding of some abstract concepts such as geoid and measuring coordinate system. Students have strong hands-on ability and can use measuring instruments quickly. However, in the later stage, data processing, especially for some difficult traverse measurement data processing, was weak, and only a few students could complete it independently. Students' mastery of theoretical knowledge is weak compared with their practical ability, which needs to be guided repeatedly and emphasized in the teaching process. Secondly, students have a high enthusiasm for participating in the measurement skills competition. These students can get up early and get up late, and are not afraid of hard and repeated training, so they are highly cultivable.

3. IDEOLOGICAL AND POLITICAL CONTENT OF THE COURSE

Surveying and mapping is an ancient science, which has a long history in China. It is said in the Book of

Shiji Xiaben that Xia Yu controlled the river in more than 2200 BC. "The left criterion line, the right rule, carrying four times, opening nine states and passing nine roads". This shows that more than 4,000 years ago, our ancestors had already carried out large-scale mapping work in the struggle against floods. During the Spring and Autumn Period and the Warring States Period, maps were widely used in military affairs. "Guanzi · Map" says that where the main soldiers fight, they must first read the map and know the terrain, so as not to lose. During the Qin and Han dynasties, the rulers had regarded the map as a symbol of power and attached great importance to it, so that there was a legendary story of "map poor dagger see". In the Western Han Dynasty, people could use hooks, strands, strings and similar triangles to calculate the distance, and the methods of measuring the area also increased, which promoted the development of surveying and mapping technology. The topographic map unearthed from the No. 1 Han Tomb in Mawangdui, Changsha, can best reflect the high level at that time. After the Three Kingdoms, the Jin Dynasty was established, and the world was unified again. Then came a famous cartographer named Bae Xiu. On the basis of summing up the experience of predecessors, he created the "six bodies of Cartography", namely division rate (scale), quasi-observation (measurement method), Daoli (measurement distance), high and low (measurement height), square evil (measurement Angle), and pedantic (measurement curve and straight line). These six principles of mapping, except longitude and latitude lines and projection, almost all of the principles of modern mapping are briefly mentioned, which has epoch-making significance in the history of the development of Chinese cartography and has far-reaching influence on the mapping of future generations. In the early Tang Dynasty, China had a vast territory, in order to facilitate the rule, the emperor had stipulated that the country's states and governments should revise the map once a year. You can see that a real-time concept of the map was established. Emperor Dezong had ordered cartographer Jia Tan to draw a large map of the country. Jia Tan organized his staff to complete the Map of Hainei Huayi in sixteen years according to the Six Bodies of Cartography. The scope of the map is 30,000 miles east and west, 35,000 miles north and south, which is the scope of China's territory at that time, equivalent to a contemporary map of Asia. Unfortunately, the picture was lost, but the Song Dynasty people used the original picture to reduce the "Huayi Map" and "Yu Trace Map". Zheng He's navigation chart of Ming Dynasty is another masterpiece of ancient surveying and mapping technology in China. Zheng He made seven voyages to the Western seas, and his nautical chart has been preserved until modern times. After the establishment of the State General Administration of Surveying and

Mapping in 1956, the surveying and mapping of the two national basic scale topographic maps entered a period of comprehensive advancement. By 1975, the first generation of national basic scale topographic map mapping was completed.

4. CURRICULUM IDEOLOGICAL AND POLITICAL INTEGRATION

Combined with the course content, let students understand the history and culture related to surveying and mapping, such as Yu river control, mapping six bodies, Emperor Geomatics map, etc., enhance students' sense of historical mission, responsibility of the Times and cultural confidence, enhance students' love for this course and this major, and enhance students' consciousness and sense of mission. Combined with the development of surveying and mapping technology and equipment, cultivate students' spirit of climbing the peak of science and technology, constantly pursuing excellence, daring to explore and innovate. Through the explanation of surveying and mapping laws, standards and norms, cultivate students' awareness of surveying and mapping according to laws and regulations, and enhance students' awareness of the quality and safety of surveying and mapping work. By carrying forward the older generation of surveying and mapping workers "love the motherland, loyalty, hard work, selfless dedication", Beidou project "independent innovation, open integration, unity, the pursuit of excellence", the country test a brigade "hardship has been a family heirloom, dedication or family dinner", Liu Xianlin, Li Deren and other surveying and mapping leaders, experts academicians "heart the motherland, conscious dedication of the patriotic spirit, the scientific spirit of seeking truth and being pragmatic and brave in innovation, the spirit of exploring and climbing the heights, the team spirit of unity and cooperation, and the spirit of being ignorant of fame and wealth" guide students to establish a correct world outlook, outlook on life and values, establish lofty ideals and aspirations, and consciously practice them in learning. Through the introduction of surveying and mapping work of "Everest elevation Survey", "China's Eye of the Sky", "Zhuhai-Hong Kong and Macao Bridge" and other projects, the students are educated and guided to consciously cultivate the craftsmanship character of "love and dedication, willing to contribute, dare to be the first, continuous innovation, excellence, and pursuit of excellence". In the practical training to cultivate students love labor, advocating labor spirit and unity, cooperation, common progress of the team spirit.

REFERENCE

- [1] Gao Deyi, Zong Aidong. From Ideological and Political course to Curriculum Ideological and Political course: Constructing the curriculum System of Ideological and Political Education in universities

from a strategic perspective [J]. *Higher Education in China*, 2017.

[2] ANYuanyuan. Some Thoughts on Art Teaching in Secondary Vocational Schools under the Background of Curriculum Ideology and Politics [J]. *Foreign Edition: Educational Science*, 2022(2):198-201.

[3] Zhao Mingshu. Overview of the development of electronic maps from Vehicle navigation to Automatic driving [J]. *Bulletin of Surveying and Mapping*, 2023(6):6-10, 92.

The Innovative Path and Strategy of Student Management in Higher Vocational Colleges from the Perspective Of "Three-Whole Education"

Jie Shao

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Under the educational concept of "three full education", the management of students in higher vocational colleges is facing unprecedented opportunities and challenges. This educational concept emphasizes the cultivation of students' all-round quality, including the comprehensive improvement of professional knowledge, practical ability and humanistic quality. Therefore, this paper will discuss the innovative path and strategy of student management in higher vocational colleges under this background, in order to meet the requirements of "three full education" and promote the comprehensive development of students.

Keywords: Three full education; Vocational college students; Management work; Innovation path; Tactics

1. IMPROVE PRACTICAL EDUCATION

1.1 Strengthen practical education, combine curriculum with practical application, and cultivate students' practical problem-solving ability

Practical education is an indispensable part of modern education system, which plays a key role in cultivating students' practical problem-solving ability. By combining the curriculum with practical applications, it helps students better cope with real-world challenges and fully prepares students for their future careers.

Firstly, practical education helps students to transform theoretical knowledge into practical skills. In traditional classroom education, students usually just passively accept knowledge, while practical application is often ignored. However, when students are given the opportunity to apply what they have learned to practical problems, they gain a deeper understanding and mastery of that knowledge. This not only helps students do well in exams, but also provides a solid foundation for their future careers.

On the other hand, practical education can cultivate students' innovative ability. When students are faced with practical problems, they need to think and come up with innovative solutions. This creative thinking process is critical to students' career development, as real-world challenges often require innovation and

flexibility. Through hands-on education, students will have the opportunity to exercise this ability and prepare for future career paths.

1.2 To promote students' participation in social practice and internship, and provide more opportunities to practice vocational skills

Social practice and internship are an important part of practical education, and by participating in social practice and internship, students are able to apply their acquired knowledge and skills in a real professional environment. This not only helps students gain a deeper understanding of the professional field, but also provides them with valuable career experience.

First, social practice and internships provide students with the opportunity to interact with experts in their field of expertise, and in practical work, students can collaborate with professionals within the industry and learn from their experiences and insights. This kind of mentoring system helps students grow quickly, which is not possible to learn in the classroom.

Secondly, social practice and internship can also help students develop vocational skills. In the workplace, students will face a variety of challenges and need to solve problems, work in teams, manage time, and more. These skills are vital in the real world of work, and through hands-on education, students will have the opportunity to practice and improve these skills.

1.3 Establish practical education bases, promote cooperation between schools and enterprises, and provide students with more practical work experience

First of all, the establishment of practical education base can provide students with more practical opportunities. These bases can simulate a real working environment, allowing students to conduct practical operations in safe conditions. For example, medical schools can partner with hospitals to provide students with clinical internships, and law schools can partner with law firms to involve students in real legal cases. This hands-on experience is vital to the student's career development.

Secondly, the establishment of practical education bases can also promote the cooperation between schools and enterprises. Companies can provide

resources and support to students, and this collaboration can create more opportunities, such as research projects, internship positions, career guidance, and more.

Strengthening practical education is crucial to cultivating students' practical problem-solving ability and vocational skills. By promoting students' participation in social practice and internship, as well as establishing practical education bases, it can provide students with more practical work experience and help students better cope with future challenges. Practical education not only contributes to the personal growth of students, but also promotes the cooperation between schools and enterprises, and promotes the progress and development of society. Therefore, teachers should value and support the development of practical education to ensure that students are able to succeed in the real world [1].

2. CULTIVATE COMPREHENSIVE LITERACY

2.1 Cultivate comprehensive literacy, pay attention to humanities and social science education, and cultivate students' cultural literacy and social responsibility

Focusing on humanities and social science education is a key step to cultivate students' comprehensive literacy, and through in-depth study of human culture and social science fields, students can better understand the nature and complexity of human society. This not only helps to improve students' cultural literacy, but also cultivates students' sense of social responsibility and makes students become citizens with more social values.

First of all, humanities and social science education is helpful to cultivate students' cultural quality. By studying areas such as literature, history, art and philosophy, students gain insight into the ideas, values and artistic expressions of different cultures and eras. This cultural literacy enables students to better appreciate and understand diversity and promotes cross-cultural communication and understanding [2].

Secondly, humanities and social science education can also cultivate students' sense of social responsibility. By studying the field of social sciences, students can understand the root causes and solutions of social problems. Students will become more sensitive to issues such as social inequality, environmental issues and ethics, and will be willing to contribute to the betterment of society. This sense of social responsibility is an important basis for fostering civic awareness and social participation.

2.2 Encourage interdisciplinary learning, so that students have the ability to think across boundaries and innovate

Interdisciplinary learning is an effective way to cultivate students' ability of cross-border thinking and innovation, and it encourages students to build connections between different disciplines and integrate knowledge and methods with each other to solve complex real-world problems.

First of all, interdisciplinary learning helps to cultivate students' ability of cross-border thinking. When students learn to combine knowledge and ways of thinking from different disciplines, students are able to better understand complex problems and come up with innovative solutions. This ability to think across boundaries is essential for solving real-world challenges, which often involve multiple domains.

Secondly, interdisciplinary learning can also promote the cultivation of innovative ability. When students bring together knowledge and methods from different disciplines, students are able to open up new thinking paths and discover new solutions. This is crucial to driving progress in science, technology and the arts, as innovation often occurs at the intersection of different fields.

2.3 Promote extracurricular activities and club organizations to cultivate leadership and teamwork spirit

Extracurricular activities and community organizations are important ways to develop students' leadership and teamwork spirit, and through active participation in these activities, students can develop a variety of key skills and prepare for future professional and social life.

Extra-curricular activities and club organizations help develop students' leadership skills. When students assume leadership positions in club organizations, they are responsible for making decisions, organizing activities and leading teams. This leadership experience can help students develop self-confidence, decision-making skills, and leadership skills that are important in their careers.

Fostering comprehensive literacy is one of the core goals of a modern education system. By focusing on humanities and social science education, encouraging interdisciplinary learning, and promoting extracurricular activities and community organizations, teachers can help students develop cultural literacy, social responsibility, cross-border thinking, innovation, leadership, and teamwork. These are key elements of a student's future success and the basis for making a positive contribution to the progress and development of society. Therefore, schools should value and support these educational methods to ensure that students can develop fully and become valuable citizens.

3. CONCLUSION

Under the background of "three whole education", the innovative path and strategy of student management in higher vocational colleges should focus on improving practical education and cultivating comprehensive quality. Through intensive practical education, students will be better able to cope with career challenges, while focusing on the cultivation of comprehensive literacy will enable students to have a broader vision of life and stronger social adaptability. These measures not only meet the requirements of

"three full education", but also provide a solid foundation for the future development of students in higher vocational colleges.

REFERENCE

[1] Xu Xiaoming. the value and realization of police-oriented management of students in police law colleges from the perspective of "Three Whole

Education" [J]. Journal of Anhui Police Officer Vocational College, 21, 20(06):93-96.

[2] Liu Xin. A study on the teacher-centered cooperative education model in the context of "Three-Whole Education" -- A case study of Guangxi University of Foreign Languages [J]. Guangxi Education, 2021, (43):51-53.

Exploring the Optimization Path of Digitalization to Enhance Grass-roots Party Organizations in Universities

Fang Song

Taishan University, Tai 'An, Shandong, China

Abstract: Digital party building work is an important component of urban grass-roots party building work. Digital technologies such as big data, artificial intelligence, and cloud computing have injected new vitality into the development of digital party building work. On the basis of analyzing the development trend of digital party building in grass-roots party organizations in universities, this article explores the path of "dual line parallel, three-level linkage, and four in one" digital party building work, in order to provide reference for the high-quality development of digital party building work in grass-roots universities.

Keywords: Digitalization; Party building; Digital technology empowerment; Smart party building

1. THE SIGNIFICANCE OF ENHANCING DIGITAL PARTY BUILDING AT THE GRASS-ROOTS LEVEL IN UNIVERSITIES

1.1 The digital construction of grass-roots party organizations in universities is in line with the requirements of historical development.

The Regulations of the CPC on the Work of Grass-roots Organizations in Ordinary Colleges and Universities requires that the party organizations in colleges and universities should increase efforts to develop party members among college students, use information systems to empower the work of party building among college students, and strengthen the work of developing student party members. In the era of digital intelligence, grass-roots party organizations in universities must comply with the requirements of the times, break through traditional party building work models, innovatively use digital technologies such as big data, artificial intelligence, cloud computing, VR, etc. to improve the quality of grass-roots party building work, optimize the information management of grass-roots party organizations, and then comply with the new trend of digital transformation in educational governance, better implement the fundamental task and historical mission of educating people for the party and the country, and cultivate moral character.

1.2 The digital construction of grass-roots party organizations in colleges and universities conforms to the requirements of historical development.

The report of the 20th National Congress of the Communist Party of China pointed out that the new ideas, strategies, and requirements for accelerating the construction of a digital China have highlighted the important strategic position of digital technology in socialist modernization construction, and promoted the new development of China's modernization construction. The newly revised Regulations of the CPC on the Work of Grass-roots Organizations in Ordinary Colleges and Universities requires that the digital information system should be used to empower the work of grass-roots party building in colleges and universities. In the era of digital intelligence, grass-roots party organizations must comply with the requirements of the times, break through traditional party building work models, innovatively use modern digital technologies such as virtual scenes, interactive projection, AR technology, and image capture to improve the effectiveness of party building work, especially in the field of grassroots party building in universities, optimize the information management of grass-roots party organizations, and then comply with the new trend of digital transformation in educational governance, and implement the mission of educating people for the party and the country.

1.3 Digitalization empowers grass-roots party organizations in colleges and universities to promote the modernization of university governance.

The report of the Twentieth National Congress of the Communist Party of China pointed out that to "comprehensively promote the great rejuvenation of the Chinese nation with Chinese path to modernization", the new era and new journey gave colleges and universities a new era topic. Applying digital technology to the management of grass-roots party organizations in colleges and universities can not only improve the digital literacy and skills of teachers and students, but also innovate and expand the connotation and path of the modernization of education management in colleges and universities, and can also better play the key supporting role of colleges and universities in promoting the process of Chinese path to modernization, thus promoting the process of urban construction modernization.

1.4 Digital technology empowers the modernization construction of grass-roots party organizations in universities to enhance the efficiency of urban digital party and government services.

The "14th Five Year Plan for National Informatization" points out the need to actively "improve the level of information services provided by party and government agencies, enrich the experience of digital life, create a collaborative and efficient digital government service system, strengthen digital development governance, and promote the construction of a digital China". the digital transformation of grassroots party building work in universities can promote the construction of a comprehensive information service system for urban party building, thereby promoting the development and sharing of party data resources, promoting the co construction and sharing of party building informatization, improving the efficiency of digital government services, and enhancing the level of digital government services.

2. EXPLORING THE DIGITAL DEVELOPMENT PATH OF GRASS-ROOTS PARTY ORGANIZATIONS IN UNIVERSITIES

The digital construction of grassroots party organizations in universities is an inevitable choice for universities to adapt to new situations and policies. Based on the current development status of grassroots party building and the requirements of the times, this article proposes a "double lines parallel, three levels linkage, four in one" path for digital party building work in universities.

2.1 Double lines parallel, pushing both online and offline in the same direction

Currently, under the concept of digital empowerment, various provinces and cities are exploring and applying smart party building platforms. Taking the "Lighthouse Party Building Online" system in Shandong Province as an example, it not only realizes the digitization of party organization and party member information management, but also meets the learning needs of the vast number of party members with a massive amount of red education materials, theoretical policies, etc. In grass-roots party affairs work, it is necessary to fully utilize digital mobile terminals such as learning to strengthen the country, three micro terminals, and apps, further enrich the forms of party building work, and strive to comprehensively meet the needs of grass-roots party building work, learning, publicity, and communication. And offline digital party building work should also rely on digital technologies such as big data, VR, artificial intelligence, and cloud computing to build digital and modern exhibition halls with red education as the main focus, to achieve immersive interactive and experiential party building education, and to build party workstations with self-service and one-stop services as the main focus to facilitate party work.

2.2 Three levels linkage and grid based promotion of party, youth, and social connectivity

Establish a three-level linkage mechanism of "Party, Communist Youth League, and Class" to assist in the implementation and refinement of grass-roots party building work through grid technology. From a horizontal perspective, grass-roots party organizations can promote the standardization of party building work and party member management through digital technologies such as data platforms and digital ledgers; At the organizational level, the "Smart League Building" platform can be further utilized to achieve the connection and promotion of Party and League work; At the class level, collaborative office learning and mobile service cloud platforms such as mobile data terminals can be utilized to promote effective communication and exchange among party members, team members, and the masses. From a vertical perspective, we will further promote the digital information sharing at the three levels of "Party-Communist youth league-Class", and promote the work connection between Party organizations, Communist Youth League, and society, and achieve paperless, convenient, and digital development of office work.

2.3 Four in one, comprehensively promoting the development of digital party building

Continuously promote the digital transformation of red education resources, further improve the connectivity of digital public service platforms such as "Lighthouse Party Building Online" and "Smart League Building", rely on information technology to improve network supervision, promote the construction of a new information service system of "connection+computing power+capability", and promote personalized services and precise management, Create a smart party building work platform that integrates digital management, intelligent education, information services, and networked supervision.

3. CONCLUSION

Digital technology empowers grass-roots party building work in universities. On the one hand, it can further standardize the digital construction of party building work in universities, promote the improvement of quality and efficiency in various party building work, and enhance the modernization of grass-roots party building management; On the other hand, it can promote the improvement of the comprehensive information service system for urban party building, enhance the level of digital government services, further comprehensively build a new pattern of "high-quality party building work, standardized governance work, and people-oriented service work", and promote the modernization process of urban construction.

ACKNOWLEDGEMENTS

1. Research on the path of modernization construction of grass-roots party organizations in universities of

Tai'an city empowered by digital technology; Project of Tai'an city Social Science 2023

2. Research on empowering the construction of grassroots party organizations among college students with digital technology; Project of Tai'an city science and technology development plan 2022

REFERENCES

[1] Liangjun Song. Innovative Research on the Communication of Party Building Ideology in the Digital Communication Era [J]. Science Guide, 2023-

06-02(B02). DOI:10.28511/n. cnki. nkxdb. 2023.000399.

[2] Yiwen Wang. Digital Exploration of Modern Community Party Building [J]. Statistical Science and Practice, 2022(09):61-64.

[3] Qiuwei Peng. Reflections on Promoting the Digital Construction of Party Building Work for College Students [J]. Hangzhou, 2022(09):44-45. DOI: 10.16639/j. cnki. cn33-1361/d2022.09.025.

Reflections on the Service Quality of Higher Vocational Education in Jiangsu Province from the Perspective of Student Satisfaction

Sun Jie, Ali Khatibi, Jacqueline Tham

Postgraduate Centre (Pgc), Management and Science University, Malaysia. University Drive, Off Persiaran Olahraga, 40100 Shah Alam, Selangor, Malaysia

Abstract: As one of the evaluation indexes of educational evaluation or performance evaluation in colleges and universities, student satisfaction provides an important reference for the service quality of higher vocational education. This article refers to the American college student satisfaction scale, taking the Y vocational college students in Jiangsu Province as the survey object. the results show that students generally have high expectations for the management level, professional learning and logistics support of higher vocational colleges, and the degree of interest in the major has a significant impact on the satisfaction evaluation of higher vocational colleges. Therefore, higher education service quality should focus on improving students' interest in professional learning, build student satisfaction evaluation system as a method, explore higher education quality management evaluation mechanism as a guarantee, and meet students' growth needs as the service purpose of higher vocational colleges throughout the service quality work.

Keywords: Student satisfaction; Service quality of vocational education; Quality control

1. INTRODUCTION

With the introduction of the "customer satisfaction theory" in the late 1990s, the number of studies related to higher education satisfaction has gradually increased. the service-oriented view of higher education product quality regards higher education as a service that satisfies its stakeholders and provides a perspective of student satisfaction for the study of higher education quality. As the competition for excellent students continues to heat up, more and more attention has been paid to student satisfaction. Scholars generally believe that it is very important to understand the relationship between students' evaluation of the quality of higher education and their overall satisfaction with colleges and universities. At present, the satisfaction survey of college students has been attached importance by universities all over the world, especially in some developed countries such as the United Kingdom and the United States, and has become an important indicator and reference basis for

colleges and universities to evaluate and improve the quality of higher education services.

2. THE CONNOTATION ANALYSIS OF STUDENT SATISFACTION AND SERVICE QUALITY OF HIGHER VOCATIONAL EDUCATION

The term student satisfaction comes from the concept of customer satisfaction. Customer satisfaction is an important sign to measure the evaluation or service quality of an organization, and an important index to evaluate the quality management system of an organization. Before entering the university, students generally have a good vision or expectation for the university. After the actual perception, the contrast between expectation and perception forms the concept of student satisfaction. In this paper, student satisfaction mainly refers to the gap between college students' expectation and actual perception of university teaching quality, campus accommodation, campus safety, service quality, teachers and other aspects since enrollment registration.

Service quality in higher education has become a world trend. From curriculum to discipline, from specialty to institution, from teaching to scientific research, from quality to performance, from single assessment to quality assurance system, from national to international, the projects and activities of quality management in colleges and universities are increasing rapidly, and the world higher education has entered an era of "quality management". Education quality is the degree of education level and effect, which is ultimately reflected in the quality of training objects. But as a social practice, higher education should undoubtedly meet the needs of society. This degree of satisfaction of social needs can obviously be understood as the basic connotation of the quality of higher education. Therefore, higher education quality management can be understood as "the process of allocating and utilizing school-running resources and improving higher education management through various management means to achieve certain school-running quality objectives."

As one of the evaluation indexes of educational evaluation or performance evaluation, student

satisfaction provides an important reference for the quality management of higher education. Yang Guangjin pointed out that ensuring that the services and talents provided by the education department meet customer requirements, and can continuously improve customer satisfaction and the performance of the education department, is an effective standard of higher education quality management system, and this guarantee ability can be measured by customer satisfaction. Therefore, evaluating the quality of higher education from the perspective of student satisfaction provides a basis for the quality management of higher education.

3. SURVEY AND ANALYSIS OF STUDENTS' SATISFACTION IN Y VOCATIONAL COLLEGES IN JIANGSU PROVINCE

3.1 Basic information of questionnaire survey

This survey is aimed at the students in Y vocational college. the questionnaire mainly includes two parts: the first part is the basic information of the subjects, including 10 basic questions; the second part is the satisfaction measurement items, referring to the "student satisfaction inventory (SSI) of American Colleges and Universities B Edition" (hereinafter referred to as Form B) released by Noel-Levitz company. In Table B, questions 1-45 are a satisfaction rating scale consisting of 9 dimensions, covering all areas of the student's school experience. the nine dimensions are: (1) Academic guidance effectiveness: This indicator assesses the comprehensiveness of academic guidance to college students, including the assessment of the knowledge, ability, accessibility of tutors (and counselors), and the degree of concern for student success. (2) Campus climate: This indicator assesses the degree to which students perceive the campus services provided by the university, thereby promoting campus pride and belonging, and it also assesses the effectiveness of the university in providing communication channels for students. (3) Campus Life: This indicator assesses the effectiveness of college life programs for students, covering a variety of on-campus residential issues, as well as campus policies and procedures to determine students' perceptions of their rights and responsibilities. (4) Campus Support Services: This indicator assesses the quality of support programs and services that students use to make their educational experience more meaningful and productive. (5) Teaching Effectiveness: This indicator assesses the student's academic experience, curriculum, and the school's commitment to academic excellence. (6) Enrollment and financial Aid Effectiveness: This indicator assesses a school's ability to effectively enroll students while understanding issues such as the effectiveness and availability of financial aid programs. (7) Registration effectiveness: This indicator primarily assesses issues related to registration and billing. (8) Safety and Security: This indicator assesses students'

feelings about campus safety and measures the effectiveness of campus emergency facilities and manpower. (9) Student-centered: This indicator assesses the degree to which the campus communicates to students how important they are to the school and the school's efforts to do so. Through SSI survey, all types of colleges and universities can understand the expectations and satisfaction of students on various aspects of university experience, and then adjust management strategies in a targeted way to promote the common development of students and schools.

This questionnaire adopts the method of back translation, and the questions 1-45 of Table B are applied to the actual investigation. the subjects were asked to rate the importance and satisfaction of each item on a scale from 1 to 7. There are three final scores for each item: importance score, satisfaction score, and performance gap score.

A total of 400 questionnaires were issued in this survey, 382 were recovered and 379 were valid, among which the proportion of male students was 74.7% and that of female students was 25.3%, which was in line with the distribution of male and female students in Y higher vocational colleges. According to the survey data, more than half of the students who participated in the survey came from rural areas, and almost the same number of students came from small and medium-sized cities (18.8%) and towns (19.1%), and 3.9% came from big cities. 18.7% of these students are ethnic minorities, and 55.% are admitted as their first choice. For their major, half of them expressed average interest (51.3%), nearly half expressed interest (42.1%), and 5.8% expressed no interest. When asked if they would change their major if given the chance, 40.1% of students said they would change their major. From the distribution of basic statistical information, the survey sample is representative. In order to understand the measured effect of the reference scale, this study analyzed the reliability and validity of the questionnaire through data processing software SPSS18.0. After testing, the reliability and validity of each dimension of the scale and the reliability and validity of the overall table are good, indicating that the data collected by the translated Chinese version of the student satisfaction measurement scale is credible, and the measurement results are highly consistent with the contents of the survey.

3.2 Analysis of investigation results

According to the sample table of the student satisfaction report published on Noel-Levitz's website, Prioritizing the importance score and satisfaction score of each indicator and its corresponding item can be prioritized in four ways, according to the Matrix for Student Satisfaction Outcome Action: High importance and high satisfaction; High importance - low satisfaction; Low importance high satisfaction;

Low importance low satisfaction. the difference between the importance score minus the satisfaction score reflects the gap between the students' actual perception and expectations, reflecting the degree to which the school meets the students' expectations. Table 1 reflects the importance scores, satisfaction scores and performance difference scores of students in Y University under 9 index dimensions

Table 1 Results of student satisfaction survey

index	significance(Mean value)	satisfaction(Mean value)	Poor performance (Mean value)
Academic guidance effectiveness	5.70	4.47	1.23
Campus climate	5.93	4.48	1.45
Campus Life:	5.88	4.59	1.29
Campus Support Services	5.86	4.61	1.25
Teaching Effectiveness	5.84	4.62	1.22
Enrollment and financial Aid Effectiveness	5.77	4.47	1.3
Registration effectiveness:	5.99	4.44	1.55
Safety and Security	5.74	4.61	1.13
Student-centered	5.72	4.52	1.2
7=Very important/very satisfying; 1=Not at all important/not at all satisfactory			

3.2.1 Importance analysis

From the perspective of the importance scores of the 9 dimensions of student satisfaction in Y University, the average importance scores range from 5.7-5.9, among which the registration validity scores are the highest (5.99), followed by campus atmosphere (5.93) and campus life (5.88) close to 5.9. the top 10 items in importance score are: the campus public space is safe (6.43), the library resources and services are sufficient (6.35), my professional courses are very valuable (6.22), the charging policy is reasonable (6.20), the dormitory provides comfortable living conditions (enough space, lighting, Internet, etc.)(6.17), and the teachers treat every student equally (6.15) Timely financial aid and awards are helpful for students' planning (6.05), the overall campus order is well maintained (6.03), my professional knowledge is helpful for my future career (5.97), campus security personnel can respond quickly and provide assistance (5.97). This shows that students expect universities to

provide them with a safe and comfortable, resource-rich, convenient and effective campus learning and living environment, which are the most important places for students

3.2.2 Satisfaction analysis

From the perspective of the satisfaction scores of the 9 dimensions of student satisfaction in Y University, the average satisfaction score ranges from 4.4-4.6, among which the satisfaction score of teaching effect is the highest (4.62), the scores of campus support service and safety and security are both 4.61, and the scores of campus life are close to 4.6. From 45 questions, the top 10 items with the highest satisfaction score are: sufficient library resources and services (5.06), teachers' use of multimedia assisted teaching in class (4.99), overall good maintenance of campus order (4.97), campus public space safety (4.80), and reasonable and convenient student registration process (4.79), there are enough computer LABS to access (4.79), students can find teachers by phone or email at any time during teachers' working hours after class (4.78), my campus life is colorful (4.77), student discipline regulations are fair (4.74), sometimes it is convenient for me to take care of things related to study and life My professional knowledge will be helpful to the career I will be engaged in. Meanwhile, the 10 items with low satisfaction in Y university are: the management staff can solve the problems of students in a timely manner (4.05), my class teacher or counselor helps me set goals to promote my study (4.07), the admissions staff provides personalized services to students before enrollment (4.22), I can almost choose the courses I want to take (4.23), and the fee policy is reasonable (4.26), the school cafeteria has an adequate selection of meals (4.26), the campus staff is caring and helpful (4.29), I receive constant feedback on my academic progress (4.33), I rarely "take detours" when obtaining campus information (4.35), and the admissions consultant is an accurate picture of the school's reality (4.37). It also reveals that students have a positive attitude towards the school's teaching staff, learning resources and teaching effect, but a low satisfaction attitude towards the service level of school managers.

3.2.3 Performance analysis

According to Noel-Levitz's explanation of the performance gap, there are three scenarios for its analysis: a large performance gap (1.5 or more) indicates that a college is not meeting students' expectations; the low performance gap (0.5 or less) indicates that the university meets the expectations of the students under this program; A negative GPA indicates that universities exceed students' expectations under this program. From the perspective of the GPA scores of the 9 dimensions of student satisfaction in Y university, the GPA is concentrated in the range of 1.1 to 1.5, and only the GPA of the dimension of registration validity (1.55) exceeds 1.5.

From the 45 question items, 7 questions have a large performance difference of more than 1.5: the charging policy is reasonable (1.96), the management staff can share the problems of students in a timely manner (1.88), my professional courses are very valuable (1.67), the school canteen has enough meals to choose from (1.66), the campus public space is safe (1.63), and the dormitory provides comfortable living conditions (Adequate space, lighting, Internet, etc.)(1.57), the campus staff is caring and helpful (1.55), which fully indicates that the school has not met the expectations of students in terms of fees, service level of administrators, course learning, accommodation, etc.

3.2.4 Difference analysis of satisfaction

Further analysis of the differences in students' satisfaction shows that there are no significant differences in gender, nationality, major type, whether one volunteer is admitted or not, place of origin, grade and frequency of participation in activities, but the satisfaction varies with the degree of students' interest in their major. the satisfaction of students who want to change their major is significantly lower than that of those who do not want to change their major ($t = -2.614$, $p = 0.0009 < 0.05$), and the satisfaction increases with the deepening of students' interest in their major.

Table 2 LSD multiple comparison table

(I-J) You are interested in your current major		Mean deviation (I-J)	Standard error	significance
Not interested	normal	-0.450*	0.223	0.045
	Interested in	-0.807*	0.226	0.000
normal	Not interested	0.450*	0.223	0.045
	Interested in	-0.357*	0.109	0.001
Interested in	Not interested	0.807*	0.226	0.000
	normal	0.357*	0.109	0.001

* the significance level of the mean difference was 0.05

One-way ANOVA found that the variance homogeneity test of Levene was not significant (Levene=0.821, $p = 0.441$), indicating that there was no significant difference between different sample dispersion situations. the overall test results showed that the satisfaction of subjects with different interest in their major was different ($F = 9.258$, $p = 0.000 < 0.05$). After the LSD test, it is found (see Table 2) that the satisfaction of students who are interested in their major is significantly higher than that of students who are not interested or not interested in their major, and the more interested they are in their major, the higher their satisfaction will be.

4. CONCLUSION AND ENLIGHTENMENT

4.1 Conclusion

By introducing the American College Student Satisfaction Scale to investigate the satisfaction of students in Y University, By analyzing the academic guidance effect, campus atmosphere, campus life, campus support services, teaching effect, enrollment and financial aid effectiveness, registration effectiveness, safety and security, and student-centered importance analysis, satisfaction analysis, performance gap analysis and satisfaction difference analysis of students in Y University, the following conclusions are drawn.

First, the student satisfaction matrix of Y University is close to the distribution of "high importance and low satisfaction". "High importance" indicates that students think all the on-campus services provided by universities are very important, and students have high expectations; "Low satisfaction" reflects students' weak sense of experience and satisfaction, and low satisfaction with university services. the projects in this matrix distribution area are the places where schools need to improve service quality and strengthen management.

Second, the students' actual perception is generally low, and the students' expectation is not satisfied. It is mainly manifested in the professional study of management level and logistics support of colleges and universities. Students expect that administrators and campus staff can solve problems for students in a timely manner, hope that the professional courses are valuable, and look forward to the improvement of the service quality of school canteens, campus safety and dormitory conditions.

Thirdly, students' interest in their major directly affects their satisfaction evaluation. the satisfaction of students who want to change their major is significantly lower than that of students who do not want to change their major, and there is no difference in gender, ethnic grade, student origin and major type. It shows that professional learning experience affects students' perception of all the services provided by colleges and universities, and occupies a core position in students' college learning career. the more interested students are in their major, the higher their satisfaction with all aspects of school.

4.2 Enlightenment

Based on the survey results of student satisfaction, the improvement of the quality management level of higher education in the future needs to grasp the following three key points.

Firstly, improving students' interest in professional study is the core of higher education quality management. Higher education institutions are places to train specialized talents, and the learning and experience of specialized courses become the core factors for students to evaluate the quality of higher education. Students enter the university with high expectations, so that when they enter the society, they can find a satisfying job and ultimately serve and give

back to the society. Therefore, on the one hand, the quality management of higher education should focus on improving students' interest in their majors, give a tilt to the construction of professional courses from the management system, continuously optimize the curriculum offering, continuously explore the system of students' independent course selection, form a high-quality professional learning perception and drive students' satisfaction, and then enhance the benign dynamic cycle of university image. On the other hand, the administrative departments of higher education should effectively allocate and utilize effective school resources, accurately locate students' reasonable demands for professional learning, and constantly optimize students' professional learning experience at school.

Secondly, the construction of student satisfaction evaluation system is an effective way to improve the quality management of higher education. Through professional education, students perceive social needs, analyze labor market competition, and form values and evaluation standards that meet their own development. Students' values and evaluation criteria and their formation process affect their experience and perception in the process of receiving higher education, and are directly reflected in their satisfaction with various professional learning, practical activities and services provided by colleges and universities. Quality management is fundamentally inseparable from students' support for the school, especially the perception of professional learning, academic achievement, graduation and employment needs directly related to students' study and life. Therefore, it is necessary for colleges and universities to build a student satisfaction evaluation system based on expectation and perception. On the one hand, establish a database of college students' satisfaction, conduct an annual tracking survey of student satisfaction, and compare the data year by year to understand students' expectation level of college services. On the other hand, based on the satisfaction evaluation of students' perception, the university services are targeted to improve, so as to find out the shortcomings in the course of running a university from the perspective of students' satisfaction and provide improvement directions for improving the quality of higher education.

Thirdly, exploring the evaluation mechanism of higher education quality management is an important guarantee. Under the background of "double high" construction, higher vocational colleges are facing the increasing pressure of competition for students, so improving the quality of running schools has become the main line of the development of higher vocational colleges. Nowadays, the quality management of higher education has formed a three-in-one development model of "state-society-universities". the quality management of higher education led by the government at the national level is mainly manifested

in the certification evaluation, the establishment of quality assurance system and other activities. the quality management of higher education at the social level is mainly reflected in the evaluation form of university ranking. As the development of quality management in higher vocational colleges, the management measures, management system and management team of internal quality management in higher vocational colleges inevitably play an important role. Therefore, exploring the evaluation mechanism of higher education management to promote reform is an important guarantee for improving the quality management level of higher education. the students' satisfaction should be included in the higher education quality management evaluation system, and the service purpose of higher vocational colleges should be to meet the reasonable needs of students' growth. Student satisfaction is another measure of the quality of a university, reflecting not only students' satisfaction with the school's overall learning and life experience, but also the level at which the school meets students' growth and development needs. the quality management department of higher education should firmly hold the ruler of student satisfaction, effectively carry out self-evaluation and summary under the university system and policy environment, and constantly improve the management level, which is also an effective way to ensure the conformal development of higher education.

REFERENCES

- [1] Zhang Qian, Yue Changjun. Higher education quality evaluation and student satisfaction [J]. China Higher Education Research, 2009(11):40.
- [2] Fan Weifeng, Jia Xianzao, Yang Zhiwei, Ren Yuan. Research on Quality Evaluation of Undergraduate Education in Colleges and Universities Based on Customer Satisfaction [J]. China Electric Power Education, 2013(10):39
- [3] Wu Jianping, Research on Quality Management of Chinese Higher Education in the Context of Massification [M]. Beijing: Tsinghua University Press, 2011; 2-30.
- [4] Pan Maoyuan, Chen Bin, Higher education development for 2030: Concept and action [J]. China higher education review, 2018(01):8.
- [5] Yang Guangjin. Analysis of the effectiveness of China's higher education quality management system [J]. Education Exploration, 2011(03):71.
- [6] Kim M K, Park M C, Jeong D H. the Effects of Customer Satisfaction and Switching Barrier on Customer Loyalty in Korean Mobile Telecommunication Services. Telecommunication Policy, 2004, 28(2):145~159.
- [7] Parasuraman, A, Zeithaml, V. A, & Berry, L. L. Alternatives Scales for Measuring Service Quality: A Comparative Assessment Based On psychometric and Diagnostic Criteria. Journal of Marketing, 2004, 70:201~230.

[8] Griffin, J. Customer loyalty: How to earn it, how to keep it. New York: Lexington Book, 1995.

[9] Robert and Timothy. the importance of institutional image to student satisfaction and loyalty within higher education. Higher Education, 2009, 58(July):81~95.

[10] Huang Yuheng, Guo Fei, Shi Jinghuan. What college students' satisfaction survey can tell us [J]. Peking University Education Review, 2016(04):152.

Exploration and Practice of the Implementation of Civics and Politics in Landscape Architecture Programmes of Local Colleges and Universities under the Concept of "Establishing Virtue and Shaping People". - Taking Lingnan Normal College as an Example

*Yudan Sun, Kaidong Liu, Wangou Liu, XiranYang, XialanCheng, Shuang Liu
College of Life Sciences and Technology, Lingnan Normal University, Zhanjiang, China*

Abstract: Implementing the concept of curriculum ideology and politics, and fulfilling the fundamental educational task of establishing morality and educating people are the new requirements and challenges put forward by all kinds of professional courses and ideological and political education courses in institutions of higher education, as well as by all educators in the context of the new era. However, in the process of promoting the construction of curriculum ideology and politics, it is still found that from the quality cultivation of teachers, the construction of curriculum ideology and politics to the practice of classroom teaching, there are still problems such as weak strength, deep impact and long-lasting effect. Therefore, how to build a three-pronged education system based on the foundation of moral education, and how to make the concept of curriculum ideology and politics work in a sustainable way are issues that need to be explored and thought about by educators in practice.

Keywords: Curriculum Civics; Three-Way Education System; Landscape Architecture Major

1. INTRODUCTION

Establishing moral character is the fundamental task of education and the foundation of colleges and universities [1]. Since the 18th Party Congress, General Secretary Xi Jinping has attached great importance to the work of ideological and political education in colleges and universities, and has published a series of important speeches with specificity and important instructions with relevance. General Secretary Xi Jinping emphasised that Marxism should be adhered to as the leader, "We should adhere to the establishment of morality and

nurture people as the central link, and run ideological and political work through the whole process of education and teaching, so as to achieve the whole process of nurturing people, all-round nurturing people"[1]; "We should take the effectiveness of establishing morality and nurturing people as the test of all the work of the school as the the fundamental standard, really to culture people, moral education, and constantly improve the level of students' thinking, political awareness, moral quality, cultural literacy, so that they can understand the great virtue, abide by public morality, and strict private morality. " [2]. This clarifies for us the target orientation and test requirements for enhancing the ideological and political work in colleges and universities.

The new educational concept of curriculum ideology and politics is the fundamental follow of the new period of moral education [3]. In this context, in order to implement the implementation of curriculum ideology and politics, it is necessary to integrate the ideological and political education of colleges and universities into all aspects of the teaching and reform of the garden course, adhere to the fundamental principle of establishing morality and shaping people, and build a three-pronged system of "all-embracing, all-round, all-encompassing".

And how to guide the educational concept of "Lifelong Learning of Virtue" to build a three-pronged education system for the gardening profession, and how to achieve a sustained role, which is undoubtedly a problem that workers engaged in the education of the gardening profession need to continue to explore and think about in practice.

2. CURRENT ISSUES IN THE IMPLEMENTATION OF CURRICULUM

CIVICS IN THE LANDSCAPE ARCHITECTURE PROGRAMME

2.1 Problems of Professional Teachers in Promoting Civics in the Curriculum

The importance of professional teachers as the main body to promote the implementation of the programme's ideological work is self-evident. However, at this stage, there are still obstacles and problems in teachers' understanding of themselves and their work practice.

At the subjective level, some teachers do not have an accurate understanding of their own positioning, focusing on "intellectual education" but weak "moral education", failing to consciously take moral education as their primary task, or failing to find an entry point for integrating Civic-Political content into their professional courses, making it difficult for them to connect their courses with the characteristics of different professional courses. Civic politics is not able to connect with the characteristics of different professional programmes and make good use of professional-related civic politics resources. From an objective point of view, there is also the problem that colleges and universities lack practical guidance on the specific aspects of teachers' Civic-Political work in their programmes and lack a reasonable mechanism for evaluating the effectiveness of Civic-Political work in their programmes. This leads to obstacles and confusion in the actual teaching of teachers [4].

2.2 Problems in Promoting Curriculum-based Civics in Colleges and Universities

Colleges and universities, as an important position for training talents, "occupy an important position in the overall situation of national socio-economic development [5]. the in-depth promotion of curriculum Civic and Political work cannot be separated from the efforts of institutions. However, due to the different depths of understanding of the concept of curriculum ideology, resulting in different degrees of attention to the work of curriculum ideology between institutions. the degree of attention determines whether the work of moral education can be carried out effectively.

Colleges and universities do not have a deep understanding of the work of course civics and pay insufficient attention to it, which directly or indirectly leads to the lack of a teaching mechanism for course civics that focuses on continuity training [6]; the lack of systematic development of teaching materials and resource systems that can be targeted to meet the requirements of civics for different professions [7]; and the negligence of course civics teachers' team construction, and the thin awareness of nurturing people [8].

3. CONSTRUCTION OBJECTIVES AND PRACTICAL STRATEGIES

The lack of depth, insufficient attention and inaccurate positioning of the concept of curriculum ideology and

politics have seriously impeded the effective implementation of the fundamental task of cultivating moral integrity in our colleges and universities. Therefore, in the work of curriculum ideology and politics, our university learns from the reform experience of the predecessors, reflects on the deficiencies and defects of the existing work, and explores the optimal path of "three-whole-education" university curriculum ideology and politics construction centred on the cultivation of morality and respect for people, starting from the aspects of organisational construction, work practice, capacity cultivation, atmosphere creation, resource integration and platform utilisation.

3.1 Strengthen organisational construction and educational leadership, and practice the concept of moral education by all staff.

The leading cadres of the party organisation are not only the leaders, guides and coordinators of the "three-pronged education" in colleges and universities, but also the main body of responsibility for organisational education in the "all-pronged education" [9]. Should play an exemplary role in political orientation and value orientation.

In response to the "Opinions of the Central Committee of the Communist Party of China and the State Council on Comprehensively Deepening the Reform of the Construction of the Teaching Staff in the New Era", which emphasises the "Requirements for Strengthening the Construction of Teachers' Party Branches and Party Members"[10], the university carries out the construction of the "Benchmark Party Branch" and the "Double Leader" project for the Teachers' Party Branches. the "double leader" full coverage project. Give play to the pioneering and exemplary role of the teaching party members to promote the growth and success of students. Construct innovative and service-oriented university party branches, and lead the construction of academic teams with party branches. Encourage members of the teaching staff to be academic leaders, teach party classes for students, take the lead in second classroom activities, and take the lead in guiding students' scientific research.

Only by synchronising the construction of various supporting policies and supporting management systems can we ensure the sustainable development of the "party building, group building and class building" trinity [11]. Therefore, our school continues to improve the management and evaluation system of party members, compact work methods, fine management tools, play the role of vanguard and exemplary staff members, improve the theoretical ability and practical level of the ideological and political teachers of the gardening profession, focus on talent cultivation, and concentrate on the establishment of morality and nurture of human beings. Also let the student party members can give full play

to the role of vanguard model, leading all students to improve political literacy, set up correct values, refine the necessary character, cultivate the key ability and willingness to pursue further education. All the members of the party will practise the concept of cultivating morality and nurturing people.

3.2 Enriching the activities of Civic and Political Construction in the curriculum and implementing the concept of cultivating people with moral integrity throughout the whole process

"The whole process of education" includes not only the whole process of school education and teaching, but also the whole process of students' growth and success during the school period. [12] Freshmen admission education is the basic work of ideological and political education in colleges and universities, which is related to whether the ideological and political education in colleges and universities can achieve practical results [13].

Therefore, our school carefully carry out the "first lesson" education for students to buckle the first button of the university, on the basis of the original work, inviting outstanding alumni, off-campus gardening professional related famous tutors for the new students; the establishment of the new students to visit the college laboratories, herbarium and face-to-face communication with professors of the college, to help the new students in-depth understanding of the gardening profession and professional development goals; in ideological shaping students' values and leading students to pursue the goal of gardening and professional development; shaping students' values and leading their pursuits in the ideology. To stimulate students' enthusiasm for the profession, study, research and academics, and to encourage new students to form a correct view of learning and development.

The college combines the month of Civic and Political theme activities with profession-related contents, so that students can also participate in colourful activities of curriculum Civic and Political construction in their daily study life after admission, and create a strong atmosphere of curriculum Civic and Political cultivation through activities such as theme day activities, demonstration class observation, and thematic training sessions.

According to the subject competitions of different themes, relevant teachers of the college actively act as competition instructors in combination with the teaching of professional courses, give vigorous guidance to the participating teams, promote learning by competitions, stimulate students' interest in the in-depth study of professional knowledge, strengthen the contact and cooperation with all walks of life by leading the students to practise and apply the theoretical knowledge in the design of the competitions, focus on the students' social practice and service, improve the students' sense of social

responsibility and the spirit of innovation, and achieve practice in nurturing human beings.

The establishment of the curriculum combination chain of "general studies courses - professional theory courses - professional practice courses - social practice courses", so that the ideological and political work of the curriculum can be effectively carried out throughout the whole process of educating people.

3.3 Integration of human resources, all-round penetration of the concept of moral education.

Revise the curriculum standards in the light of the actual professional development. Refine the elements of course ideology and politics, unify the school's talent cultivation resources and nurturing power, and cooperate with and support each other in multiple departments. Combining explicit education and implicit education, it creates a cultural atmosphere of nurturing in which "value shaping and professional learning" are given equal importance in an all-round way, so as to achieve the effect of nurturing "by subtle influence and silently".

Curriculum is the basic link and the main channel of school education. If the construction of the curriculum is not good, the function of the course of political thinking can not be talked about [3]. Therefore, our university gives full play to the role of the main channel to build a focused, rich carrier, synergistic and innovative ideological and political theory course construction system [14].

Our university has set up a project to build the gardening major as a demonstration major of ideology and politics, and take the courses of Urban Gardening and Greenland Planning and Plant Physiology as a leader to establish a demonstration course, explore the nurturing methods of different practice carriers in accordance with the law of curriculum construction, achieve the effective integration of the first classroom and the second classroom, combine the theoretical teaching and practical nurturing, and focus on cultivating the students' humanistic qualities, ethical qualities and sense of social responsibility with the core of "cultivating morality and nurturing human beings" [15].

At the same time, the use of college students' network interactive community "Yi Ban", to build an important position of college students' network ideological and political education. the construction of school, class and student personal multi-level interactive space, combined with computer and mobile phone education application software, can not only guide students to use the network ideological and political education "fragmented" learning outside of the professional learning time during the school period, but also encourage graduated students to continue to use the relevant software to understand the professional and ideological knowledge after leaving the school. and ideological and political knowledge after leaving school.

In the context of new media, with the fundamental task of establishing moral education as the centre, promoting the construction of curriculum ideology and politics, strengthening the construction of the team, constructing the system of network parenting, realising network parenting, establishing a lasting and long-lasting mechanism of ideological and political education, and realising the articulation of ideological and political education in different phases and at different levels [6].

4. CONCLUSION

The implementation of curriculum-based ideological and political education from the height of establishing morality and nurturing people is not just a momentary endeavour. The new changes brought by the times will constantly put forward new requirements and bring new contradictions to ideological and political education. Therefore, educators should constantly urge themselves to optimise the implementation of parenting strategies in practice to ensure the effectiveness of parenting.

Only so that the construction of the course of ideological construction can be based on theory, put into practice, so that the "moral" "ability" education is not separated, in order to make the fundamental task of moral education to be fully implemented, and to cultivate more high level of thinking, high political awareness, high moral quality, high cultural literacy of outstanding gardening professionals.

ACKNOWLEDGEMENTS

Construction Project of Landscape Architecture Characteristic Specialties in Higher Education Institutions of Guangdong Province [The letter from department of education of Guangdong province (2020)19]; Lingnan Normal university School-level ideological and political education Demonstration Project (ideological and political education Demonstration specialist-Landscape Architecture); Lingnan Normal university School-level ideological and political education Demonstration Project (ideological and political education Demonstration specialist-Urban Green Space Planning).

REFERENCE

[1] Zhang Shuo. Put ideological and political work through the whole process of education and teaching to create a new situation for the development of China's higher education [N]. People's Daily, 2016-12-09(001).
 [2] Xi Jinping. Speech at the symposium of teachers and students at Peking University [N]. People's Daily, 2018-05-03(002).
 [3] Zhang Daliang. Curriculum Civics and Politics: the Fundamental Followings of Establishing Virtue and Shaping People in the New Period [J]. China Higher Education Research, 2021(01):5-9. DOI:10.16298/j.cnki.1004-3667.2021.01.02.

[4] Luo Zhongyu, Duan Li, Chen Hui. Practical Logic of Teachers of Professional Courses in Colleges and Universities in Promoting Curriculum Civics and Politics [J]. Thought Theory Education Guide, 2019(11):138-143. DOI:10.16580/j.sxlljydk.2019.11.030.

[5] Ying Jun, Dai Liang, Zhang Yiqi. Reflections on the teaching mode of Civics and Politics in gardening professional courses--Taking Zhejiang Agriculture and Forestry University as an example [J]. Green Technology, 2021, 23(03):187-189. DOI:10.16663/j.cnki.lskj.2021.03.073.

[6] Lu Daokun. Several core problems and solution ideas in the implementation of course ideology and politics - A discussion based on professional course ideology and politics [J]. Thought Theory Education, 2018(03):64-69. DOI:10.16075/j.cnki.cn31-1220/g4.2018.03.011.

[7] Yang Jinduo. Research on the construction of "Curriculum Civics and Politics" in Chinese higher education institutions [D]. Jilin University, 2022. DOI:10.27162/d.cnki.gjlin.2021.000167.

[8] Zhu Ping. the construction of the synergy and long-term mechanism of the "three-whole-parenting" system in colleges and universities--an examination centred on whole-person parenting [J]. Thought Theory Education, 2019(02):96-101. DOI:10.16075/j.cnki.cn31-1220/g4.2019.02.017.

[9] Opinions of the Central Committee of the Communist Party of China and the State Council on comprehensively deepening the reform of the construction of the teaching force in the new era [N]. People's Daily, 2018-02-01(001).

[10] He Qiong. Exploration of the management mode of "party building, group building and class building" of postgraduate classes [J]. Journal of Changjiang University (Social Science Edition), 2011, 34(08):98-100.

[11] Liu Chenggong. the core requirements, target tasks and realisation path of "three full education" in colleges and universities [J]. Thought Theory Education, 2019(11):92-95+111. DOI:10.16075/j.cnki.cn31-1220/g4.2019.11.016.

[12] Liu Lin. Analysis of the entrance education in ideological and political education work in colleges and universities [J]. Youth and society, 2014(3):235-235

[13] Zheng Yong'an. To establish moral education as the root of the construction of the "three full education" system [J]. China University Teaching, 2018(11):11-14.

[14] Duan Wenzhi. Analysis of the Status and Development of Civic and Political Education in Colleges and Universities in the New Era--The Construction of Civic and Political Courses with the Core of "Establishing Virtue and Shue People" as an Example [C]//Shanxi Zhongda Educational Research Institute. Proceedings of the Seventh Innovative

Education Academic Conference, 2023:177-178.
DOI:10.26914/c.cnkihy.2023.025903.

[15] Yu Tingrong, Du Bin, Peng Jiping et al.
Exploration on the innovation of network ideological
and political education path in colleges and

universities based on "Yi Ban"[J]. Yunnan
Agricultural University Journal (Social Science), 2020,
14(06):135-140.

Discussion On the Way of Dynamic Management and Control of Construction Cost

Meiyang Wang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: Construction project cost is a key factor affecting the economic benefits of construction enterprises, if the lack of control of the construction cost continues to increase, will inevitably lead to the decline of economic benefits of construction enterprises, so to ensure the scientific construction project cost management, has very important significance and value. In this paper, the dynamic management and control of construction cost are analyzed and explored in detail in order to share and communicate with people in the construction industry.

Keywords: Construction engineering field; Cost control; Dynamic management; Effective way

1. INTRODUCTION

Engineering projects from planning to completion and put into use, often need to go through many links and processes, mainly including bidding stage, design stage, construction stage, completion acceptance stage, etc. Each engineering stage will produce a certain cost, which constitutes the construction project cost system. According to relevant survey data, there are cost fluctuations in each construction project stage, which requires the implementation of dynamic project cost control, only in this way can the overall project cost be controlled within a reasonable range, in order to effectively protect the economic benefits of construction enterprises. At this stage, although construction enterprises recognize and strengthen the management and control of project cost, there are many problems in the actual control work, which reduces the comprehensive benefits of cost control to a certain extent, and even brings huge economic losses to construction enterprises. Based on this, the construction cost management department should clarify the importance of its own functions, but also to identify the entry point of project cost management and control, and then take scientific and effective control measures to ensure the realization of dynamic and comprehensive cost control for each project stage.

2. THE IMPORTANCE OF DYNAMIC MANAGEMENT AND CONTROL OF CONSTRUCTION COST

First of all, the implementation of dynamic management and control of construction project cost

is conducive to avoiding human factors and subjective factors, which have adverse effects on the construction process, and effectively avoid the waste and abuse of project budget amount, which plays an important role in improving the standardization of construction process [1]. Secondly, the dynamic management of project cost has higher benefits and can effectively control the cost of each project stage, which plays an important role in ensuring the economic benefits of construction enterprises. Finally, dynamic engineering cost control can reflect the problems existing in the construction process in time, and put forward reasonable and targeted solutions, which is of great significance to improve the overall quality of construction projects.

3. THE PROBLEMS IN THE DYNAMIC MANAGEMENT AND CONTROL OF CONSTRUCTION COST

3.1 Poor awareness of dynamic management of project cost

Construction projects involve many stages and elements, and any stage and element may have an impact on the project cost, which must be implemented to track the progress of the project, adopt dynamic cost management and control measures, in order to control the overall project cost within the budget. However, in terms of the current status of construction project cost management, some construction enterprises have a deep understanding of the importance and necessity of dynamic cost management, and still adhere to the fixed cost management thinking and system, which makes it difficult to effectively control the project cost, and thus causes serious economic losses to construction enterprises.

3.2 Lack of comprehensiveness in project cost control

Bidding stage, design stage, construction stage and completion acceptance stage are the key elements constituting the project cost system, and there are many basic conditions affecting the cost in each project stage. If the dynamic management of project cost is lacking in comprehensiveness, it is difficult to ensure the substantial effect of project cost control [2]. Taking project cost management in the construction stage as an example, relevant units or departments

focus their management entirely on a certain construction process and elements, and do not implement the whole process and all factors control in the entire construction stage, resulting in many cost factors in the construction process outside the cost management system, and at this time, project cost control loses its due value and function. It will eventually lead to misalignment, failure and failure of cost control.

4. THE EFFECTIVE WAY OF DYNAMIC MANAGEMENT AND CONTROL OF CONSTRUCTION COST

The dynamic, comprehensive and timeliness of project cost management and control can really play a role in ensuring the economic benefits of construction enterprises and the construction quality of construction projects, otherwise it will only lead to the serious overbudget of the project cost. Based on this, the dynamic management and control of construction project cost should take corresponding management measures for different engineering stages to ensure the accuracy, flexibility, real-time and comprehensiveness of project cost management and control, so as to achieve the goal of guaranteeing the comprehensive benefits of construction enterprises. The following is mainly from the three dimensions of decision-making stage, design stage and construction stage, put forward a series of effective ways of dynamic control and control of project cost:

4.1 Dynamic cost management in the decision-making stage

The decision-making stage is the early stage of the project, which directly affects the whole project, function, structure, construction period and other conditions. This stage can point out the direction and lay the foundation for the follow-up project, and of course, it is also the key link affecting the project cost. In order to do a good job of dynamic cost control in the decision-making stage of the project, the following layout and arrangements need to be made: First, to do a good job of investment estimation, it is necessary to budget the planning stage, preliminary scientific research stage, proposal stage, feasibility study stage, and so on, and at the same time to control the budget error below 10%. Since equipment, materials, infrastructure, etc. will have an impact on the budget results, it requires relevant personnel to use index estimation methods and other methods to provide management basis for the dynamic management of project cost. Secondly, the factors and conditions in a construction project are not static, but change with the influence of internal and external factors. Therefore, in the decision-making stage, the project is managed. Dynamic management of various factors and conditions should be implemented to include them in the financial evaluation indicators, so as to ensure the accuracy of budget evaluation results.

4.2 Dynamic cost management in the design stage

The design stage is a key stage affecting the overall cost of the project, as well as an important link affecting the structure, shape, function and quality of the project. When the design scheme is higher than the requirements of the owner, the project cost will increase, so it is of great significance and value to do a good job in the dynamic cost control of the design stage. For example, after the design plan is reviewed, the relevant units should track the implementation of the design plan and avoid the change of the design plan as much as possible. Even in the face of the need to change the plan, it is necessary to conduct a joint review with multiple departments to ensure the rationality and scientificity of the change plan, so as to avoid an increase in the project cost without reason.

4.3 Dynamic cost management in the construction phase

The construction stage is the main stage that affects the project cost, quality and safety. According to relevant data, the cost of construction materials can account for more than 70% of the total cost of the project. At the same time, there are many uncertain factors in the construction process such as construction technology, machinery and equipment, and construction personnel, which will lead to the increase of construction costs. It can be seen from the above that it is necessary and important to implement the dynamic management of project cost in the construction stage. First of all, strengthen the control of the construction site, effectively coordinate the relationship between various departments and processes, and avoid human factors damaging the construction quality of the project and causing rework. Secondly, strict control of construction materials, progress and safety, such as mastering the fluctuation of the market price of construction materials, effectively controlling the construction progress to avoid the limit of the construction period, and ensuring the safety of site construction.

5. CONCLUSION

To sum up, the dynamic management and control of construction cost is a scientific engineering cost management thinking, which can significantly improve the substantial effect of engineering cost control and play an important role in guaranteeing the comprehensive benefits of construction enterprises. The above mainly from the engineering design decision-making stage, design stage, construction stage, put forward a relatively scientific dynamic cost management strategy, hoping to be helpful to the development of construction enterprises.

REFERENCES

- [1] Gao Wei, Chu Qiong. Analysis of dynamic management and control of construction cost [J]. Brick and Tile, 2022(02):100-101.
- [2] Yu Xuejie. Factors and Countermeasures affecting cost in engineering construction [J]. Building Technology Development, 2022, 49(02):106-108.

Exploration Of New Media Propaganda Paths in Vocational Colleges——Take Zibo Vocational College's Official Tiktok Operation Practice as An Example

Wei Wei

Propaganda And United Front Work Department of Zibo Vocational College, Zibo, Shandong, China

Abstract: In recent years, with the development of digital technology, short video platforms such as Tiktok and Kwai have strong communication power. the impact of new media on the promotion of campus culture in universities is becoming increasingly profound. On the one hand, new media enriches the promotion content of campus culture through short and fast forms, creating a good campus cultural atmosphere; On the other hand, the speed and influence of new media have made it more difficult for universities to respond to public opinion. As a higher vocational college, in order to enrich the communication path of campus culture in colleges and universities, taking the official Tiktok number of Zibo Vocational College as an example, the following development paths are proposed: focus on the "staff" and implement standardization; Hold onto the main melody, containing educational content; Play the strongest tone and expand influence; Blow the assembly horn to enhance communication power; Play the concerto well to enhance service. By exploring promotional pathways, we aim to continuously enhance the standardization, education, influence, dissemination, and service capabilities of campus new media promotion.

Keywords: Vocational colleges; Tiktok; New Media Operations

1. ZIBO VOCATIONAL COLLEGE NEW MEDIA OFFICIAL TIKTOK OPERATION PRACTICE BACKGROUND

Zibo Vocational School is a full-time general comprehensive higher vocational college under the supervision of the Zibo Municipal Government. Founded in 2002, its educational history can be traced back to 1956. It is currently a construction unit of the "Chinese Characteristics High Level Vocational School and Professional Construction Plan", an excellent construction unit of national demonstration schools, and a national high-quality school. "Tiktok" has a large number of users and great influence. Under the unified deployment of the financial media center

of Zibo Vocational College, the official number of the school "Tiktok", "Zibo Vocational College", was certified in June 2002. Under the guidance of the United Front Work Department of the school, the financial media center operates, aiming to spread the teaching, research and culture of Zibo Vocational College and other related work to the Internet through short videos.

2. ZIBO VOCATIONAL COLLEGE NEW MEDIA OFFICIAL TIKTOK PROPAGANDA PATH EXPLORATION

2.1 Focus on the "staff chart" and implement standardization. Strictly follow the relevant national management regulations on propaganda work, formulate the "Management Regulations on Propaganda Work of Zibo Vocational College", the management measures for integrated media centers, the management measures for new media platforms in various departments, and the management measures for full-time and part-time personnel, establish an independent and perfect system, and ensure that the work of the center has rules to follow and operates in a standardized manner. Establish a sound review mechanism for publishing content, further strengthen the review of videos, establish a new media publishing content review team, and conduct comprehensive review and fine polishing of daily published articles. Implement the "three reviews and three proofreading" to ensure the authority and accuracy of content.

2.2 Hold onto the main melody, containing educational content. Adhere to integrity and innovation, disseminate positive energy, and create high-quality original short videos in various forms, effectively guiding students' ideological attention and cognitive direction. Emphasizing innovation, constantly exploring the content, forms, methods, and means presented by new media, continuously launching grounded, warm, and deep works, transforming from "towering" to "original ecology" and "short and fast", achieving resonance in the same frequency in the "spring breeze turns rain, moistens things silently". On December 9, 2020, the new media

work center of the network ideological and political work sub center of Shandong colleges and universities was unveiled in the school, which further promoted the development of the school's official Tiktok, built a new front for network ideological and political education, and created an open and shared stage for network short-sighted video frequency education.

2.3 Play the strongest tone and expand influence. the official Tiktok has more than 29000 fans, has released 432 videos, played nearly 30 million times in total, played more than one million videos, and received 400000 likes in total. the team plans to launch special topics such as epidemic prevention and control, military training, National Day, and skills competitions. the video work "Military Training and Performance Exhibition Charming and Brave to Youth" was released on the "Learning Power" learning platform (national platform). "Winning the Championship", with the theme of the national vocational college skills competition, won the second prize for excellent work in the "This is Shandong University" short video collection and dissemination activity of the Shandong Provincial Department of Education. the official Tiktok has become the recorder of the development and progress of the school and the guardian of the public opinion.

2.4 Blow the assembly horn to enhance communication power. We have established a school's new media communication network with unified leadership and investment from various entities. By widely mobilizing new media propagandists from various departments and departments of the school, we continuously improve students' physical, visual, intellectual, and written abilities, actively create high-quality materials, and further enhance the temperature, depth, breadth, and intensity of the school's short video communication work. At the same time, we will strengthen the professional quality training of the school team, and the student team of the Integrated Media Center will conduct weekly topic planning and other work under the guidance of teachers. On average, five short videos will be released per week, and the relevant short video content from the Provincial Department of Education will be synchronously forwarded to ensure that students have access to authoritative information in the first time.

2.5 Play the concerto well to enhance service. Focusing on serving teachers and students, serving as a platform for them to express their thoughts, provide opinions and suggestions, and provide timely feedback to relevant departments through replies, discussions, top setting, and establishing work ledgers, optimizing, improving, and enhancing school work, enhancing communication with teachers and students, increasing the participation of netizens, and creating a healthy and upward atmosphere of new media culture in universities. Serving the development of cities, schools should leverage the advantages of vocational education, make a good voice in vocational education,

and tell a good story of Zibo. Zibo City proposes to focus on building a colorful and vibrant youth entrepreneurship friendly city, and strive to build a "five good" city that is "studious, good-looking, delicious, fun, and entrepreneurial". the official Tiktok team released it on the school's Tiktok platform by adding "See Zibo", "This is Zibo" tags, official topics, etc., and created a collection of "See Zibo". the series of short videos have accumulated more than 10 million views in the school's official Tiktok, and have seen a different style of urban development in the camera. In the Zibo New Media Account Contest hosted by the Zibo Municipal Committee of the Communist Party of China Cyberspace Office, the school was awarded the "Top Ten Government Tiktok Number" for two consecutive years.

3. ZIBO VOCATIONAL COLLEGE NEW MEDIA OFFICIAL TIKTOK PUBLICITY EFFECT

3.1 The school's publicity work is carried out effectively, orderly, and effectively. In the past two years, school work has appeared on CCTV four times. the work of the Integrated Media Center, "Zibo Vocational College Utilizes New Media: Let Online Ideological and Political Education Move from the Palm to the Heart, " was reported by Dazhong Daily, and "Zibo Vocational College:" Three Steps to Run Out of Acceleration, "was reported by Modern Higher Vocational and Technical Education Network.

3.2 In 2022, the school won three awards of "Top Ten WeChat official account of Government Affairs", "Top Ten Video Accounts of Government Affairs" and "Top Ten Tiktok Accounts of Government Affairs" in Zibo. At the award ceremony of Zibo New Media Competition, the school's new media instructor spoke as a representative to share operating experience.

3.3 The school was rated as one of the top ten vocational school media in China in 2019, one of the top 100 vocational campus media in China in 2020, the most influential educational and government integrated media in Shandong Province in 2021, an excellent unit for news and publicity work in the Shandong education system in 2021, and one of the top 20 comprehensive educational and government new media in Shandong in 2021.

4. CONCLUSION

Only innovators advance, only innovators are strong, and only innovators win. the official Tiktok number of Zibo Vocational College will continue to produce and push wonderful short videos, explore the propagation law of short videos, actively tap campus stories, spread positive energy, closely follow the trend of the new era, and do a good job of ideological and political education on the Internet in an innovative mode, tell a good story of Zibo's career, and spread Zibo's voice.

REFERENCE

[1] Nie Wenli, Zhou Min, Chen Xihua. Exploring the Propaganda Path of Campus Culture in Universities

ACADEMIC PUBLISHING HOUSE

under the Background of New Media [J].
Communication and Copyright, 2020(12):133-136.
[2] Song Linyao. Strategies for Promoting and
Reporting Major Innovative Themes in the Era of All

Media [J]. News Research Guide, 2021(03).
[3] Li Shu. Innovation in Communication of Major
Theme Propaganda [N]. Learning Times, July 5, 2021.

Application Of Design-Based Research in Science and Engineering Courses- Take Software Engineering as An Example

Fangmin Xiong

School Of Computing, Zhaoqing University, Zhaoqing, Guangdong, China

Abstract: This paper briefly analyzes the origin, meaning, application and future trend of design-based research. Software Engineering course objective analysis, reasonable arrangement of teaching resources; Explore and research question situation design to enhance students' self-awareness of curriculum independent exploration; Analysis of different design, different learning methods (collaborative learning, autonomous learning, mobile learning) produced the difference in teaching effect; It is pointed out that design-based research can promote the reform of teaching practice in real situations.

Keywords: Software Engineering; Teaching Practice; Rain Classroom

1. INTRODUCTION

Design-based research (DBR), derived from the term "designed experiment," was first coined by learning scientists Collins and Brown in 1992. Hannafin believes that design-based research (DBR) is a methodology of inquiry learning that aims to improve educational practice and refine relevant design principles and theories through repeated cycles of analysis, design, development, and implementation based on the collaboration of researchers and practitioners in real contexts. In the fields of educational psychology, educational technology and learning science in Europe and the United States, there have been specialized research institutions for design-based research, and different research orientations have been formed. Many scholars have published articles in the Journal of the Learning, Educational Researcher and Educational Technology. Many research papers or reports have been published in international academic journals. In general, there are few cases of research on design abroad, and the more influential ones include cultivating learner communities, Jane Herrington's research, Diana Josephine's passion course, and the project of exploring Atlantis. Domestic scholars have different understandings of design-based theories. In terms of connotation and definition of design-based research, domestic scholars have their own set of terms and formed their own definitions. Although the terms used are different, they have the same understanding of

design-based research: they believe that design-based research aims to promote the dual development of theory and practice; DBR is oriented towards real situations; Design-based research achieves goals by designing educational interventions (or instructional interventions, or technological products); the process of DBR is not linear, but repetitive. Teachers, as front-line teaching practitioners and researchers, can achieve the dual goals of improving theory and practice by using DBR methodology.

As a core professional course, Software Engineering has been highly valued, and its teaching content and teaching methods are also a perennial research topic. Its focus lies in how to optimize teaching content, strengthen ability training and improve teaching quality. In recent years, the teachers of the course group introduce the primitive knowledge through the hot cases of information technology, enlighten computational thinking, form information literacy, and stimulate professional interest.

2. APPLICATION OF DBR IN THE COURSE OF SOFTWARE ENGINEERING

2.1 Analysis of curriculum objectives

There are three objectives in course teaching, namely "learning", "thinking" and "doing". "Learning" and "thinking" reflect the dialectical relationship of "learning without thinking is lost, thinking without learning is perilous", "thinking" and "doing" reflect the educational concept of "thinking and doing together". "Learning" in the course refers to learning software engineering concepts, technologies and methods, including software development model, feasibility analysis, requirement analysis, software design, coding, testing and maintenance. Learn data flow oriented and object oriented analysis and design methods; In this way, students are trained to have the initial ability of efficient development of high-quality software, and the initial ability of project management, and have a good team spirit and a certain innovation ability. Constructivism believes that the learning process is the process in which students take the initiative to reorganize and construct their own original cognitive structure. It is the process in which students combine the logical structure of textbook knowledge with their own original knowledge

structure and make new and old knowledge interact to form their own new cognitive structure, which is also the essence of learning change.

2.2 Problem scenario design

Appropriately creating vivid, specific and realistic problem scenarios can create a good teaching atmosphere, stimulate students' learning interest and motivation, thus improving the classroom effect and finally completing the teaching goal. Practice has proved that the use of design-based research method has more advantages in analyzing teaching objectives, creating problem situations, and improving students' self-awareness of curriculum self-inquiry. According to the requirements of students' theories and skills in the course teaching objectives, combined with students' cognitive laws, the course content was reconstructed and four knowledge modules were designed, as shown in Figure 1. Most importantly, each learning task begins with a design problem situation and an eye-catching guide to the course content.

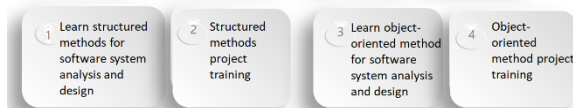


Figure 1. Course Knowledge Module

After using the Rain classroom wisdom teaching tool to raise questions, students' answers can be well obtained through the tool, and students' mastery of knowledge points can be seen, so that students can stimulate their learning initiative and enthusiasm in the problem situation, and effectively complete the teaching goal under the task drive.

2.3 Classroom Design

Teachers comprehensively use case analysis, group discussion and graphic method to teach. Specifically divided into 5 sessions, here the experiment class as an example.

2.3.1 Preparation

Prepare well before class, ask students to group themselves (usually 3-4 people in a group), select a leader in each group, and clarify the responsibilities of the leader and each group member.

2.3.2 Online independent learning

Before class, each group independently learned the low-level knowledge according to the information package issued by the teacher's rain course mini program.

2.3.3 Group discussion

In class, the teacher leads and guides the group discussion: good at finding the ambiguity or incorrectness of a certain concept (or understanding) revealed by each student through his speech, and promptly pointing it out; When the discussion deviates from the teaching content or entangled in the side issues, it should be timely and correct guidance; In the later stage of the discussion, after summarizing the experimental research results, the group will fill in the corresponding task assessment form and submit it.

2.3.4 Report

Use Rain class or Tencent conference to ask some or all groups to report the experiment report. the presentation can take many forms, such as report presentation, oral presentation on stage, PPT presentation, etc.

2.3.5 Summary and evaluation

Before the next knowledge point assessment begins, the assessment will be summarized and evaluated, including self-evaluation, student evaluation and teacher comments.

2.4 Teaching implementation

According to the design scheme, it is implemented in classroom teaching. the National Computer Qualification Certificate Examination System is drawn out for analysis and modeling according to the creation of problem situations, such as data flow diagram knowledge points. the teaching is carried out according to the process of students' self-study before class, teachers' proposal of task assessment forms in class, case explanation, students' discussion and communication and grouping, cooperation in class to complete tasks and task reporting. Group collaborative learning to improve students' collaborative innovation ability; the task-driven approach increases students' motivation and stimulates their interest in learning. the teacher recorded the students' behavior, emotion and attitude reaction in each teaching link, and corrected the task assessment form completed by the group cooperation.

2.5 Course evaluation feedback

After the latest round of course teaching, the author conducted a questionnaire survey among 126 students who participated in the course of software engineering. According to the feedback, the introduction of information frontier technology knowledge in the introduction course, the design based research according to the knowledge point module for phased learning, assessment, evaluation, and achieved good results. Before and after the class, the proportion of students who knew nothing or little about software engineering dropped from 79% to 33%, more than 80% of the students believed that they had improved their software development ability through the course, and more than 40% of the students believed that design-based research teaching was effective for their learning.

3. CONCLUSION

Using the research methodology based on design, I carried out the subject teaching of "Software Engineering" with the students of 2 classes of Software engineering in grade 21 as teaching objects. From the comparison between this teaching practice and the traditional teaching methods in the past, it can be seen that DBR can promote the reform of teaching practice in real and complex situations. DBR takes design as a means of inquiry, emphasizes the solution of practical teaching problems, improves the

specialization and sustainability of teaching design, and provides a foundation for a new round of computer-guided course design. I hope to record the research process in as much detail as possible in future studies to reveal what elements are at work and how they work in specific environments and under specific conditions.

ACKNOWLEDGEMENTS

Project Name: First-class Undergraduate Course in Guangdong Province in 2021: Introduction to Software Engineering; Project Number: 303; Project Sponsor: Department of Education, Guangdong Province, China.

REFERENCES

[1] Zeng Jialing, Zhang Peng, Shang Junjie. Design-based research and Application of Educational game design [J]. China Audio-Visual Education, 2022(8)
[2] Huang Changjian. Zenkov's Developmental teaching Theory [J]. Education and Culture Forum, 2013(5):24-26.
[3] Liu Ying. Application of Design-based Research in the experimental course of Modern Educational

Technology [J]. Modern Educational Technology, 2011, 21(8):55-59.

[4] Chen Weichao, Jia Jiyou, toward the East. Application research of Artificial Intelligence teaching System_Xecco in high school_Ellipsis_Language class_Design-based research_Chen Weichao [J]. China Audio-visual Education, 2008:109-111.

[5] Reeves, T., Herrington, J., Oliver, R. Design Research: A Socially Responsible Approach to Instructional Technology Research in Higher Education [J]. Journal of Computing in Higher Education, 2005, 16(2):97-116.

[6] Lin Yan, Qiao Lu, Liu Lili. Review of domestic design-based research and development [J]. Journal of Software Guide, 2012, 11(10):3-5.

[7] Zheng Xudong, Yang Jiumin. the Difficult journey of learning methodological innovation in scientific research: Contributions of Ann Brown and Aron Collins and the origins, implications, and challenges of Design-based research [J]. Open Education Research, 2009(1).

The Application of Chinese Traditional Culture in "Chinese School" Animation

Haijing Yang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: In the most glorious era of Chinese animation, it shocked the world with its unique style. Between 1955 and 1989, Chinese animation in this period has gradually formed its own national style, which is praised as "Chinese School of Animation" in the international arena. the integration of modern animation technology and traditional culture has not only enriched the cultural heritage of animation, but also brought traditional culture into the vision of young people in a new audio-visual form, so that our national artistic treasures can be better inherited.

Keywords: Chinese traditional culture; Animation creation; Chinese animation school

I. IMPORTANCE OF CHINESE TRADITIONAL CULTURE

Culture is the root of a country and the soul of a nation. Chinese traditional culture has accumulated the wisdom of the Chinese nation for more than 5, 000 years, and has long penetrated into all fields and played a vital role. Traditional Chinese culture is the source of cohesion and centripetal force of a nation, which does not refer to culture alone, but a fusion of culture and tradition. Chinese traditional culture has a long history, and after thousands of years of historical precipitation, it has an extremely distinctive Chinese national character in the international arena. Its core spirit has been accompanying and influencing all aspects of our country's development, carrying the popular spiritual strength of the Chinese nation for generations.

Rooted in Chinese traditional culture and Chinese aesthetics, the works of the Chinese animation school have a unique "Chinese soul", and have come out of a creative path with Chinese characteristics, writing a colorful chapter on the international stage.

2. THE CHARACTERISTICS OF ANIMATION CREATION

Animation art is different from any kind of traditional art expression, it belongs to film and television art, which is a collection of art, film and television, photography, music, literature, digital media and other art forms in one form of artistic expression.

In terms of art, although the creation of animation movie is a lot of art creation means, but it is not a work of art. Therefore, animation art design has its own unique creative thinking. Compared with traditional

painting, the difference of animation art design is that it serves the script, so it is very important for the rendering of the atmosphere of the storyline. From the perspective of character design, compared with traditional art works, animation modeling requires a higher sense of aesthetics for character design, and based on the characteristics of animation humor and fun, the modeling needs to be more exaggerated, highlighting the character's personality.

In terms of storytelling, animation script creation is also different from traditional drama and novels, because animation focuses on the characteristics of "movement", the screen kind of need to design a large number of actions, too long and dull lines are not suitable for animation creation. Animation needs to use "action" to tell stories, and interesting stories, so when adapting traditional stories and legends, it is necessary for playwrights to make second degree creation according to the performance characteristics of animation.

Based on the above two characteristics, it can be determined that the application of traditional cultural elements in the creation of animation cannot be used as it is, but needs to be reworked and refined according to the characteristics of animation. In this regard, the animation masters of the "Chinese School" have done a very good job, whether in terms of screen performance, storytelling, characterization or artistic methods, they can perfectly integrate various painting techniques into their films.

3. EFFECTIVE INTEGRATION OF TRADITIONAL CULTURE AND ANIMATION CREATION

3.1 Traditional cultural elements in the story

The core of a film and television work lies in the story, and the works of Chinese animation school have a strong literary color. At that time, a lot of animation works were based on China's myths and legends, folk stories, fables, fairy tales and so on. Jingwei Fills the Sea" is from "The Classic of Mountains and Seas", "Nezha Fouls the Sea" is from "The Enchantment of the Gods", "The Palace of Heaven" and "Princess Iron Fan" are both from the familiar classic "Journey to the West", and there are also "The Fisherman's Boy" and "The God's Brush" from folklore, and "The Pride of the Stalemate", which is originally from the Chinese idiom of "sharpening the spear in a battlefield".....

Most of them embody the traditional spirit of "teaching through fun".

3.2 Traditional cultural elements in art design

There are many kinds of traditional Chinese culture and arts, such as traditional paper-cutting, opera, shadow play, ink, puppet and so on, which have been absorbed and integrated by Chinese animation creators into their movies.

In the Palace of Heaven, the Monkey King's artistic styling design draws on the design of the face of the Peking Opera, a national art form. There is a red peach heart in the center of the Monkey King's face, which is reminiscent of a peach and fits the monkey-like qualities of the Monkey King. The Monkey King also adopts the costume of a short-playing martial artist in Peking Opera. This distinctive style of image design highlights the strong colors of traditional Chinese culture and is in line with the general aesthetics of contemporary Chinese audiences.

In Ne Zha Follies the Sea, its character styling design references the style of traditional folk art paper-cutting, and the characters' costumes and color schemes refer to the images of traditional folklore New Year's Paintings. Moreover, streamlined line depictions are used in the costumes and accessories, and the bold combination of several distinctive colors of red, black, yellow, blue, and white makes the whole work full of bright and rich decorative meanings.

The characters in "Porky Pig Eats Watermelon" make a lot of references to traditional folk paper-cutting art, with witty and decorative shapes. The film's art style skillfully integrates the culture of paper-cutting into the animation production, leaving a deep impression on the audience.

Speaking of traditional art styles, we have to mention Chinese ink painting. Chinese painting is a treasure of China's art, and enjoys a high reputation and status in the international painting world. In 1961, there was an ink animation that made the world's animation counterparts marvel at --- "Tadpole looking for mother", the original paintings used in this animation are created with Chinese painting techniques, including the authentic works of Mr. Qi Baishi, which has a very high artistic value. This animation is adapted from the fairy tale of the same name, and its artistic method breaks through the single-line painting technique of the same animation, and applies the unique Chinese painting mood of thick and thin, dry and wet brush and ink to the picture processing. This

unique form of animation expression has established the important position of Chinese animation in the international arena.

3.3 Application of traditional music elements

The choice and use of music has an important influence on the characteristics of Chinese school animation. The Chinese school of animation is famous for its unique visual effects and storylines, while the choice and use of music enriches its artistic characteristics. Chinese classical music is a common musical element in Chinese school animation, such as melodies played by guqin, erhu, pipa and other instruments, which can create a strong oriental cultural atmosphere for the animation and make the audience better understand the essence of Chinese culture. Take "Landscape" as an example, the role of music has replaced the dialogue, the whole animated film did not appear a line of dialogue, the plot is driven entirely by a variety of effective and music to the title, the film's melodious sound of the guqin pulls the audience's heartstrings, coupled with a variety of wind and animal sounds, shaping a heavenly nature as one of the "Chinese flavor". The movie has a "Chinese flavor" that blends heaven and nature.

4. INSPIRATION BROUGHT BY THE APPLICATION OF TRADITIONAL CULTURE IN THE CHINESE SCHOOL OF ANIMATION

Today's Chinese animation industry has made great progress, but the influence of the Chinese animation school still cannot be ignored. We should study and learn from the experience and artistic style of the Chinese animation school to promote the innovation and development of the Chinese animation industry, so that more viewers can appreciate China's excellent animation works. At the same time, we should also pay attention to and support the development of China's animation industry, so as to contribute to China's cultural export and cultural self-confidence.

REFERENCES

- [1] Zhao Zhuoxu. Chinese traditional art elements and animation creation [D]. Nanjing: Nanjing Normal University, 2014:11.
- [2] Wan Laiming. With the Monkey King [M]. Taiyuan: Beiyue Literature and Art Publishing House, 1986.

Research on the Construction of Collaborative Mechanism for Promoting Innovation and Entrepreneurship Education in Local Universities

Hong Yin

Zibo Vocational College, Shandong, China

Abstract: Innovation and entrepreneurship education in colleges and universities in China has gone through three important stages of theoretical research and practical exploration. So far, it has lasted for more than 20 years. From the late 1990s, the first stage of "independent exploration by colleges and universities" began. From the first stage of "independent exploration by colleges and universities" in the late 1990s, to the pilot work of entrepreneurship education carried out by Tsinghua University and other 9 colleges and universities in 2002, to the second stage of "government-led pilot to comprehensive promotion" marked by the series of programmatic documents issued by the state since 2010, to the "Opinions on the Implementation of the Reform of Deepening the Innovation and Entrepreneurship Education in Higher Education" issued by the General Office of the State Council in 2015, which has been a major step forward from the national level. In 2015, the General Office of the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities", which is the third stage of "comprehensive deepening", which is systematically designed at the national level, and the multiple main bodies "collaborate to promote the reform, and gather cultivation synergy". In practice, innovation and entrepreneurship education in colleges and universities is no longer the only one, the government is no longer omnipotent, and the society is no longer a spectator. Multi-body "collaborative parenting is an important way to further promote the reform of innovation and entrepreneurship education in colleges and universities"; the resources of all parties "synergistic use" for the current innovation and entrepreneurial talent cultivation in colleges and universities to provide a new perspective and an effective way. For this reason, in-depth study of synergism, the introduction of the concept of synergy into the whole process of innovation and entrepreneurship education in colleges and universities and multi-level, and proactively respond

to the trend of reform and development of innovation and entrepreneurship education in colleges and universities, to carry out new theoretical construction and practical exploration, undoubtedly has a certain theoretical value and practical significance.

Keywords: Local Universities; Innovation and Entrepreneurship Education; Synergistic Mechanism Introduction

1. INTRODUCTION

With the continuous expansion of China's higher education development scale, local colleges and universities, due to their large number, wide distribution, and diversified modes of school running, have gradually developed into a major force in the implementation of the national strategy of "mass entrepreneurship and innovation". After China's economic development has stepped into the new normal, under the influence of new features such as slowing down of economic growth rate, optimization of economic structure, and shift of economic growth momentum to scientific and technological innovation, colleges and universities, especially local colleges and universities, have been searching for the development mode suitable for their own characteristics, and seeking synergistic development and coordinated progress with the regional economy.

2. CONSTRUCTING "SPIRIT, ABILITY AND RESPONSIBILITY" SHAPING MECHANISM

The core of innovation and entrepreneurship education in colleges and universities is to educate people, which is related to what kind of people to cultivate and how to cultivate people, and must pay great attention to its value orientation. What kind of people to cultivate is the problem of education value; how to cultivate people is the problem of education way and method, which is innovation and entrepreneurship education, and value education is to pay attention to the value-oriented problem, that is to say, to lead the innovation and entrepreneurship education of contemporary college students with the socialist core values, and we can't neglect the shaping

of "human nature" in the education of innovation and entrepreneurship because of a certain degree of profit-making nature of entrepreneurship. This is very narrow, the logical starting point of innovation and entrepreneurship education in colleges and universities is "educating people". If there is no "love for the country, the nation and the people, no self-awareness and responsibility for social responsibility, and no internal drive for the grand mission, it is very difficult to inspire students to continue and strongly motivate creativity.

Without "the love of the country, the nation and the people, without the consciousness and responsibility of social responsibility, without the inner drive of the grand mission, it is difficult to inspire students to sustained and strong creative power, and it is difficult to realize high-level entrepreneurial success. It can be seen that the development of innovation and entrepreneurship education in higher education is a realistic requirement for talent training specifications in the era of knowledge economy, and an important measure to comprehensively improve the overall quality of college students. Social responsibility is the source of motivation for cultivating college students' innovative spirit and practical ability, and the innovative spirit and entrepreneurial practice ability are the embodiment of college students' own comprehensive quality, as well as an important prerequisite and guarantee for college students to step into the society, serve the society and fulfill their responsibilities.

The individual level of socialist core values has an important value in the value orientation of innovation and entrepreneurship. We are actively exploring a new mechanism of "responsibility, spirit and ability", trying to create a campus cultural atmosphere that helps to enhance students' sense of social responsibility, cultivate the spirit of innovation and improve their entrepreneurial ability; guiding students to take the socialist core values as the criterion and basis for judging the basic value of entrepreneurial activities; exploring the possibility of taking the different levels of needs inherent in the student body as the basis for the development of entrepreneurial activities. the starting point is the needs of students at different levels, and the goals, contents, and implementation paths of innovation and entrepreneurship education fit with the value needs of contemporary students organically. the "value needs" of students mainly have three levels: "realistic needs", "development needs" and "internalization needs". the three levels. "Realistic demand" is the first level, which is the passionate demand for innovation and entrepreneurship driven by reality; "developmental demand" is the second level, which is the demand for innovation and entrepreneurship generated by combining professional learning, academic development and career planning; "Internalization demand" is the third level, which is the deeper demand

to implant the "entrepreneurial genetic code" in students' heart to realize their own value pursuit, which is conducive to the better performance of social responsibilities in the future social development.

3. COLLABORATION TO PROMOTE RESOURCE SHARING

On the one hand, with the in-depth development of innovation and entrepreneurship education activities in colleges and universities, in the face of the situation that many students participate in innovation and entrepreneurship activities on a large scale, there are main difficulties in the operation of multi-departmental coordination, and some colleges and universities are exploring the coordination of innovation and entrepreneurship education attributed to a main organization such as Innovation and Entrepreneurship Institute, which will become an option. On the other hand, intercollegiate and inter-collegiate enterprises of colleges and universities carry out multi-channel and multi-form observation and learning and exchanges in terms of educational concepts, methods, curricula, teachers, project incubation, etc., through the way of synergistic cooperation. For example, the Innovation and Entrepreneurship Education Alliance of Chinese Universities led by Tsinghua University, the National Student Innovation and Entrepreneurship Practice Alliance co-sponsored by Xiamen University, and other university innovation and entrepreneurship education alliances have been set up by a number of universities within the United Nations to warm up the group; cooperation between universities and enterprises in the areas of project development and incubation, enterprise organization, operation and management, capital investment, and the transformation of innovation results has been carried out, and initially a collection of innovation and entrepreneurship education, incubation services, project investment and financing has been established. Initially, it has built up a resource sharing system integrating innovation and entrepreneurship education, incubation service, project investment and financing.

4. TEACHING PLATFORM CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION

Colleges and universities are the main position of innovation and entrepreneurship education and teaching, and should build a cross-disciplinary innovation and entrepreneurship education teaching platform according to the opinions of innovation and entrepreneurship education reform.

Based on the reform of innovation and entrepreneurship education, we should build an interdisciplinary innovation and entrepreneurship education teaching platform. With the help of this platform, we can strengthen the integration of innovation and entrepreneurship education and professional education, take the comprehensive reform of disciplines and majors as the key, optimize

the talent cultivation program and formulate the professional teaching quality standard by combining the positioning of universities, service orientation and the target requirements of innovation and entrepreneurship education. With the help of this platform, we will improve the curriculum system of innovation and entrepreneurship education, excavate and enrich the innovation and entrepreneurship education resources of all kinds of professional courses in the education and teaching of disciplines and majors, explore the establishment of cross-faculty, cross-discipline and cross-professional cross-cultivation of innovation and entrepreneurship talents, and promote the change of talent cultivation from the single type of disciplines and majors to the multidisciplinary fusion, so that we can cultivate the students' innovative thinking and entrepreneurial practice, and cultivate compound talents who can both cultivate majors This will cultivate compound talents who can both deeply cultivate their majors and practice entrepreneurship.

5. CONCLUSION

At present, there are still problems such as little cooperation at the strategic level and lack of stable and effective cooperation mechanism in the synergistic practice of colleges and universities, governments, enterprises and other subjects. the main reason is that

the internal driving force is insufficient, relying only on the government's administrative instructions as the formation of colleges and universities, the government, enterprises and other subjects of the synergistic system of the sequential parameters, it is obvious that this system does not have the stability. Therefore, only by taking the collaborative performance of innovation and entrepreneurship education as the sequential parameter can we form a stable and orderly collaborative system of colleges and universities, government, enterprises and other subjects.

REFERENCES

- [1] Zhu Fei. Research on Multiple Collaborative Entrepreneurship Education in Colleges and Universities under the Threshold of Synergistic Learning [J]. *Research on Higher Engineering Education*, 2016(5):39-43.
- [2] Zhang Xiaoxing, Zhang Mechanics, Qi Jiabin. Research on the ecosystem construction of entrepreneurship education in colleges and universities [J]. *Journal of Hebei Agricultural University (Agricultural and Forestry Education Edition)*, 2017(12):5-9.

Research On the Current Situation of Legal Thinking in the Employment Process of College Students

Wei Zhang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: In recent years, the employment pressure of college graduates has continued to increase. In addition to the sudden increase in the number of students and the impact of the COVID-19 epidemic, the increasingly prominent employment infringement problem has also become a "pain point" that cannot be ignored in colleges and universities. The "lack" and "dislocation" of the cultivation of employment legal consciousness are the important reasons that cause college students to suffer from employment discrimination, probation abuse, cheap labor, penalty trap and other employment infringement problems, which directly damage the vital interests of graduates, affect the career path of students and disrupt the harmonious job market. Throughout the present situation, strengthening the legal education of college students' employment and promoting the high-quality employment of college students by law are undoubtedly the important content of the employment guidance work of colleges and universities in the new era. Under the new historical conditions, it is urgent to enhance the adaptability of employment legal education and explore the construction of a targeted, feasible and systematic employment legal education model.

Keyword: College Students; Employment; Legal Cultivation

1. INTRODUCTION

Strengthening the cultivation of legal awareness of college students' employment is the key to promote high-quality employment in colleges and universities, is an important part of the implementation of moral education, and is also the concrete practice of realizing the rule of law. The rule of law is an important part of the "Four Comprehensiveness", an essential requirement and an important guarantee of socialism with Chinese characteristics, and is related to the realization of the goals of the Party and the people.

2. THE SIGNIFICANCE OF LEGAL EDUCATION IN COLLEGE STUDENTS' EMPLOYMENT

2.1 It has distinct times.

Under the background of comprehensively promoting the rule of law, it is of great significance to enhance

the rule of law education of college students' employment, and its cultivation and construction can reflect the construction level of the rule of law society in China. Through the construction and improvement of the employment legal education system, the improvement of the legal literacy and moral quality of young students, and the construction of a fair and reasonable talent environment, we can promote the formation of equal and harmonious labor relations between college graduates and employers, and ensure the standardization and order of the employment market. By enhancing the legal awareness of college students in employment, cultivating the concept of the rule of law in employment, and establishing a firm legal belief, college students can become an important force to promote the construction of the rule of law in China, and build a stable and upward rule of law in China. Therefore, the integration of employment and the rule of law promotes the trend of college students' employment on the road of the rule of law, and provides high-quality talent support for the construction of socialist democracy and the rule of law and the improvement of the national competitiveness.

2.2 It has theoretical nature.

As the fundamental task of education, moral education guides all aspects of the work of colleges and universities. Employment legal education is one of the important contents of employment guidance. It injects the concept of "educating people by law" into the "cultivating people by virtue", which has become a powerful grasp to promote the all-round development of students. By analyzing the popular and common employment infringement problems, grasping the demand points of students' growth, optimizing the service content and mode of employment guidance, and enhancing the practicality of employment guidance, it can effectively solve the practical difficulties and ideological problems encountered by college students in the process of job hunting and employment. Through in-depth interpretation of the essential connotation of employment legal education, designing scientific curriculum content, exploring multi-dimensional practice path, constructing three-dimensional education mode, deeply grasp the educational concept of the mutual integration of rule

of law and rule of virtue, and strive to improve the efficiency of education in colleges and universities.

3. THE CURRENT SITUATION OF LEGAL EDUCATION IN COLLEGE STUDENTS' EMPLOYMENT

3.1 Lack of legal knowledge learning is not comprehensive.

With the deepening of legal education, the level of legal awareness of college students in employment is gradually improved. More and more college students begin to pay attention to their own employment rights and interests, and will actively seek help from relevant departments and professionals when signing contracts or entering the job. However, in the actual employment, college students still have problems such as "low awareness of employment law, lack of knowledge of employment law, lack of awareness of employment rights protection", and lack of good legal literacy and rights protection behavior. In the face of complicated employment legal knowledge, students are not strong interested in learning, lack of learning initiative, and often marginalized legal learning, resulting in the lack of employment legal knowledge.

3.2 Employment guidance pressure, legal awareness has blind spots.

At present, the employment guidance work in colleges and universities mainly focuses on policy interpretation, formal analysis, job-hunting skills, professional quality and other aspects, and there is the misunderstanding of "emphasizing practice rather than rights protection". Although colleges and universities all over the country have realized the necessity and importance of carrying out legal education, the employment guidance and legal education have not been organically combined due to the single goal of education, the traditional educational form and the lack of legal teaching ability of educators. In the cultivation practice, there is a certain deviation in the positioning of employment legal education for college students, legal quality education is insufficient, there is still a big gap between teaching arrangement, activity organization and teacher allocation and the actual needs of students, resulting in little effect of employment legal education. Investigate its reason, the education work of colleges and universities still exist "blank", has not yet to build a strong operability, high feasible cultivation mechanism, lack of introduction of legal background teachers to participate in the construction, the lack of interesting employment of law education activities stimulate students interest, lack of system professional practice and practice platform for internalization, lead to the employment of the rule of law education work "advance slow, poor effect, the curing form" phenomenon.

3.3 Employment security is strong, but there are also blind spots. Employment work is the biggest livelihood project.

College graduates are the key employment groups and are the top priority of stable employment. the state attaches special importance to the employment of college students. Every year, relevant laws and regulations and documents are issued and implemented to strengthen the protection of the employment rights and interests of college graduates and actively create a fair employment environment for college students. However, the arrival of a new round of scientific and technological revolution and industrial revolution has given birth to new industries, new forms of business and new occupations, bringing new vitality to social development, but also bringing new challenges to the employment of college students. Under the background of the vigorous development of digital economy, the employment situation of college students has become more diversified, personalized and flexible, and new occupations have emerged like bamboo shoots after a spring rain. Flexible employment, self-employment and free employment have become the new employment choices for college students. How to protect the legitimate rights and interests of workers in the new form of employment and make up for the lack of relevant laws and regulations has become the difficulty and focus of the current employment and people's livelihood.

4. CONCLUSION

The legal education of college students in employment is a powerful footnote to the combination of the rule of law and the rule of virtue, and is a vivid practice of cultivating people by virtue. Whether the legal awareness of college students will be related to the employment quality of college graduates. In the new era of comprehensive rule of law, it has positive significance for comprehensively improving the effectiveness of talent training. We want from the global attaches great importance to college students' employment problem, the college students employment education of the prominent position, colleges and universities to integrate various education way, out the employment of law education "plan" in colleges and universities, let every college graduates can "method, research method, the knowledge, law-abiding, usage", promote the development of college employment situation connotation.

REFERENCES

- [1] Fu Ruiling. Research on the cultivation of employment rights protection consciousness [D]. Guangzhou University of Traditional Chinese Medicine, 2017.
- [2] Cui Jingqi, Liu Yanping. Analysis of the current situation of legal consciousness of college Students' employment. *Textile and Clothing Education*, 2016(5):5.

[3] Hou Zan. Legal Problems and Countermeasures of college Students' employment in the New Era [J]. Law system and society, 2020(31):137-138.

[4] Zhou Shipu. the training path of legal literacy of college students' employment under the rule of law. Universal Charity, 2021, 000(005): P. 1-1.

An Analysis of Innovative Ideas of University Student Management Driven by Big Data

Yanwei Zhang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: the management of college students driven by big data can simplify the existing engineering process, make the management work more efficient, and meet the needs of students' follow-up development. Therefore, colleges and universities must pay more attention to big data and carry out targeted innovation in student management. This paper briefly introduces the innovative measures to promote college student management driven by big data, hoping to provide ideas for the smooth development of student management.

Keywords: Big data; Colleges and universities; Student management; Innovate

1. INTRODUCTION

In the era of big data, colleges and universities can collect and obtain students' information with the support of the Internet platform to provide support for the smooth development of student management. However, from the actual analysis, it is found that Chinese university student management workers have not fully understood the criticality of big data, and it is difficult to update the traditional management mode when applying big data, and the information construction is slow and one-sided, unable to show the maximum role of data information. Therefore, it is very crucial to innovate college student management driven by big data.

2. INNOVATIVE MEASURES TO PROMOTE COLLEGE STUDENT MANAGEMENT DRIVEN BY BIG DATA

It is very crucial to promote the innovation of college student management driven by big data, which can improve the current situation that the degree of informatization of college student management is low, it cannot be carried out efficiently, and student evaluation is one-sided, and provide support for the efficient development of college student management. Therefore, relevant personnel must pay more attention to the innovation of college student management, and carry out this work from the following points:

2.1 Intensify efforts to promote IT application

In the era of big data, the collection and acquisition of students' learning data, the formation of a full understanding of the actual situation of students, can point out ideas for the development of student management. Therefore, relevant personnel should

proceed from the following points in the construction of student management information: First, create a digital learning model, which requires the traditional teaching model as a foothold in the teaching, online teaching resources into it, open online courses, to ensure that students' learning needs can be met and better development. In this process, managers also need to optimize the supervision system, ensure that students' learning content, methods and time are under supervision, and provide relevant help to students in a timely manner. Second, to vigorously explore, can show valuable data. First, collect valuable data [1]. Second, it is necessary to take the initiative to analyze data, mining and processing, clarify the development law of various things and the key points of student management, and ensure that the role of student management can be fully reflected.

By constructing an information database with students as the main body, students' learning achievements and skills can be learned, analyzed from a systematic perspective, and feasible learning control schemes can be formulated.

2.2 To provide communication and exchange opportunities for enterprises, teachers and students

If students' management work is carried out strictly according to the traditional mode, it will not only hinder the further development of students, but also restrict the efficient development of management work. Driven by big data, student management should proceed from the following points: First, it is necessary to make management more efficient with the help of information management. the paper data management carried out in the traditional mode is more difficult, and it is difficult to give feedback in the first time, resulting in a large gap between the effect of student management and the expectation. Therefore, it is necessary to improve the quality of student management by means of information transmission. Second, use the Internet for communication. Under the big data technology, if it is found that there is a certain lag in student information, it is necessary to give timely feedback and improve the shortcomings in the development process of students by means of network communication, which is also the key task of driving student management with the help of big data [2]. For example, in the process of student practice, teachers can communicate with students and management

through the Internet to prevent the situation of teaching evaluation based on subjective consciousness. Third, it is necessary to obtain rich and diverse information to provide sufficient information as a guarantee for decision-making and improve the rationality of decision-making. Driven by big data, student evaluation should be conducted from many different perspectives and ensure that the evaluation carried out is objective and comprehensive. Therefore, it is necessary to improve the enthusiasm of teachers, and encourage students to upload their grades, work conditions, internship performance, etc., to the platform to ensure that the information is accurate and reliable. For example, in order to avoid the situation that management work is relatively backward, information management mode can be applied, and anonymous questionnaire surveys can be conducted before management plans are set up to understand students' opinions and viewpoints and improve the scientific nature of management decisions. In addition, we also need to use the network student evaluation to carry out more targeted student management.

2.3 Timely feedback

First, it is necessary to consider guiding students' learning of relevant big data, timely analyzing data trends, and actively updating teaching methods and learning content. Second, with the support of the school website, we should analyze the common problems in the process of student life, and summarize them in time to develop a practical management system. In this process, it is also necessary to explore the problems existing in the application of big data, optimize the system in a targeted way, and ensure that the real life needs of students can be met. For example, if the canteen can carry a small number of students and it is difficult to meet the practical needs of students, it can analyze the data such as the time for students to buy meals and the length of meals, carry out the class at different peak, and use big data to judge whether the system is reasonable, so as to ensure that the dining needs of different students can be met. Third, it is necessary to improve the psychological early warning mechanism, analyze the common psychological problems of college students in the new era, formulate warning standards, and intervene students at the first time to avoid the situation that college students cannot live and study normally due to psychological problems [3].

2.4 Develop personalized services

First, we should take into account the individual characteristics of students and use differentiated teaching models to ensure that students' different needs can be met. In this process, the class system can

also be used to divide students into different classes to improve the pertinence of teaching, taking into account students' acceptance and basic knowledge reserve. Second, it is necessary to apply big data information to improve the level of employment services. This requires college student administrators to analyze students' majors, learning preferences and behavior habits, provide employment ideas for students, and improve their adaptability to positions. Third, college students will be affected by the social environment and foreign culture, and there will be life concepts such as keeping up with current events and personalization, which need to be guided by big data, rather than blindly negating. For example, considering that students' employment needs to set up a special management website to provide them with employment services and job information, students can use the website to obtain relevant employment information in the first time, which can not only reduce the difficulty of student management, but also make management more efficient and help students solve problems in the process of life and work.

3. CONCLUSION

According to the above analysis, the application of big data technology to the education industry has more prominent advantages, which can provide support for the smooth development of diversified teaching evaluation and teaching design. However, from the analysis of the current situation, it is found that the application of big data to college student management has a short time, and there is a big gap between the effect and the expectation. Relevant personnel need to vigorously explore and flexibly apply big data technology to provide reference for the smooth development of college student management innovation.

REFERENCES

- [1] Yuan Wen. Innovative Thinking on the Path of College Student Management under the People-oriented Concept [J]. Public Relations World, 2021(24).
- [2] Chen Huali. Problems and Path Exploration of University Student Management from the perspective of Ideological and political Construction [J]. University, 2021(48).
- [3] Kangbei. Research on College students' Information management strategies under the background of "Internet +" [J]. Electronic Components and Information Technology, 21, 5(12).

Research On Teaching Reform Strategy of Ideological and Political Course in Higher Vocational Colleges Under the Concept Of "Three Whole Education"

Yujuan Zhang

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: In recent years, under the background of China's educational reform and innovation, many education and teaching methods have undergone great changes, among which the ideological and political teaching in higher vocational colleges has received much attention from everyone. As an important place for training technical, professional and skilled talents in China, higher vocational colleges should actively improve and perfect the ideological and political teaching in higher vocational colleges. And in ideological and political teaching gradually implement the "three full education" teaching concept. In this paper, the author discusses the implementation countermeasures of the teaching reform of ideological and political course in higher vocational colleges under the concept of "three whole education".

Keywords: Three full education; Higher vocational education; Thought and politics; Classroom

1. ESTABLISH THE EDUCATIONAL CONCEPT OF "THREE FULL EDUCATION" AND CARRY OUT THE EDUCATIONAL FUNCTION OF IDEOLOGICAL AND POLITICAL LESSONS

First of all, higher vocational ideological and political course is an important platform to cultivate students' correct world outlook, outlook on life and values. Through the teaching content and methods of ideological and political courses, students are guided to understand and think about the value orientation and significance behind social phenomena, evaluate and analyze various values, and provide correct ideological framework and value guidance, so as to promote students to form positive, true, good and beautiful values.

Secondly, the teaching process of ideological and political classes in higher vocational colleges should pay attention to cultivating students' deep thinking ability, innovative spirit and critical thinking. For example, by telling historical stories, analyzing social problems, researching social theories, etc., students should be trained in critical thinking and critical

thinking ability. For example, students should be told stories of successful cases and moral models. Guide students to establish correct life goals and the pursuit of excellence in spiritual quality.

In addition, it is also necessary to pay attention to the cultivation of students' leadership and social responsibility awareness in ideological and political teaching, such as through case analysis, group discussion, role playing and other ways to cultivate students' teamwork spirit, leadership and responsibility.

In addition, ideological and political teaching should focus on cultivating students' national conditions education and national spirit, and enhance students' sense of identity and responsibility for the country by telling the country's history, culture, development achievements and future development plans. At the same time, teachers should encourage students to understand the cultural characteristics of various ethnic groups and the coexistence of multiple cultures. This is of great help to students' awareness of national unity and international vision.

Finally, through the practical activities and social research organized by the ideological and political courses, students can get out of the classroom and experience the problems and challenges in social life. For example, practical education is carried out to cultivate students' social adaptability and innovation ability, and enhance students' sense of social responsibility and mission.

2. OPTIMIZE THE TEACHING CONTENT OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES, AND IMPLEMENT THE EDUCATIONAL TASK OF "THREE-IN-ONE EDUCATION"

In order to better implement the educational task of "three-in-one education", higher vocational colleges need to continuously optimize the content of ideological and political teaching. First of all, we should adjust the teaching content of ideological and political courses according to our actual needs and professional characteristics. With the goal of

cultivating students' professional quality, professional ethics and professional ability, we teach relevant laws and regulations, professional ethics, workplace etiquette and other contents to help students understand professional ethics and professional responsibilities, and improve professional quality.

Secondly, we should introduce social hot issues and practical cases into ideological and political teaching to improve students' ability to analyze and solve problems. Through discussion, group research and practical activities, students can understand and think about social problems related to their own professional fields, and propose innovative solutions to cultivate students' practical ability and innovative spirit.

In addition, innovation and entrepreneurship education and employment guidance are introduced into ideological and political courses to provide students with training in entrepreneurial awareness, entrepreneurial skills and employment planning. Through the sharing of successful cases of entrepreneurship, entrepreneurship simulation activities and other ways to stimulate students' entrepreneurship and innovation awareness, while providing employment guidance and career planning advice, to help students better adapt to social employment needs.

Finally, the practical teaching of ideological and political courses is used to help students apply what they have learned to practical problems and scenarios. For example, social research, community service, industry internship and other activities are organized to let students feel the challenges and opportunities of professional practice, and promote the overall improvement of professional literacy.

3. IMPROVE THE IDEOLOGICAL AND POLITICAL TEACHING METHODS IN HIGHER VOCATIONAL COLLEGES, AND KEEP UP WITH THE DEVELOPMENT OF "THREE FULL EDUCATION"

Improving the way of ideological and political teaching in higher vocational colleges is helpful for higher vocational colleges to keep up with the requirements of education and teaching reform. First of all, various teaching methods should be actively introduced, such as case study, problem-oriented learning, group cooperative learning, role playing and simulation practice. Through these activities, students can actively participate, think deeply and explore actively, and develop their critical thinking and problem-solving skills.

Secondly, we should actively cultivate students' autonomous learning ability in ideological and political teaching and encourage them to actively participate in the learning process. Using heuristic teaching methods, questions are asked and students are guided to solve problems through independent exploration and discussion.

In addition, ideological and political teaching should be combined with the actual situation, through

practical teaching activities, such as social research, community service, enterprise internship, so that students can personally experience and participate in social practice, apply the knowledge learned to practical problems, which can enhance students' practical application ability and professional quality, and improve their comprehensive quality. Finally, to create a positive, open and interactive learning environment for higher vocational ideological and political courses, we should help teachers and students to establish a good relationship between teachers and students, encourage students to ask questions, discuss and express views, and enhance students' learning enthusiasm and participation. At the same time, it can also use modern educational technology and multimedia means to enrich the teaching content and methods, and stimulate students' interest and learning motivation.

4. IMPROVE THE ASSESSMENT METHOD OF HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL COURSES, AND IMPLEMENT THE EDUCATIONAL GOAL OF "THREE FULL EDUCATION"

Through the variety of assessment methods, teachers can help Gao Sizheng better implement the "three comprehensive education" education goals, such as personal papers, group project reports, oral speeches, practice reports and final exams. Through different assessment methods, the students' knowledge mastery, understanding ability, analytical ability, innovative thinking and practical ability are comprehensively assessed.

Secondly, it can also be combined with actual cases for assessment, so that students can use the ideological and political knowledge they have learned to analyze and solve practical problems. By providing students with tasks such as real situations and scenario simulation, we will examine their problem finding ability, problem solving ability and innovative thinking.

In addition, teachers should actively introduce the assessment method of project assessment, divide students into groups, complete teamwork projects, and examine students' teamwork ability, communication ability and leadership ability by assessing team cooperation effects, project results and individual contributions.

In addition, practical activities, community services, corporate internships and other forms of the students' practical ability to assess. By evaluating students' ability to solve problems by using ideological and political knowledge in real situations, we can cultivate their practical ability and practical innovation spirit.

Finally, students should be encouraged to reflect and think critically, and these abilities should be included in the assessment. Through students' written or oral expression, the degree of understanding of society, professional ethics and values is assessed, their critical thinking and dialectical thinking skills are cultivated,

and students are allowed to conduct self-assessment and mutual evaluation, incorporating students' subjective feelings and evaluations into the assessment process. Through students' self-assessment and mutual assessment, we can understand students' cognition of their own learning situation and results, and provide guidance and suggestions for improvement.

5. CONCLUSION

To sum up, in this paper, the author sets up the educational concept of "three full educates", carries out the educational function of ideological and political courses, optimizes the teaching content of higher vocational ideological and political courses, implements the educational task of "three full educates", improves the teaching methods of ideological and political courses in higher vocational colleges, keeps up with the development of "three full

educates" and improves the assessment methods of ideological and political courses in higher vocational colleges. the implementation countermeasures of the teaching reform to implement the educational goal of "three whole education" are discussed.

REFERENCE

- [1] Guo Xin. Research on the Strategy of Ideological and Political Curriculum Reform in Higher Vocational Colleges under the concept of "Three-in-one Education" [J]. *Speed Reading*, 2021(32):56-58.
- [2] Zhang Tingting. Research on the path of infiltrating curriculum Ideological and political ideas in English classroom in Higher Vocational colleges under the pattern of "Three-Whole Education" [J]. *Wen Yuan (Middle School Edition)*, 2021(7):931-932.

Research On the International Talent Training Model in Higher Vocational Colleges

Yuanyuan Zhang

International Education School of Jiangsu Maritime Institute, Nanjing, Jiangsu, China

Abstract: With the deepening development of economic globalization and the demand for international high-end skilled talents in society, how to effectively cultivate relevant talents in vocational colleges has become a hot issue in vocational education. The article analyzes the current situation and existing problems of internationalized personnel training in vocational colleges, and proposes solutions. **Keywords:** International; Talent Training; Mode; Vocational Colleges

1. INTRODUCTION

How to cultivate high skilled and applied talents with an international perspective and adapt to the fierce competition in the international market is an urgent and very important task faced by vocational colleges in China. Internationalized talents refer to high-level talents who have the ability and quality to adapt to the fierce competition in the international market, adapt to the needs of various international organizations, have an international awareness and mindset, and have a world-class knowledge structure. They have an international perspective and ability, and are good at seizing opportunities and striving for initiative in global competition.

2. THE CONNOTATION OF INTERNATIONALIZED EDUCATION IN HIGHER VOCATIONAL COLLEGES

The connotation of international education in vocational colleges is: firstly, the internationalization of educational concepts. This is a prerequisite for the internationalization development of vocational colleges. It is not only necessary to cultivate students' international awareness in terms of ideology, so that they can deeply understand multiculturalism, fully communicate their ideas in international cultural exchanges, and judge things from the broad perspective of the international community and the whole of humanity, but also to cultivate students' abilities, so that they can master some necessary knowledge and skills for future work in the international community; the second is the internationalization of the curriculum. Not only should courses be offered on other countries and international issues, but all courses should reflect international perspectives; the third is the internationalization of personnel exchange. There is

both international exchange for students and international exchange for teachers; the fourth is the internationalization of academic exchange and collaborative research, as well as the internationalization and informatization of educational conditions.

3. THE CURRENT SITUATION OF INTERNATIONALIZED TALENT TRAINING IN HIGHER VOCATIONAL COLLEGES

3.1 Inadequate understanding of internationalization connotation and insufficient practice

There is no doubt whether higher vocational education should be internationalized, which has been reflected in the educational philosophy of various schools. Vocational Education International What is the connotation of transformation? It is not about undergraduate studies, but rather about recruiting foreign students and teachers for academic research, but rather focusing on the educational environment Internationalization of school management requires efforts to cultivate internationally competitive talents, and cooperation with multinational and export-oriented enterprises is a way and bridge for the internationalization of higher vocational education, thereby achieving the function of transporting talents for local economic construction.

3.2 Insufficient international teaching staff capacity and reserves

The reserve of international teachers in vocational colleges is insufficient, and the ability to carry out interdisciplinary teaching in the three dimensions of major, language, and culture is weak. First, there is a shortage of teachers who have studied or worked in countries along the "the Belt and Road" in the teaching staff of higher vocational colleges, and the international teacher reserve is obviously insufficient. Secondly, there is a scarcity of international teachers with excellent professional and language abilities. The "the Belt and Road" initiative promotes the construction of facilities connectivity, unimpeded trade, and financial intermediation. Teachers with strong professional abilities in related industries may have weak English application ability. English teachers with strong language ability may lack systematic training in professional learning background and research methods in specific industries. Internationalized teachers with a

background in small language disciplines and professional technical skills are even more scarce.

3.3 The support mechanism for international talent cultivation is not sound

At present, the consensus on cultivating international talents in vocational colleges is still being continuously strengthened. In practice, most vocational colleges have formulated internationalization development plans at the school level, explicitly considering internationalization as one of the important contents of school construction. However, in the process of building a comprehensive international talent training guarantee system, the following problems still exist: firstly, there is a lack of top-level design for the cultivation of comprehensive international talents in the medium and long-term development plans of vocational colleges, and there is a lack of positioning and path for the cultivation of comprehensive international talents. Lack of systematic planning for evaluation systems; Secondly, there is a lack of a sound internal guarantee mechanism in the internal governance system of vocational colleges, and there is insufficient collaboration among various departments and secondary colleges in promoting the cultivation of composite international talents; Thirdly, there is a need for in-depth research on the cultivation of composite international talents in vocational colleges, and there is insufficient exploration of the implementation path for the cultivation of composite international talents that can balance national strategies, industry needs, and school characteristics. As a result, the trained talents cannot meet the practical needs of the internationalization development of the country, industry, and enterprise.

4. THE PATH OF CULTIVATING INTERNATIONAL TALENTS IN VOCATIONAL COLLEGES

4.1 Building an International Talent Training Curriculum System

Optimize the existing curriculum system around the three dimensions of major, language, and culture, tap into the advantages of national and regional research centers in gathering educational resources and industry enterprise resources both domestically and internationally, and build an international talent training curriculum system that integrates the first, second, and third classrooms. Expand the language and cultural dimensions of professional courses in the first classroom, and add specialized national courses based on national and regional research. At the same time, integrate language teaching with professional teaching, strengthen comprehensive foreign language listening, speaking, reading and writing abilities, and enhance students' foreign language application abilities in professional fields. On this basis, systematic second classroom quality expansion courses are developed using expert resources gathered

from national and regional research, and themed country or regional special lectures, language salons, technical skills competitions, national cultural activities, etc. are widely organized to enhance students' understanding and perception of the knowledge learned in the first classroom. the third classroom should fully leverage the advantages of domestic and international cooperation networks of national and regional research platforms, strengthen the design of practical projects, and collaborate with domestic and foreign enterprises and universities to carry out specialized overseas internship practices, cultural exchanges, field surveys, summer camps, and volunteer services for foreign aid.

4.2 Strengthen the construction of the teaching team and improve the teaching level of teachers

The cultivation of international talents requires the support of an international teaching team, and vocational colleges should cultivate a teaching team with strong execution ability and research ability for international courses. Researchers have proposed that international talent cultivation strategies should focus on teaching work, build excellent teacher platforms, and introduce international courses to serve international talent cultivation. Therefore, vocational colleges must strengthen resource coordination, integrate introduction and education, and build a high-quality and high-level international talent training faculty through multiple channels in the cultivation of international talents. Collaborate with overseas universities to carry out teacher training, encourage teachers to study abroad for research and doctoral programs, and select qualified and capable teachers to visit and exchange studies abroad with research projects and participate in international conferences. Expand their horizons and improve their position in teaching research and reform, in order to enhance their ability to cultivate international talents. Vocational colleges also need to formulate relevant policies to attract outstanding overseas talents, enrich the teaching staff, promote the growth of international talent training and teaching staff, and enhance the international competitiveness of teachers.

4.3 Improve the guarantee system for international talent cultivation.

At present, vocational colleges need to further strengthen organizational, institutional, and resource guarantees in the cultivation of international talents. Specifically, first, under the national macro guidance, relying on national and regional research centers, and focusing on the actual needs of the "the Belt and Road" construction, we should establish a good ecology of mutual support between government, industry, research and learning that is consistent with the goal of training compound international talents, so as to ensure the scientificity of the top-level design of the international talent training system.

5. CONCLUSION

In the context of economic globalization, talent work must have a global perspective. Fully utilizing the resources of both foreign and domestic markets and grasping the trend of talent globalization means seizing the historical opportunity to accelerate the development of vocational colleges. the construction of international talent cultivation models in vocational colleges is a complex process. In teaching, we should aim to improve students' employability and employment quality, closely pay attention to the employment needs of the international talent market, actively promote curriculum reform, strengthen the construction of teaching staff, guide students to align with international standards, familiarize themselves with international rules, and continuously improve the international talent cultivation model, Strive to bring students' internships and employment abroad.

ACKNOWLEDGEMENTS

Research on the Path of Internationalized Talent Cultivation in Higher Vocational Colleges under the Background of the 2021 Jiangsu Provincial Education

Planning Project "Double High Plan" Construction (Project ID: D/2021/03/86).

REFERENCE

- [1] He Tao Overseas Employment: A New Path for Vocational College Students' Employment [J]. Vocational Education Online, 2009, (24):39-40.
- [2] Yin Hao. Research on the Development of China's Foreign Labor Export since the Reform and Opening up [J]. Journal of Population, 2009, (1):28.
- [3] Li Min, Fu Shengsong, Chen Xionghui. Research on Innovative Talent Training Models in Vocational Colleges [J]. Continuing Education Research, 2010, (1):95-97.
- [4] Wang Yang. Research and Practice on Curriculum Construction under the "Dual Certificate Integration" Talent Training Model in Higher Vocational Colleges - Taking International Economics and Trade as an Example [J]. Market Weekly · Theoretical Research, 2009, (3):150-152.

Analysis Of Cost Control In Enterprise Financial Management

Xiaolu Zhao

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: With the development of economy, the number of enterprises is increasing, the market economy is constantly changing, enterprises are facing new opportunities and challenges in the new era, and the competition between enterprises is becoming more and more fierce. In the fierce market competition, if enterprises want to seize the opportunity for development, achieve their own stable development, and not be abandoned by the market, they need to constantly optimize their own management and improve the quality of management. In enterprise management, financial management is an important part, which is related to the economic benefits and investment decisions of enterprises, and cost control is the key to enterprise financial management and the key to improve the economic benefits of enterprises. However, at present, many enterprises have insufficient awareness of cost control, resulting in the impact on resource allocation and investment decisions of enterprises. This paper will analyze the cost control in the enterprise financial management.

Keywords: Financial management; Cost control; Enterprise

1. INTRODUCTION

In the new era, there are various opportunities. If enterprises want to seize the development opportunities, they need to enhance their core competitiveness and gain advantages in the fierce competition. Cost control is an important part of enterprise financial management, which has an important impact on the development of enterprises, can enhance the core competitiveness of enterprises and obtain more development opportunities. However, in the current process of enterprise development, there are many problems in cost control, which has a relatively large impact on the development of enterprises. Cost control and management are not comprehensive, and cost management does not cover all aspects of enterprise operation, resulting in a relatively low role of cost management. Secondly, the enterprise cost control system is not perfect, the cost control is not scientific and systematic, and the formalization is serious. Finally, the enterprise cost control informatization degree is low, can not use advanced control technology. These problems cause the poor cost control effect of enterprises, which is not

conducive to the promotion of core competitiveness of enterprises. the following will analyze the current situation of cost control in enterprise financial management and explore the measures to strengthen cost control in enterprise financial management.

2. CURRENT SITUATION OF COST CONTROL IN ENTERPRISE FINANCIAL MANAGEMENT

2.1 Cost control is not comprehensive

First of all, enterprise cost control is not comprehensive, affecting the embodiment of cost control value. Many enterprises have a one-sided understanding of cost control and incomplete cognition of cost control. In the process of cost control, they only pay attention to the cost management in the production stage, but do not pay attention to the cost management in other links, such as decision-making, design, acceptance and other stages. Various factors in the production process can not be effectively controlled, making the production plan more extensive, prone to cost waste. Usually in the decision-making and design stage, will carry out the budgeting work, if the budgeting is not reasonable, it will not be able to make scientific guidance for the subsequent cost control work, the cost control effect will be greatly reduced.

2.2 The cost control system is not perfect

In order to effectively carry out cost control work, perfect cost management system system is the key, system system is the basis for management work, if even the system system is not perfect, then the effect of management control work will be relatively poor. At present, in the cost control work of many enterprises, there are chaotic and incomplete systems, there are many loopholes in the cost management system, and cost management lacks comprehensiveness. At the same time, the responsibilities of cost managers are not clear, and many cost management responsibilities are not implemented, resulting in cost control work becoming a formality and providing very limited value for enterprise operation [1].

2.3 Low degree of information technology

To improve the efficiency and quality of cost control, enterprises should improve the level of information technology and use information technology to improve the effect of cost control. However, in the actual cost control work, some enterprises have a low

degree of informationization, many businesses do not use information technology to optimize, and lack of information technology professionals, resulting in a low degree of informationization of cost control, and slow improvement of cost control effect.

3. STRENGTHEN THE COST CONTROL OF ENTERPRISE FINANCIAL MANAGEMENT COUNTERMEASURES

3.1 Enhance the awareness of cost management

To strengthen the cost control in the financial management of enterprises, we should first enhance the awareness of cost management, which is related to the implementation of the cost control system. If the enterprise lacks the awareness of cost control, the cost control system cannot be implemented, the development of related work will be hindered, and the formalization of cost control will occur. Therefore, we should enhance the overall cost management awareness of enterprises, so that the management of enterprises realize the importance of cost control for enterprises. the enterprise should set up a special cost management department, determine the functions and powers of the cost management department, hire personnel to carry out cost management work, and improve the cost control effect. Secondly, we should do a good job of publicity, strengthen the publicity of cost control related content, so that the enterprise as a whole can realize the importance of cost management, and then improve the effect of the implementation of the cost control system.

3.2 Implementing dynamic cost control

To optimize cost control, enterprises need to implement dynamic cost control by means of information technology. With the development of economy, the scale of enterprises is getting larger and larger, the business activities of enterprises are becoming more and more complex, and more and more data information is generated in the process of operation. While the cost control of enterprises is closely linked to the data in the process of operation, traditional data information management methods can no longer deal with this huge data information in a timely and effective manner. Therefore, we should build a systematic control system and analyze these data information to provide reliable data support for cost control. At the same time, the construction of a system control platform can strengthen the degree of internal data sharing of enterprises, ensure that the cost data of enterprises can be accurate and real-time, and thus improve the quality of cost control [2].

3.3 Strengthen the awareness of procurement cost control

To improve the cost control effect, enterprises should strengthen the awareness of procurement cost control. First of all, enterprises should realize the importance of procurement cost control, generally speaking, the consumption of enterprise costs, procurement costs are the largest proportion, if the procurement cost is

not controlled, it will cause serious cost waste, which is not conducive to the production and operation of enterprises. Secondly, enterprises should do a good job of procurement cost control, strictly control the procurement behavior of different departments of the enterprise, and record every purchase cost expenditure of the enterprise in detail. In addition, enterprises in the procurement business, need to be in line with the sense of comparison, reasonable selection of suppliers, to ensure the quality of materials and cost-effective, to achieve the purpose of cost control.

3.4 Establish a scientific cost control evaluation system

To improve the effect of cost control in the financial management of enterprises, we should establish a scientific cost control evaluation system, conduct a reasonable analysis and evaluation of the cost consumption of enterprises, and lay a foundation for the cost management of enterprises in the next stage. Enterprises should strictly carry out cost analysis, develop an evaluation system, regularly conduct cost control evaluation, find out the problems in cost control to solve, and improve the cost control system. Secondly, we should strengthen the investigation of the actual cost control of the enterprise, formulate a cost control plan according to the actual situation, and carry out cost control work reasonably according to the plan.

4. CONCLUSION

In general, to improve the cost control effect in enterprise financial management, enterprise management should enhance the awareness of cost control, strengthen the information construction in the enterprise, implement a dynamic cost control mechanism, strengthen the awareness of enterprise procurement cost, and establish a scientific cost evaluation system, so as to effectively improve the cost control effect and promote the stable development of enterprises.

REFERENCES

- [1] Pang Hongwei. Analysis of Cost Control in Enterprise Financial Management [C]// Working Committee of International Association of Academicians, China Association for the Promotion of International Science and Technology, Nanyang Academy of Sciences. Proceedings of the International Academic Forum on Finance and Management (II). International Academic Forum on Finance and Management (II), 202:57-59.
- [2] Chen Shunda. Cost Control in Financial Management of Agricultural Enterprises under the background of low-carbon economy -- Review of Financial Management and Analysis of Agricultural Enterprises [J]. Journal of Irrigation and Drainage, 2002, 41(06):155.

The Influence of Geographical Climate Environment on National Traditional Sports from the Perspective of Physical Geography

Xinying Cheng

Physical Education College, Huanggang Normal University, Huanggang 438000, China

Abstract: With the rapid development of the level of national traditional sports in our country and the continuous reform and progress of social civilization, people on the current level of national traditional sports has a higher request, so now on sports geography horizon, climate environment, investigate the influence of national traditional sports and countermeasure research, the research and countermeasures research of sports geography horizon, geographical climate environment improvement and the development of national traditional sports and physical culture has important significance.

Keywords: Physical geography; Geographical and climatic environment; Traditional national sports; environment

1. INTRODUCTION

In order to improve the understanding of traditional ethnic sports, through a large number of documents, the competent department in charge of interview and teacher of physical education of sports geography environment horizon, geography and climate influence of national traditional sports has carried on the exploration and research, environment of sports geography horizon, geography and climate in the traditional sports of some unreasonable aspects put forward the corresponding opinions and Suggestions, for the traditional ethnic sports geography horizon, geographical climate environment provides the theory basis for physical education teaching quality improvement.

2. RESEARCH BASIS

Today, with the rapid development of economy and culture, traditional national sports have always been an important issue for people to study. It has a direct impact on the development of local ethnic society, so we should pay attention to the development of traditional national sports. And traditional sports is an essential part of many traditional sports disciplines, with the booming development of sports enterprise in our country, the status of the ethnic traditional sports also constantly improve, also found that physical geography horizon, geographical climate environment there are some unreasonable in national traditional sports, such as: geographic climate cadres think traditional sports is not important, don't want to in

terms of national traditional sports consumption, financial and material resources, this paper study from the following several direction: the main leaders attach importance to the sports work and the geographical climate environment, analyze the use of the geographical climate environment funds, find out the existing problems and deficiencies, and put forward scientific and reasonable opinions and Suggestions, so as to provide reference for the improvement of the quality of national traditional sports in the geographical climate environment.

2.1 Research on traditional national Sports in China

Many scholars have expounded the problems found in traditional national sports from different perspectives. Liu levy, Feng Li, marotta new three academics in studies of ethnic traditional sports influence and countermeasure in chenzhou city, for example, mentioned in articles in national traditional sports survey found that a lot of shortage, manager working in the national tradition sports awareness is not high, insufficient fund input, it is very difficult to national traditional sports work requirements; To improve the traditional national sports, we should change the traditional concept, take physical geography as the main body, pay attention to the combination of geography and climate with the development of traditional sports.

3. RESEARCH OBJECTS AND METHODS

3.1 Research Object

The influence of geography climate environment on national traditional Sports in Ordos city, Inner Mongolia Autonomous Region

3.2 Research Methods

3.2.1 Literature method

According to the required content of this paper, the local library and network library are used to look up relevant materials, and by analyzing the data, the relevant contents are summarized to provide effective theoretical basis for this paper.

3. 2. 2 Questionnaire survey method

Questionnaire design: the questionnaire of this paper is based on the need for the content of the paper, in view of the teacher questionnaire and student questionnaire two questionnaire, through the relevant

national traditional sports information, from the perspective of different teachers, students have to design the questionnaire to understand sports geography horizon, geographical climate national traditional sports teaching environment.

The distribution and recovery of questionnaires: teachers' questionnaires were distributed to all physical education teachers (8 people); In the student paper, questionnaires were distributed to 12 classes of freshman, sophomore and junior in the geographical and climatic environment from the perspective of physical geography. Four classes were selected from each grade (200 questionnaires were distributed to each grade), and a total of 600 were distributed.

Reliability and validity of the questionnaire: Before issuing the questionnaire, I submitted the questionnaire to 3 professors and 5 associate professors who have worked in the field of traditional national sports for review. the following are the results of the questionnaire.

We can conclude that the questionnaire design is reasonable and has relatively high validity.

Reliability: the teacher's questionnaire and the student's questionnaire were re-tested with a one-week interval. the calculated correlation coefficient $r=0.83$, $P<0.01$. the above two (teacher questionnaire and student questionnaire) have high reliability.

3. 2. 3 interviews

After a long period of work, I have talked with the major school leaders and PE teachers about the geographical climate and environment from the perspective of physical geography for many times to understand the concern of the major leaders about traditional national sports. Whether to attach importance to traditional national sports; In addition, PE teachers' views and attitudes on traditional national sports in our school provide some reference data for this paper.

3. 2. 4 Mathematical statistical method

In this paper, a large number of data need statistical analysis, the use of mathematical statistics will make the theory in the paper more convincing.

3. 2. 5 Logical analysis

Logic analysis is used to find out the main factors or problems in a large number of materials and data in the influence of national traditional sports from the perspective of physical geography, climate and environment, and summarize the direct and effective treatment measures. Logic analysis will run through the whole paper and serve the paper well.

4. RESULTS AND ANALYSIS

4.1 Survey and analysis on the education background of physical education teachers in geography, climate and environment

With the continuous development of traditional national sports, the requirements of traditional national sports for teachers are getting higher and

higher. In some key high schools, physical education teachers are recruited, and their academic qualifications must reach the level of graduate students, which is also the performance of traditional national sports in progress. Horizon, it's sports geography climate environment all the PE teachers' degree, seven people got the bachelor's degree, one person got the master graduate student degree, the degree of all the teacher are all meet the requirements of the teaching in the horizon, for sports geography climate environment of national traditional sports is a very good base, found in talking to some of the physical education teachers, individual teacher's bachelor's degree is achieved through education, there is a big vacancy in professional knowledge.

4.2 Investigation and analysis of geographical, climatic and environmental PE teachers' learning and learning

In the rapid development of sports national traditional sports today, the national traditional sports are undergoing essential changes, physical education teachers only in continuous learning, continuous innovation, continuous improvement of their own to keep pace with the rapid pace of modern national traditional sports, or the elimination of national traditional sports. This is a survey of all physical education teachers' learning and learning from the perspective of physical geography.

4.3 Investigation and analysis of national traditional sports routine work in geographical climate and environment from the perspective of physical geography

4.3.1 The use and completion of textbooks in national traditional sports from the perspective of physical geography, climate and environment

From the perspective of physical geography, it can be seen from the use of textbooks on geographical climate and environment: 6 of the 8 physical education teachers carry out traditional national physical education by combining the whole volume of Physical Education and Health with the textbooks compiled by themselves; Only the physical education teachers named by name are teaching in accordance with the whole volume of physical Education and Health stipulated by the state, and the other two physical education teachers are teaching in accordance with the national traditional physical education textbooks compiled by themselves.

It can be seen that the implementation of teaching materials is not very optimistic due to the interference of many factors in the development process of national traditional sports from the perspective of physical geography

5. PROBLEMS AND COUNTERMEASURES IN TRADITIONAL NATIONAL SPORTS FROM THE PERSPECTIVE OF PHYSICAL GEOGRAPHY, CLIMATE AND ENVIRONMENT

The shortage of physical education teachers in geographical climate and environment from the perspective of physical geography has affected the smooth development of traditional national physical education. Therefore, relevant departments should improve the pay of physical education teachers, attract talented physical education teachers to teach, and then increase the number of physical education teachers, to meet the needs of the current development. In building a team of physical education teachers, female teachers should be encouraged and supported to engage in physical education, and relevant courses should be set up to solve the problem of a large proportion of male and female physical education teachers. At the same time, it is also necessary to correct the traditional national physical education thought and make it clear that traditional national physical education is also an important part of the teaching task. It is not possible to dilute physical education or even cancel students' physical education due to the special geographical and climatic environment. We should fully affirm the professional level of PE teachers, actively encourage PE teachers to study by themselves, attach importance to PE teachers' working status in national traditional sports, and vigorously develop PE undertakings.

5.1 Increase investment to solve the problem of insufficient sports equipment and facilities

Traditional national sports funds are special funds, which should be appropriately increased according to the actual situation to meet the needs of traditional national sports, and put an end to all forms of withholding and misappropriation. Diversified use of traditional sports funds can be based on the actual situation, develop the spirit of self-reliance, the production of teaching facilities and appliances. Relevant documents should be issued, and a sound system should be established to reasonably and effectively raise funds for sports, so as to make good preparations for the purchase of sports equipment, the construction of sports venues and the development of competitions.

Rational and effective use of existing sports equipment, adhere to the principle of one thing multi-purpose, to resist waste; Physical education teachers and students can be encouraged to develop their thinking and use simple equipment instead on the premise of not affecting the teaching quality, so as to make the best use of everything. In class, physical education teachers and students should take good care of equipment, learn simple maintenance, repair knowledge, in case of damage, can repair by themselves, reduce loss and waste.

5.2 Reform the teaching content and attach importance to teacher training

PE teachers should be urged to carefully study the new curriculum standard content of "Physical Education and Health" and actively carry out various forms of curriculum reform activities. the traditional national

physical education teaching concept is constantly updated and PE teachers are encouraged to innovate the content of traditional national physical education. the content of traditional national physical education curriculum is mainly the teaching of competitive sports. In order to meet the requirements of students' own development, the content should be gradually changed to textbooks to realize the teaching mode of fitness and entertainment. Some contents of traditional national sports can be changed to make it easier for students to accept and learn, such as adjusting the weight of shot put, reducing the height of hurdle and shortening the height of volleyball net. Appropriate increase in national traditional sports recreational sports, insist on the idea of "happy sports", on the premise of teaching task, so that the students can feel physical exercise brings pleasure, let students really involved in the sports classroom, in the process of learning, actively cultivate students' good interpersonal skills and independent personality, to make the students learn in happy atmosphere. It is also necessary to strengthen the ideological and moral construction of minors in response to the geographical and climatic environment of special regions. It is an important content of civic moral construction in the new era to cultivate socialist builders and successors who are well developed morally, intellectually, physically, aesthetically and intellectually. "Buckle the first button in life" is the general secretary's general requirement and direction for young sports workers. Along with the development of information technology, the contemporary youth traditional sports education say on how to establish a subject of new general education workers, sports education workers how to adjust coordinates, and how to realize the smooth communication and transmission of educators and the educatees, achieving "khalid ents, literacy, the construction of socialist spiritual civilization, foster and justice of socialist core values, to enhance the ideological awareness, moral standards and civilization accomplishment, to create new era will bear his national revival.

By participating in various types of training, such as going out for study, listening to lectures, observing the class of famous teachers, etc., teachers can learn from each other and gain valuable teaching experience. Compared with other cultural course teachers, the training opportunities of physical education teachers are greatly reduced. Therefore, relevant national traditional physical education departments and leaders should strengthen the training of physical education teachers, give physical education teachers support and help, and improve the comprehensive professional level and ability of physical education teachers in this way.

6. CONCLUSION

Conclusion: (1) physical geography horizon, geographical climate influence of national traditional

sports, traditional examination-oriented national sports concept, class size is too big, imperfect supervisory and administrative departments, the lack of distinctive school-based curriculum, extracurricular activities unreasonable content, time, form, physical education divine by tossing COINS. (2) From the perspective of physical geography, geography, climate and environment, the number of physical education teachers cannot meet the daily teaching needs, and the collocation of teachers' structural abilities in various aspects is unreasonable. For example, the ratio of male and female teachers is unbalanced, the educational level is generally low, the age structure shows a younger trend, the number of teachers with senior professional titles is small, the level of scientific research and learning opportunities for teachers are few. (3) From the perspective of physical geography, the teaching content of geography, climate and environment presents the trend of "practice what you test", and the teaching content is boring and pays insufficient attention to the internal needs of students. (4) the teaching method is single and the main teaching organization form is natural class division, which is not only single, boring and inflexible, but also unable to motivate students' learning enthusiasm. (5) sports geography horizon, geographical climate fund input is insufficient, the equipment management department lax supervision, lack of a high standard of indoor venues, sports equipment is old, obsolete, students per capita rate of equipment is low, cannot satisfy normal national traditional sports and the needs of daily exercise, students activity field greatly limit the sports teachers and students. (6) In the evaluation process of students' physical education and health curriculum, it is still a traditional evaluation system, which pays too much attention to the evaluation of physical fitness and sports skills, ignores the main position of students, pays too much attention to the competitive nature of sports, and lacks the mistrustfulness and fitness of sports.

Suggestions: (1) changing old exam-oriented traditional sports idea, optimizing the teaching structure, such as: appropriate reducing class size, perfect the supervisory and administrative department, the development characteristics of school-based curriculum, etc., in strict accordance with the requirements of the regulations on the sports work arrangement in class, to implement quality national traditional sports concept, strengthen the leadership and the parents to the attention of the national traditional sports, reduce physical phenomenon of divine by tossing COINS. (2) the higher authorities should attach importance to the training of physical education teachers, optimize the structure of teachers,

strengthen the professional training of physical education teachers, introduce highly educated talents, strengthen the construction of teaching staff, and adhere to the synchronization of "teaching" and "learning". (3) Physical education teachers should strengthen the development of traditional ethnic sports, choose modern, liberal and life-style teaching materials, pay attention to the internal needs of students, develop more traditional ethnic sports and emerging sports, and attach importance to the physical health of students. (4) Improve the traditional form of national sports organization, attach importance to the principal position of students, respect students' learning emotions and experience according to the internal rules of student development; the organization changes the teaching method, positively USES the independent inquiry cooperation study and the game teaching method, according to the local conditions, the reasonable arrangement teaching method, the organization form, stimulates the student's sports interest, the design, builds the good study atmosphere, improves the physical education and the health lesson teaching quality, raises the student's physical exercise ability. (5) To increase the investment in equipment, improve the equipment management department, optimize equipment, gradually improve equipment facilities, improve the utilization rate of equipment and equipment facilities and per capita equipment ownership rate, at the same time to strengthen the students take good care of equipment facilities habit of traditional national sports. (6) To improve the teaching and evaluation system of ordinary PHYSICAL education in Ordos city and build a scientific and reasonable teaching evaluation system. Optimize the campus development environment and promote the harmonious development of sports.

REFERENCE

- [1] Huang Hui, Yu Xiaolei, LEI Xinming, ZHANG Fang, & Lian Jiansheng. (2020). Effects of environmental change on nutritional patterns of reef-building corals and their adaptation. *Advances in Marine Science*, 038(002), 189-198.
- [2] Zhang Xu, LI Zhisheng, QIU Rengui, & Dong Nan. (2020). Analysis of the influence of seasonal environmental changes in deep sea on the acoustic positioning of semi-convergence area. *Acta oceanica Sinica*, 42(3), 59-71.
- [3] Liang Jianye, Xiao Zeyu, ZHANG Dong, MA Mengjie, HUANG Jiayi, & Shi Changzheng, et al. (2020). Analysis of microenvironmental changes in dynamic magnetic resonance imaging for antitumor vascular therapy. *Chin Med J*, 100(001), 51-56.

Research On the Inheritance and Development of Intangible Cultural Heritage of Sports in Henan Province Under the Background of Internet Plus

Zhen Li*, Ziying Yang

Department of Physical Education, Henan Polytechnic University, Jiaozuo, Henan 454000, China

*Corresponding Author.

Abstract: Henan Province has rich intangible cultural heritage resources in sports, such as martial arts, Tai Chi, dragon boat, etc. However, with social change and economic development, Henan Province's sports intangible cultural heritage is facing problems such as loss, decline, and inheritance difficulties. Under the background of Internet plus, this study intends to conduct research from the inheritance mode of sports intangible cultural heritage in Henan Province, the policies and mechanisms for the inheritance and development of sports intangible cultural heritage in Henan Province, and hopes to provide better ideas for the inheritance and development of sports intangible cultural heritage in Henan Province.

Keywords: Internet plus; Henan Province; intangible cultural heritage of Sports; Inheritance and Development

1 INTRODUCTION

1.1 BACKGROUND

General Secretary Xi Jinping pointed out that "Chinese excellent traditional culture is the root and soul of the Chinese nation, and it is the fertile cultural soil where socialism with Chinese characteristics is rooted" [1]. It can be said that the traditional cultural heritage is one of the important representatives of Chinese culture, is an important witness of the Chinese nation to continue, at the same time, standing in the globalization of the field of space, the traditional sports culture is also an important part of the "Chinese story". [2] the arrival of the Internet+ era has brought new opportunities and challenges to the protection and inheritance of traditional cultural heritage. As an important sports development region in China, Henan Province has rich resources of sports intangible cultural heritage, such as wushu, taijiquan, dragon boat and so on. However, with social change and economic development, the intangible cultural heritage of sports in Henan Province is facing problems such as loss, decline and inheritance dilemma. General Secretary Xi Jinping pointed out

that "Chinese excellent traditional culture is the root and soul of the Chinese nation, and it is the fertile cultural soil in which socialism with Chinese characteristics is rooted." [3] From the background of Internet+, we explore how to combine emerging technologies with the inheritance of intangible cultural heritage of sports in Henan Province in order to promote its inheritance and development.

1.2 RESEARCH PURPOSE AND SIGNIFICANCE

1.2.1 RESEARCH SIGNIFICANCE

(1) Leading the inheritance and development of traditional cultural heritage: studying the inheritance and development of the intangible cultural heritage of sports in Henan Province under the background of Internet+ helps to find the integration point of traditional culture and modern technology, explore innovative inheritance modes, and lead the vitality and development of traditional culture. (2) Promote the protection of intangible cultural heritage: through the application of Internet+ means, it can better record, preserve and disseminate the intangible cultural heritage of sports in Henan Province, improve its protection level, ensure the transmission from generation to generation, and avoid loss and deformation. (3) Promote the development of cultural tourism industry: Henan Province has rich traditional sports and cultural resources, through the inheritance and development in the context of Internet +, it can bring new vitality and opportunities to the cultural tourism industry, and help economic development. (4) Enriching people's cultural life: through the inheritance and development under the background of Internet +, the intangible cultural heritage of sports is integrated into people's life, enriching people's sense of cultural identity and sense of belonging, and enhancing cultural literacy and quality of life.

The research on the inheritance and development of the intangible cultural heritage of sports in Henan Province under the background of Internet+ is carried out with the aim of finding an innovative inheritance

mode, promoting the protection, inheritance and development of the intangible cultural heritage of sports in Henan Province, and helping the local economic development and cultural prosperity. At the same time, it also provides lessons and references for the protection and development of cultural heritage in other regions.

1.2.2 RESEARCH OBJECTIVES

(1) To explore the current situation and problems of the inheritance of sports intangible cultural heritage in Henan Province under the background of Internet+. (2) To study the impact of the Internet+ era on the inheritance and development of sports intangible cultural heritage in Henan Province. (3) To analyze the application mode of Internet+ technology in the inheritance of sports intangible cultural heritage in Henan Province. (4) To propose strategies and methods to adapt to the inheritance and development of the intangible cultural heritage of sports in Henan Province under the background of Internet+.

This study aims to comprehensively understand the current situation and problems of the inheritance of the intangible cultural heritage of sports in Henan Province under the background of Internet+, and put forward corresponding strategies and suggestions to promote the inheritance and development of the intangible cultural heritage of sports in Henan Province.

2 CULTURAL HERITAGE PROTECTION AND INHERITANCE IN THE AGE OF INTERNET+

2.1 THE BASIC CONCEPT AND CHARACTERISTICS OF INTERNET+

Internet+ refers to the combination of Internet technology and traditional industries to promote the transformation and upgrading of traditional industries and realize the new mode of cross-border integration and innovative development. (1) Internet+ technology makes the dissemination of information no longer limited by time and space, and through online media, social media and other channels, the knowledge, stories and values of sports intangible cultural heritage can be rapidly disseminated, expanding the scope and speed of dissemination. (2) Through virtual reality, augmented reality and other technologies, virtual experience and interaction of sports intangible cultural heritage can be realized, allowing users to switch between reality and virtual, increasing the interest and attractiveness of inheritance. (3) Under the background of Internet+, the traditional offline inheritance method can be combined with online channels, and the content and skills of sports intangible cultural heritage inheritance can be disseminated to a wider audience through online teaching, video sharing, live broadcasting, etc., promoting the popularization and diversification of inheritance. (4) Through social platforms and online interactive tools in the context of Internet+, users are able to participate in the inheritance of sports intangible cultural heritage and can communicate,

learn and share, which improves public participation and experience. (5) Internet+ technology provides tools such as big data analysis and cloud computing, which can digitally manage and protect the intangible cultural heritage of sports, realizing comprehensive recording, storage and supervision of heritage resources, and improving the effect of protection and inheritance.

To sum up, Internet+ has the characteristics of inter-temporal communication, the combination of virtual and real experience, diversified inheritance channels, personalized participation and interaction, and data-based management and protection in the inheritance and development of sports intangible cultural heritage in Henan Province, which provides new opportunities and innovative development paths for the inheritance of traditional cultural heritage.

2.2 IMPACT OF THE INTERNET+ ERA ON THE INHERITANCE AND DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE

The Internet+ era has brought many new opportunities and challenges to the inheritance and development of intangible cultural heritage. It expands the scope of inheritance, promotes the dissemination and cognition of culture, enhances the efficiency of inheritance and the means of protection, and expands the application fields and markets of intangible cultural heritage, injecting new vitality and impetus into the inheritance and development of intangible cultural heritage. (1) the Internet+ era provides diversified inheritance methods and means through network and digital technology. Traditional oral transmission can be carried out through online teaching, video sharing, social media and other channels. At the same time, people can learn and participate in the inheritance of intangible cultural heritage through online platforms, cell phone applications and other reachable tools, further expanding the scope and influence of inheritance. (2) the Internet+ era has greatly enhanced the dissemination efficiency and scope of ICH. Through online media, social media and other platforms, the knowledge, stories and values of ICH can be rapidly spread around the globe, enhancing public awareness and concern for ICH and expanding the influence of ICH. (3) the Internet+ era provides technical tools such as digitization, big data and cloud computing, which allow for the digital management, storage and protection of ICH. Digital recording and storage can better protect the information and skills of ICH, and facilitate learning and inheritance by future generations. At the same time, digital management can also help timely identify and solve problems and challenges in the transmission of ICH. (4) the Internet+ era provides new opportunities for the application fields and markets of ICH. Through Internet+ technology, ICH can be integrated with other industries to form new creative and business models. At the same time, the convenience and interactivity brought by Internet+ also promote the

development of ICH tourism, product development and cultural creative industries.

3 RESEARCH ON THE INHERITANCE MODE OF SPORTS INTANGIBLE CULTURAL HERITAGE IN HENAN PROVINCE UNDER THE BACKGROUND OF INTERNET+

3.1 OPPORTUNITIES AND CHALLENGES OF INTERNET+ ON THE INHERITANCE OF INTANGIBLE CULTURAL HERITAGE OF SPORTS IN HENAN PROVINCE

3.1.1 OPPORTUNITIES

(1) Expanding the scope of inheritance, Internet+technology makes the dissemination of information unrestricted by time and space, and can spread the knowledge and skills of the intangible cultural heritage of sports in Henan Province to the world through the network platform. This enables the scope of inheritance to be expanded, and more young people and overseas audiences can understand, learn and inherit these cultural heritages. (2) Enhancing the efficiency of inheritance, Internet+ can provide tools such as online teaching, video sharing and online communication, making the inheritance of ICH more efficient. Inheritors can share their knowledge and experience through online platforms, and the learning and exchange of traditional skills can be rapidly promoted. (3) Enriching the means of inheritance, the Internet+ era provides diversified ways of inheritance, such as realizing the virtual experience of intangible cultural heritage through virtual reality and augmented reality technologies, and increasing the public's participation in and interest in intangible cultural heritage through games, short videos and other forms.

3.1.2 CHALLENGES

(1) Technical guarantee and inheritance quality, Internet+inheritance requires relevant platforms and technologies to provide stable services and guarantee the accuracy and quality of inheritance content. Problems in technical equipment and network connection need to be solved to ensure that the quality of intangible cultural heritage is guaranteed. (2) Information security and copyright protection. In the process of Internet+inheritance, it is necessary to strengthen the protection of intellectual property rights of intangible cultural heritage to prevent unauthorized use and piracy. At the same time, the protection of personal information is emphasized to ensure the privacy and security of users participating in Internet+heritage. (3) Lack of Inheritors and Structural Problems, Internet+Inheritance requires the participation and guidance of inheritors, but at present there are problems such as the aging of inheritors and lack of successors in some areas of intangible cultural heritage. Therefore, measures need to be taken to cultivate and incentivize the active participation of a new generation of inheritors to promote the continuation of inheritance. (4) Digital divide and digital accessibility, when implementing Internet+

inheritance, it is necessary to take into account the digital divide and digital accessibility between different regions and groups, to ensure information universality and inclusiveness, and to realize a more fair and equal inheritance environment.

3.2 EXPLORATION OF THE INHERITANCE MODE OF SPORTS INTANGIBLE CULTURAL HERITAGE IN HENAN PROVINCE BASED ON INTERNET+

The exploration of the inheritance mode of the intangible cultural heritage of sports in Henan Province based on Internet+ should give full play to the advantages of Internet technology, expand the scope and means of inheritance, while focusing on the protection of the value and characteristics of traditional culture, and innovate the inheritance mode and business model to promote the inheritance and development of intangible cultural heritage.

(1) Establish a digital platform to centrally record, manage and share information related to the intangible cultural heritage of sports in Henan Province. This platform can include websites, mobile applications and other forms, so that people can contact and understand the content of intangible cultural heritage through the Internet anytime and anywhere. (2) Utilize Internet+ technology to carry out online education and training programs for ICH. Through online video courses and live lectures, the skills and knowledge of intangible cultural heritage can be taught to the general public and interested learners, so as to expand the scope and effect of inheritance. (3) Apply virtual reality technology to create a virtual experience environment so that people can experience traditional sports ICH in an immersive way. Through virtual reality helmets, haptic feedback devices and other technologies, users can participate in the experience of traditional programs to improve participation and attractiveness. (4) Promote the interactive exchange of traditional sports intangible cultural heritage through the establishment of a specialized social platform. People can share their understanding and experience of intangible cultural heritage on this platform, exchange inheritance tips and techniques, and form a community for group interaction and learning. (5) Combine Internet technology and traditional experience to develop interactive sports ICH inheritance programs. For example, online competitions and online performances combine traditional programs with modern technology to enhance the fun and participation of inheritance. (6) Explore the use of Internet+ means to combine the intangible cultural heritage of sports in Henan Province with cultural and creative industries to create innovative business models. For example, designing and promoting sports and cultural derivative products, opening sports and cultural theme tours, etc., to promote the inheritance and development of intangible cultural heritage.

4 RESEARCH ON POLICIES AND MECHANISMS FOR THE INHERITANCE AND DEVELOPMENT OF SPORTS INTANGIBLE CULTURAL HERITAGE IN HENAN PROVINCE

4.1 ANALYSIS OF POLICIES ON THE PROTECTION AND INHERITANCE OF INTANGIBLE CULTURAL HERITAGE OF SPORTS IN HENAN PROVINCE

Henan Province has formulated a series of regulations and policy documents to protect and pass on the intangible cultural heritage of sports. For example, relevant documents such as the Regulations on the Protection of Intangible Cultural Heritage in Henan Province have been issued to clarify the scope of protection, inheritance mechanism and relevant responsibilities of intangible cultural heritage. In addition, there are specific policies, such as the establishment of special funds and support for protection organizations. Henan Province has included important intangible cultural heritage of sports in the cultural heritage list of the region in order to clarify the focus of protection and inheritance. At the same time, it establishes a corresponding management mechanism for the list and strictly examines the selected items to ensure that the rights and interests of the intangible cultural heritage and the value of its inheritance are safeguarded. In order to ensure the inheritance of the intangible cultural heritage of sports in Henan Province, a series of programs for the training and inheritance of inheritors have been implemented in the province. Through organizing activities such as training courses for inheritors and inheritance workshops for traditional items, a new generation of inheritors has been trained, and inheritors are encouraged to pass on their traditional skills to the younger generation. Henan Province has strengthened the construction and management of relevant institutions, and established specialized intangible cultural heritage protection centers, inheritance bases and research institutes to take charge of relevant protection and inheritance work. These institutions are tasked with the investigation, recording, protection and inheritance of intangible cultural heritage, promoting the in-depth development of protection and inheritance work. Henan Province encourages the development of innovative and inherited programs to integrate the traditional intangible cultural heritage of sports into modern society. Through the development of cultural and creative industries, tourism promotion and other activities, the intangible cultural heritage of sports has been able to realize better social and economic benefits and increase the sustainability of inheritance. In summary, the policies for the protection and inheritance of the intangible cultural heritage of sports in Henan Province have made positive efforts and effective measures in the formulation of laws and regulations, the construction of cultural heritage lists,

the cultivation and planning of inheritors, the construction of institutions and the development of innovative projects. the implementation of these policies has provided institutional and organizational safeguards for the protection and inheritance of the intangible cultural heritage of sports in Henan Province and promoted the inheritance and development of the intangible cultural heritage.

4.2 ORGANIZATIONAL INSTITUTIONS AND COOPERATION MODES FOR THE INHERITANCE AND DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE OF SPORTS IN HENAN PROVINCE

(1) the provincial cultural heritage protection agency, the Department of Culture and Tourism of Henan Province, is responsible for coordinating the protection and inheritance of cultural heritage in Henan Province, including the protection of intangible cultural heritage in sports. the agency is responsible for formulating policies, conducting surveys and research, organizing training and assessment and recognition. (2) Intangible Cultural Heritage Protection Center, Henan Province has set up the Intangible Cultural Heritage Protection Center, which is responsible for specific intangible cultural heritage protection and inheritance work. the center undertakes tasks such as investigation and recording of intangible cultural heritage, training of inheritors and project declaration, and promotes the inheritance and development of intangible cultural heritage in sports. (3) Inheritance bases and research institutions, Henan Province has established some inheritance bases and research institutions for in-depth research and protection of sports intangible cultural heritage. Inheritance bases are responsible for the training of inheritors, the teaching of skills and other practical work, while research institutions are committed to conducting academic research and promoting the inheritance and innovation of intangible cultural heritage. (4) Representative Inheritors' Organization of Intangible Cultural Heritage, Henan Province has set up the Representative Inheritors' Organization of Intangible Cultural Heritage, which is composed of inheritors with rich experience and skills. the organization is responsible for the selection, training and guidance of inheritors, and for strengthening exchanges and cooperation among inheritors. (5) Cultural and Creative Industries and Tourism Organizations, Henan Province encourages the combination of sports intangible cultural heritage with cultural and creative industries and tourism to promote the innovation and development of traditional culture. Cultural and creative industries and tourism organizations can cooperate with intangible cultural heritage protection agencies and inheritance bases to carry out activities such as cultural product development, promotion and promotion of tourism resource development. (6) Academic institutions, colleges and universities and social organizations.

Academic institutions, colleges and universities and social organizations play an important role in the inheritance and development of intangible cultural heritage in sports. They can conduct academic research, organize academic seminars, carry out training programs, etc., and promote mutual exchanges and cooperation between theoretical research and practical inheritance.

These organizations and cooperation modes constitute an important force in the inheritance and development of the intangible cultural heritage of sports in Henan Province, and through their respective responsibilities and cooperation, they jointly promote the protection, inheritance and innovation of the intangible cultural heritage, as well as the sustainable development of the intangible cultural heritage of sports.

4.3 ASSESSMENT AND RECOMMENDATION OF POLICIES AND MECHANISMS

Evaluating and recommending policies and mechanisms for the inheritance and development of intangible cultural heritage in sports in Henan Province need to comprehensively consider aspects such as policy implementation, cultivation programs, institution building, integration and development, public participation and monitoring mechanisms, in order to promote the inheritance and development of intangible cultural heritage in sports in Henan Province to achieve better results.

(1) Evaluate the implementation of existing policies and measures in the actual landing process. Are there responsible departments and specific action plans for implementation? Are there obstacles and challenges in the process of policy implementation? Based on the actual situation, make targeted recommendations for improvement to ensure that the policies are truly effective. (2) Evaluate the effectiveness and efficiency of the training and transmission programs for the inheritors. Are there effective training mechanisms and educational resources? Are young people attracted to participate in the transmission of intangible cultural heritage? It is recommended that the training and incentives for inheritors be strengthened, and that more opportunities and resources be provided for the younger generation to participate in the inheritance work. (3) Evaluate the operation and management of ICH safeguarding and transmission institutions. Does the institution have professional capacity and resources? Is it able to effectively coordinate the cooperation of all parties? It is recommended to strengthen the construction of the institution, provide sufficient financial and human resources support, and at the same time strengthen the collaboration and communication among institutions to ensure the smooth progress of the safeguarding and transmission work. (4) Assess the integration of cultural and creative industries and tourism development with the transmission of intangible cultural heritage in sports. Are there appropriate integration modes and project

development? Is it possible to realize benign interaction and common development? It is recommended that policy coordination between the cultural and creative industries and the tourism sector be strengthened to encourage more innovative projects and cooperation opportunities to enhance the influence and economic value of the intangible cultural heritage of sports. (5) Assessing public participation in the transmission of intangible cultural heritage in sport and the enhancement of social awareness. Does the public have sufficient awareness and interest in ICH? Are there platforms and mechanisms for participation and support? It is recommended that public education and publicity be strengthened to enhance public recognition and participation in the intangible cultural heritage of sports. (6) It is recommended that an effective evaluation and monitoring mechanism be established to regularly evaluate and monitor the policies and mechanisms for the transmission and development of intangible cultural heritage in sport. This will enable us to understand the effects and problems of policy implementation, and to amend and improve the deficiencies in a timely manner, so as to promote the long-term sustainability of the inheritance and development of the intangible cultural heritage of sports.

5 CONCLUSION AND PROSPECT

5.1 CONCLUSION

Internet+ technology provides new opportunities and ways for the inheritance of sports intangible cultural heritage in Henan Province. Utilizing the Internet platform can effectively record, manage and disseminate the content of intangible cultural heritage and expand the scope and influence of inheritance. Online education and training is an important way for the inheritance of sports ICH in the context of Internet+. Through online video courses and live lectures, the knowledge and skills of intangible cultural heritage can be taught to more people, promoting the continuation and development of the inheritance. the use of virtual reality technology can provide a richer experience for the inheritance of sports intangible cultural heritage. Through virtual reality equipment, people can be immersed in the traditional program, enhancing the fun and attractiveness of the inheritance. the combination of Internet+ and traditional experience and innovative business model can promote the inheritance and development of sports intangible cultural heritage. By combining intangible cultural heritage with cultural and creative industries and tourism, the economic value of sports intangible cultural heritage can be increased and its long-term sustainable development can be promoted.

5.2 OUTLOOK

Strengthen the combination of technology and traditional culture to further expand the application of

Internet+ in the inheritance of sports intangible cultural heritage. For example, the use of artificial intelligence technology to analyze and mine the data of intangible cultural heritage to carry out more in-depth research and protection work. Promote the construction and improvement of the Internet platform to build a comprehensive and systematic digital platform for sports intangible cultural heritage, providing diversified content display, education and training, and interactive communication functions. Dig deeper into the traditional knowledge and techniques of sports intangible cultural heritage, and carry out more academic research and talent training. Combine the inheritance of intangible cultural heritage with modern scientific and technological research to promote the inheritance and innovation of traditional culture. Strengthen cooperation and exchange, and promote cooperation among sports intangible cultural heritage inheritance organizations, academia, enterprises and social groups. Establish a network platform for cross-border cooperation, promote resource sharing and complementary advantages among all parties, and promote the inheritance and development of sports intangible cultural heritage.

In general, under the background of Internet+, the inheritance and development of sports intangible cultural heritage in Henan Province are facing opportunities and challenges. By giving full play to the

advantages of Internet technology and combining with the traditional cultural inheritance methods, the inheritance and development of sports intangible cultural heritage can be promoted and made to play a greater role in the contemporary society.

ACKNOWLEDGEMENTS

Project: Supported by the Humanities and Social Sciences Foundation of Henan University of Technology (SKND2023-16).

REFERENCES

- [1] Study Outline of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era [M]. Beijing: Study Press, People's Publishing House, 2019:146.
- [2] Wang Shun, Cheng Meichao. Research on the Inheritance and Innovative Development of Traditional Sports Intangible Cultural Heritage--Analysis Based on General Secretary Xi Jinping's Profound Discourse on Cultural Heritage [J]. Sports and Science, 2020, 41(04):1-6+37.
- [3] Xi Jinping on governance (Volume II) [M]. Beijing: Foreign Languages Press, 2017:313.

Enterprise Financial Management Innovation Under the Background Of "Internet Plus" Industrial Integration

XiaoMing Teng

Zibo Vocational Institute, Zibo 255314, Shandong, China

Abstract: With the arrival of the "Internet plus" era, enterprises are facing new development opportunities, but also fierce market competition. In order to stand firm, we need to pay attention to the innovation of financial management, improve the level of financial management with information technology, and promote the stable development of enterprise financial management. In this regard, financial management personnel should recognize the importance of industrial integration and apply internet technology to achieve innovation in enterprise financial management. This paper will discuss the innovation of enterprise financial management under the background of "Internet plus" industrial integration.

Key words: Internet plus; Industrial integration; Enterprise financial management; Innovation;

1. UNDERSTANDING OF "INTERNET PLUS" INDUSTRY INTEGRATION

Under the background of "Internet plus" industrial integration, enterprises should adapt to the changing situation of the times, actively innovate financial management, and give full play to the application value of Internet technology from aspects such as financial management concepts and management means, so as to better adapt to market development and reduce financial management problems for enterprises. Enterprise financial management personnel should have innovative awareness, strengthen their emphasis on industrial integration, deeply understand and master the key points of financial management transformation, continuously enhance their professional literacy, and ensure that they can achieve corresponding financial management innovation, bringing more competitive advantages to the enterprise.

With the arrival of the new era, "Internet plus" industry integration refers to the integration of traditional industries and the Internet industry to form a new format. With the integration of internet concepts, enterprises can innovate in social resource allocation, ensure scientific and reasonable resource allocation, reduce unnecessary resource waste, and effectively enhance the application value of enterprise energy. the industrial integration of "Internet plus" needs to

strengthen the application of advanced technologies, focus on the research and development of new technologies and new software, and integrate them with industries in various fields of society, which will help promote the development of social productivity. It can be seen that "Internet plus" industrial integration is an innovation, which can not only promote the transformation and upgrading of traditional industries, but also bring innovation to the development of enterprises, promote their competitiveness, respond more flexibly to the development of the current era, and create more economic benefits. For enterprises, they should recognize the concept of "Internet plus" industrial integration, seize this development opportunity, speed up the innovation of financial management, and lay a solid foundation for improving the level of financial management.

2. THE NECESSITY OF ENTERPRISE FINANCIAL MANAGEMENT INNOVATION UNDER THE BACKGROUND OF "INTERNET PLUS" INDUSTRIAL CONVERGENCE

Under the background of "Internet plus" industrial integration, enterprises should attach importance to the innovation of financial management, recognize the application value of Internet technology, promote the development of enterprise financial management by mastering the application points of advanced technical means, further improve the level of financial management, help to broaden market channels, and bring more possibilities for the development of enterprise financial management. From the current perspective, there are many problems with traditional financial management work, such as outdated management methods and concepts, which are difficult to meet the current development needs of enterprises. Only by combining their own actual situation and comprehensively considering the innovative needs of enterprise financial management, can clear goals be formulated and the level of financial management work be further improved.

By innovating the financial management work of enterprises, it helps to achieve centralized financial management, enhance market competitiveness, change the original single financial management form, and ensure that it can provide guarantees for new

businesses. At present, enterprises are facing increasingly complex financial information. In order to achieve real-time control, innovation in financial management should be strengthened. At the same time, attention should be paid to financial security issues to avoid situations where financial information is stolen, and prevention of financial information management should be emphasized to improve the level of financial management. In addition, enterprises should provide training for financial management personnel, continuously improve their professional abilities, enable them to have professional technical literacy, fully grasp the key points of technology application, and provide strong support for promoting innovation in enterprise financial management [1].

3. INNOVATIVE STRATEGIES OF ENTERPRISE FINANCIAL MANAGEMENT UNDER THE BACKGROUND OF "INTERNET PLUS" INDUSTRIAL INTEGRATION

With the arrival of "Internet plus" industrial integration, enterprises should attach importance to financial management innovation, starting from many aspects, such as studying financial management concepts, applying advanced financial management technology, promoting financial management innovation with the help of Internet technology, and establishing Internet plus financial management platform, so as to achieve an effective grasp of enterprise financial management and facilitate the play of various functions of financial management. In this regard, this article will propose the following innovative strategies:

(1) Strengthen research on financial management concepts

The development of practical work requires theoretical support. If enterprises want to achieve financial management innovation, they must attach importance to the research of financial management concepts, promote financial management personnel to apply advanced concepts, fully leverage the application value of technologies such as the Internet and big data, and innovate the financial management work of enterprises. In this regard, financial management personnel should start from multiple aspects, such as human resource management, fund flow research and development, and apply cloud computing, big data, and other technologies to practical activities, continuously optimizing and improving the shortcomings of previous financial management work, thereby bringing a positive impact on promoting innovation in enterprise financial management.

(2) Building a financial management system

Under the background of "Internet plus" industrial integration, enterprises should build a financial management system based on cloud computing, big data and other technologies to standardize the process of financial management, and provide strong support for financial management personnel to carry out their

work, facilitate the implementation of supervision and management of financial information data, and further promote the innovative development of enterprise financial management. For the construction of the financial management system, it should be included in the risk prediction and risk avoidance system, and strengthen the prediction of enterprise financial risks. If financial management personnel discover risk problems, they should report and handle them as soon as possible to prevent damage to the economic benefits of the enterprise and stop the spread of financial risks in a timely manner [2].

(3) Building a big data platform for financial management

In the context of "Internet plus" industrial integration, financial management departments will take on more work. In order to deal with it efficiently, enterprises should build a big data platform for financial management, further improve financial management functions, and provide strong support for financial management with the help of big data platforms, so as to ease the workload of financial management personnel, and also improve the efficiency and quality of financial management, Bringing more development opportunities to enterprises. On the big data platform, financial management personnel can directly upload financial data to the platform, and various departments can establish good interactive relationships with the finance department, greatly saving communication and communication costs, thereby simplifying the financial management process of the enterprise. Moreover, through the table processing function of the big data platform, data organization can directly extract the cost data information of enterprises and conduct comprehensive analysis on it, which helps optimize the traditional financial management procedures and improve the accuracy of cost data analysis, providing guarantee for the orderly development of enterprise financial management work.

4. CONCLUSION

At present, enterprises are developing at a fast speed. In the context of "Internet plus" industrial integration, we should keep pace with the times, accelerate the innovation of financial management, constantly improve the financial management function, give full play to the effective technical role, and bring positive influence to improve the level of financial management. In this regard, financial management personnel should possess professional literacy, apply modern information technology to practical management, and strengthen research on big data, cloud computing, and other technologies to ensure that they can contribute more value to the financial management of enterprises, thereby achieving the transformation and upgrading of enterprise financial management, and truly achieving refined and efficient management.

REFERENCES

[1] Zhang Baosheng. Research on Innovative Strategies for Enterprise Management Models under Management Accounting [J]. *Modern Marketing: Information Edition*, 2020, 0(2):35-35.

[2] Guo Yuanyuan. Reflections and Practice on Financial Accounting Management in the Context of the Internet Economy [J]. *Taxation*, 2021(5):123-124.

A Study on the Strategy of Integrating Case-Based Teaching into Landscape Design Course Instruction

Xiaoqian Ma

Zibo Vocational College, Zibo, Shandong, China

Abstract: This paper discusses the strategy of introducing case-based teaching into landscape design curriculum. Traditional landscape design courses often focus on theoretical knowledge, leading to students' lack of practical experience and difficulty to apply the learned knowledge into practice. Case-based teaching can help students develop practical ability and problem-solving ability. This paper presents teaching strategies for introducing case-based teaching into landscape design courses, including case selection, case interpretation, and case analysis. By implementing these strategies, teachers can better use cases to improve the quality of teaching and enhance students' learning experience.

Key words: Case-based teaching; Landscape design; Practical skills; Problem-solving abilities

1. INTRODUCTION

Landscape design is a highly comprehensive subject, which requires students to have strong practical ability and problem-solving ability. However, in traditional landscape design courses, students are often only exposed to theoretical knowledge and lack practical experience. To solve this problem, more and more teachers began to introduce case-based teaching into landscape design curriculum teaching [1]. Case-based teaching is a case-based teaching method, through students' research and analysis of real cases, improve students' practical ability and problem solving ability [2]. This paper aims to explore the strategies of introducing case-based teaching into landscape design courses in order to improve students' learning outcomes and practical abilities.

2. PROBLEMS ARISING IN LANDSCAPE DESIGN COURSES FROM THE PERSPECTIVE OF CASE-BASED TEACHING

In traditional landscape design courses, students often can only learn through the theoretical knowledge in the classroom and lack practical experience. This leads students to feel confused when they encounter various problems in practice, and it is difficult to apply the theoretical knowledge learned in class to practice [3]. Therefore, some problems arise in the landscape design curriculum. First, the students are lack of practical experience. Landscape design is a highly

practical subject, which requires students to have a certain practical ability. However, traditional landscape design courses often lack practical experience, making students confused when encountering various problems in practice. Secondly, it is difficult for students to apply the theoretical knowledge learned in class to the actual situation. Traditional landscape design courses often only focus on the teaching of theoretical knowledge and lack of practical teaching. This leads to it is difficult for students to apply the theoretical knowledge learned in the classroom in practice. Finally, the students lack the problem-solving skills. Landscape design is a subject that needs to solve practical problems, and requires students to have certain problem-solving ability. However, traditional landscape design courses often focus only on the teaching of theoretical knowledge and lack problem-solving practical teaching. This leads to students' lack of problem-solving ability and is difficult to deal with various problems in practice.

To sum up, there are some problems in the traditional landscape design courses, which are mainly manifested in the students' lack of practical experience, the difficulty in applying the theoretical knowledge learned in class to the practical situations, and the lack of problem-solving ability. To solve these problems, some effective teaching strategies need to be adopted, such as introducing case-based teaching to help students better understand the course content and develop practical skills and problem-solving skills.

3. CASE-BASED TEACHING INTRODUCES THE CORE ADVANTAGES OF LANDSCAPE DESIGN CLASS

Case teaching is a teaching method based on practical cases, which combines theoretical knowledge with practical experience, and cultivates students' practical ability and problem solving ability by analyzing and solving problems in real cases. the introduction of case teaching in landscape design curriculum has the following core advantages: First, case-based teaching can provide rich practical experience. By introducing real cases, students can have access to real landscape design projects to understand the situation, needs and challenges of the actual projects. Students can analyze and solve the case problems, gain valuable practical

experience, and improve their practical ability [4-5]. Secondly, case teaching can stimulate students' interest and initiative in learning. Traditional classroom teaching is often teacher-centered, and students passively accept knowledge. By introducing real cases, case teaching can make students more actively participate in learning and stimulate their interest in learning. Students can proactively explore and learn the relevant knowledge and skills by analyzing and solving the problems in the case. Third, case-based teaching can promote comprehensive learning across disciplines. Landscape design is a highly comprehensive discipline, involving the knowledge and skills of multiple subject areas. By introducing cases from different fields, students can learn how knowledge and skills in different subject areas can be applied in landscape design. This helps students to develop interdisciplinary thinking and comprehensive learning ability. Finally, case-based teaching can cultivate students' problem-solving ability. In the process of case analysis and problem solving, students need to use their own theoretical knowledge and skills to put forward reasonable solutions. This helps to develop students' problem-solving skills, enabling them to think and solve problems independently in practice.

To sum up, the introduction of landscape design curriculum in case teaching has the core advantages such as rich practical experience, stimulating learning interest and initiative, promoting interdisciplinary comprehensive learning and cultivating problem solving ability. Through case teaching, the teaching quality can be better improved, students' learning experience can be enhanced, and their practical ability and problem solving ability can be cultivated.

4. CASE-BASED TEACHING INTRODUCES THE TEACHING STRATEGY OF LANDSCAPE DESIGN CURRICULUM

Introduce case teaching is an effective teaching strategy to improve the teaching quality of landscape design curriculum and cultivate students' practical ability. Here are some possible teaching strategies:

4.1 Select the appropriate cases

Select the representative cases related to the course content, including different types of landscape design projects, projects of different sizes and different design styles. the case should be challenging and can stimulate students' thinking and creativity.

4.2 Case analysis

Before introducing the case study, conduct the case analysis first. Teachers can help the students understand the specific situation of the case by explaining the background, needs and challenges of the case. Students can analyze the problems in the case, explore possible solutions, and make their own views and suggestions.

4.3 Group discussion

Divide students into groups and let them analyze and discuss cases together. Each group can be responsible for a case, and through group discussion, students can think and solve problems together. Teachers can play a guiding role in guiding and promote the communication and cooperation between students.

4.4 Field investigation

Combine the case with the field investigation, and let the students personally go to the field investigation to investigate the landscape design project where the case is located. Students can observe and understand the actual situation of the project, and combine it with the problems in the case to better understand and solve the problem.

4.5 Role playing

Let the students play different roles, such as landscape designers, owners, municipal departments, etc., to simulate the real working environment and situation. Through role-play, students can better understand the needs and concerns of different stakeholders, and develop their comprehensive abilities and problem-solving skills.

4.6 Establish case database

Teachers can establish a case bank to collect and sort out relevant cases for students' reference and study. Students can study and analyze the cases by themselves after class, and put forward their own designs and solutions.

4.7 Combined with practical projects

combine case teaching with practical projects, so that students can apply the theoretical knowledge and skills learned in practice. Students can participate in real landscape design projects and work with the owners and teams to solve practical problems.

Through the above teaching strategies, case-based teaching can be better introduced to improve the teaching quality of landscape design curriculum and students' practical ability. Teachers should play a guiding and guiding role, stimulate students' thinking and creativity, and cultivate their comprehensive ability and problem-solving ability. At the same time, students also need to actively participate in and cooperate to improve their practical ability and professional quality through analyzing and solving the problems in the case.

5. CONCLUSION

By introducing case-based teaching into landscape design curriculum, students can be helped to improve their practical ability and problem solving ability. This paper proposes teaching strategies for introducing landscape design courses, including case selection, case explanation and case analysis. These strategies can help teachers to better use cases and improve the quality of teaching and students' learning experience. In the future, further research on the application and effectiveness of case-based teaching in landscape design education is needed.

REFERENCES

- [1] Carvalho, A. M., & Gois, J. M. (2019). Case-based teaching in landscape architecture design education: A case study of a Portuguese university. *Journal of Landscape Architecture*, 14(2), 46-57.
- [2] Chou, Y. C., & Du, J. H. (2018). Integrating case-based learning into landscape architecture design education: A Taiwanese experience. *Journal of Landscape Architecture*, 13(1), 82-91.
- [3] Pacheco, R., & Pinto, R. (2016). Case-based learning in landscape architecture design education: A Portuguese experience. *Journal of Landscape Architecture*, 11(3), 36-45.
- [4] Silva, R. F., & Gonçalves, P. (2019). Case-based teaching in landscape architecture design education: A Portuguese case study. *Journal of Landscape Architecture*, 14(4), 56-67.
- [5] Zhang, Q., & Li, Y. (2018). Case-based teaching in landscape architecture design education: A Chinese experience. *Journal of Landscape Architecture*, 13(4), 68-77.

An Analysis of the Impact of Campaign Governance on the Effectiveness of Student Work in Colleges and Universities

Fan Guo

School Of Civil Engineering, Suzhou University of Science and Technology, Suzhou, Jiangsu, 21500, China

Abstract: This paper explores the negative effects and coping strategies by analysing the impact of campaign-style governance on the effectiveness of student work in colleges and universities. Efforts are made to clarify the work objectives, formulate scientific plans, strengthen rule of law education, enhance students' awareness of the rule of law, and strengthen daily management. Through the establishment of a perfect organisational system, responsibility system, supervision and evaluation mechanism, it ensures the effective promotion of work. At the same time, it pays attention to the cultivation of students' rule of law thinking, regulates students' behaviour, and ensures the order of school teaching and students' healthy growth. It aims to provide reference for the improvement of student work in China's colleges and universities.

Keywords: Campaign Governance; Student Work In Higher Education; Impact Analysis

1. THE NEGATIVE IMPACT OF CAMPAIGN GOVERNANCE ON THE EFFECTIVENESS OF STUDENT WORK IN COLLEGES AND UNIVERSITIES

With the development of China's social economy and the deepening of educational reform, student work in colleges and universities is facing more and more challenges. Campaign governance, as a common management tool, has had an important impact on student work in colleges and universities. In the following, this impact will be analysed in depth and corresponding coping strategies will be proposed.

1.1 Campaign-style governance can lead to a "windfall" phenomenon

Campaign governance is a common management tool that focuses on a particular problem for a specific period of time. However, campaign governance can have a number of negative impacts, one of which is that it can lead to the phenomenon of a "flurry". the "gust" phenomenon refers to the fact that campaign governance is often temporary and unannounced, and may achieve some results in a short period of time, but due to the lack of long-term planning and sustained implementation, it leads to a rebound of the problem soon after a short period of remediation, or even makes it more serious. Campaign-style governance is

usually carried out when the problem is serious or when there is high social concern. Leaders and managers will be under greater pressure and may therefore adopt short-term, quick-impact measures, while neglecting the fundamental solution to the problem and long-term planning. Campaign-style governance lacks the support of institutionalisation and standardisation, and is often the result of the personal will and determination of the leader, and is therefore prone to a "gust of wind" when there is a change of leader or a change in the environment.

1.2 May prejudice the legitimate rights and interests of students

Movement-based governance, in solving problems that may exist in the work with students in higher education, sometimes puts too much emphasis on the achievement of goals and neglects the legitimate rights and interests of students. This phenomenon is manifested in many ways, such as overly strict management of students, overly restrictive behaviour and overly harsh punishment of students. All these practices may lead to the impairment of students' legitimate rights and interests. Excessively strict management and restrictions may affect students' personal freedom. As students of higher education institutions, they are entitled to enjoy certain personal freedoms, including freedom of thought, freedom of speech and freedom of behaviour. However, campaign-style governance may excessively restrict these freedoms of students, preventing them from giving full play to their individuality and creativity.

1.3 May affect the normal order of teaching and learning in schools

Movement-based governance may have a negative impact on the normal teaching and learning order of the school when solving the problems that may exist in the work with students in colleges and universities. This impact is mainly manifested in the following aspects: firstly, movement-based governance may disrupt the school's teaching programme. In order to achieve the objectives of student work, some temporary activities may be arranged, and these activities may conflict with the original teaching programme, leading to disruption of the teaching programme. Secondly, movement-based governance may distract students' attention. When students are

asked to participate in activities related to movement-based governance, they may be distracted and unable to concentrate on their studies. the impact of this on student learning outcomes is obvious. Finally, movement-based governance may affect the quality of teaching and learning in schools. If movement-based governance places too much emphasis on goal attainment, it may lead to some teachers neglecting the quality of teaching and learning in pursuit of results, thus affecting the overall quality of teaching and learning in the school.

2. COPING STRATEGIES OF CAMPAIGN GOVERNANCE ON THE EFFECTIVENESS OF STUDENT WORK IN UNIVERSITIES AND COLLEGES

2.1 Improve relevant systems to standardise and institutionalise campaign governance

In order to make campaign-style governance more standardised and institutionalised, we need to improve the relevant system in the following aspects: Firstly, clear objectives and standards of work should be set. the objectives of campaign-style governance should be specific and clear, and at the same time there should be quantifiable standards to facilitate the assessment of the effectiveness of the work. This can avoid the arbitrariness and blindness of campaign-style governance and improve its relevance and effectiveness. Secondly, a perfect organisational system and responsibility system should be established. For campaign-style governance, the duties of relevant departments and personnel should be clarified, and a working mechanism with layers of responsibility and accountability should be established to ensure that the governance work is carried out in an orderly manner. Finally, a scientific work plan and timetable should be formulated. Campaign-style governance should not be surprise and ad hoc, but should have a detailed plan and timetable, and progress gradually according to the plan to ensure the continuity and durability of the work. At the same time, we should also note that institutionalisation is not a panacea, and it is also necessary to combine the actual situation with the flexible use of campaign-style governance to achieve the best results [1].

2.2 Focusing on rule of law education to raise students' awareness of the rule of law

Focusing on education on the rule of law and raising students' awareness of the rule of law is an important means of avoiding campaign-style governance going astray. Rule of law education can help students understand laws and regulations, clarify their rights and obligations, and develop the habit of abiding by the law, thereby reducing the incidence of student violations. First of all, schools should strengthen education on the rule of law and incorporate it into their teaching programmes so that students can learn about the law in the classroom. It can also make

students understand the law more intuitively by organising legal lectures and other forms. Secondly, schools should focus on cultivating students' rule of law thinking, so that students can consciously use legal thinking to analyse and solve problems when they encounter problems. Schools can organise some practical activities on the rule of law, so that students can experience the role of the law in practice and cultivate their thinking on the rule of law. Finally, schools should strengthen the supervision of students, regulate their behaviour, and stop and deal with their illegal acts in a timely manner.

2.3 Strengthening the day-to-day management of student work and reducing reliance on campaign-style governance

Strengthening the day-to-day management of student work and reducing reliance on campaign-style governance is another important means of avoiding campaign-style governance going astray. By strengthening the daily management of student work, problems among students can be found and solved in time, preventing the accumulation and deterioration of problems, thus avoiding the necessity of campaign-style governance. Firstly, schools should establish a sound mechanism for student work, clarify the duties of each department and personnel, and set up a working mechanism with layers of responsibility, so as to ensure that student work is carried out in an orderly manner. Secondly, schools should strengthen the daily management of student work, regulate students' behaviour, and stop and deal with students' illegal behaviours in time. In this way, they can ensure the behaviour of students in school and prevent the accumulation and deterioration of problems. Finally, schools should strengthen communication and collaboration with students' parents, so that they can understand the work of the school and co-operate with the school to do a good job in managing students.

CONCLUSION

In the current social context, campaign-style governance can, to a certain extent, solve some pressing problems. However, if we are to ensure the continued harmony and stability of society and prevent it from going astray, we need to make efforts in a number of areas. When formulating work objectives and plans, they must be clear, scientific and reasonable, and an effective monitoring and evaluation mechanism must be established to ensure that the work progresses steadily in accordance with the set objectives and to promote the growth and development of students.

FUND PROJECTS

Suzhou University Of Science And Technology "A Study of the Implementation and Effectiveness of Movement-Based Governance in Student Work in Colleges and Universities"(2022SJSZ0718).

REFERENCES

ACADEMIC PUBLISHING HOUSE

- [1] Tang Yi. Analysis of movement-based governance in contemporary China [J]. *China International Finance and Economics: Chinese and English Edition*, 2018(12):1.

Reflections On the Work of Young Professional Teachers as Part-Time College Counselors

Jiarui Yuan

Zibo Vocational Institute, Zibo, Shandong, China

Abstract: It is a phenomenon that young professional teachers serve as part-time college counselors in many colleges and universities. By analyzing the advantages and disadvantages of part-time counselors for professional teachers in student management, this paper explores the path of improving education. In strengthening systematic training, how to plan time reasonably and improve the management system, the author puts forward the effective path to improve the education work of part-time counselors.

Key words: Professional Teachers, Part-time counselors, Universities

1. THE ADVANTAGES OF YOUNG PROFESSIONAL TEACHERS AS PART-TIME COUNSELORS

1.1 Age advantage of young teachers. the age gap between young teachers and students is small, and their age is similar to the age of students. Therefore, the generation gap between young teachers and students is very small, and there are many common topics between them. Students are more willing to communicate with youth counselors than with other teachers. Due to the similar age and growth environment, young counselors are very easy to accept students' way of thinking and can understand the ideas put forward by students and grasp the psychological characteristics of students. This helps to draw the distance between students and teachers, and helps to form a harmonious teacher-student relationship. So, youth counselors can get close to students, understand students' needs and problems.

1.2 Part-time counselors of professional teachers have more time to communicate with students. In addition to meeting students when managing them, part-time counselors also teach students professional courses. Professional teachers can communicate with students for a long time in class, and they can combine the principle of education with specialized courses to achieve better teaching and education results.

1.3 Professional teachers have strong professional knowledge background, which can increase students' professional identity. Part-time counselors have a solid foundation of professional knowledge, and they know more about students' majors than full-time

counselors. the professional teachers who undertake the work of part-time counselors have rich learning experience and profound educational background. They are familiar with the professional knowledge and skills that needed to be learned in the major. In addition, young professional teachers have strong learning ability, and they can keep up with the development and changes of the country. They are familiar with the latest trends of their profession. Therefore, part-time counselors do a better job than full-time counselors in guiding students' employment direction and cultivating students' professional ability. Students trust teachers with strong professional backgrounds more. This is conducive to the counselor to carry out the work of education.

2. THE DILEMMA OF YOUNG PROFESSIONAL TEACHERS IN UNDERTAKING PART-TIME COUNSELOR WORK

2.1 Young professional teachers have no experience in working with students. Young professional teachers did not systematically learn the ways of student management when they were in school. They lack theoretical knowledge such as pedagogy and psychology. Compared with full-time counselors, young part-time counselors have less experience in managing students. Part-time counselors are less experienced in dealing with special situations, such as when students encounter psychological problems. Therefore, students' problems may not be solved in time. Besides, they are not skilled in handling emergencies. When emergencies occur, part-time counselors are unable to come up with accurate and effective solutions. How to balance teaching and management is a big problem for part-time counselors.

2.2 In addition to student management, part-time counselors of professional teachers have other heavy work. Professional course teachers working as part-time counselors means that they not only have the job of managing students, they also have the job of teaching, research, administration and many other jobs. Teachers of specialized courses have heavy teaching tasks. They need to take many classes every week and spend a lot of time preparing for them. As professional teachers, they also complete scientific research such

as writing papers and doing projects to keep up with the development of the profession. Many aspects of work pressure make part-time counselors powerless. They may be too busy with research to not neglect student management. Even if a student has an accident during class hours, the part-time counselors can't get to the scene quickly. How to balance teaching and management is a big problem for part-time counselors.

2.3 The school may lack a perfect part-time counselor management system. First, there is no clear system for hiring part-time counselors. Most part-time counselors are appointed directly by the school. Part-time counselors have different working ability and comprehensive quality, and their performance in managing students is also different. Second, some schools evaluate part-time counselors and full-time counselors according to the same standards. Due to the lack of management experience, part-time counselors are less likely to perform well in student work as full-time counselors. This results most of the award quota is occupied by full-time counselors, part-time counselors have few opportunities to evaluate. This is easy to undermine the enthusiasm of part-time counselors.

3. THE EXPLORATION OF THE EDUCATION PATH OF YOUNG PART-TIME COUNSELORS

3.1 The universities should carry out systematic training to improve the comprehensive quality of part-time counselors. Before the part-time counselor takes up his post, the school carries out special training for the part-time counselor in order to enhance their knowledge of student management theory. Pre-job training can help young part-time counselors understand the specific matters of students' work, so that they can clearly understand the responsibilities of part-time counselors. Systematic training should also be carried out regularly in the follow-up, and the political literacy and comprehensive quality of part-time counselors should be continuously improved. universities can also conduct monthly discussion activities to provide experience sharing platforms for part-time counselors and full-time counselors. Part-time counselors constantly reflect on their own shortcomings and learn the management methods of full-time counselors in communication. By participating in training and exchanging experience, the comprehensive quality and working ability of part-time counselors can be gradually improved.

3.2 Young professional teachers give full play to their advantages of being young and energetic, and reasonably plan their working hours. Young professional teachers should properly handle the relationship between the work of counselors and scientific research. the main responsibility of professional teachers is to engage in teaching and

scientific research. Part-time counselors need to combine student management and teaching work, and arrange working time reasonably. In addition, universities should also set up scientific research projects related to student management. It can encourage part-time counselors of professional teachers to carry out scientific research combined with the work of counselors and provide special financial support. It is universities' responsibilities to help part-time counselors of professional teachers do a good job in student management without affecting teaching and research work.

3.3 Optimize the selection, assessment and evaluation system for part-time counselors. First of all, universities should establish a sound part-time counselor selection system. Through the written test, interview, probation and other strict procedures to select part-time counselors. It is helpful to improve the selection threshold of part-time counselors and to ensure that the truly excellent part-time counselors on the job. Secondly, colleges should establish an assessment system for part-time counselors. the university or college could regularly examine the work of part-time counselors in many ways. Part-time counselors who do good work should be commended. Part-time counselors who are not active in their work can have a talk or ask full-time counselors to guide them. This can improve the part-time counselors' work enthusiasm.

4. CONCLUSION

Undertaking the part-time counselor work is not only the necessary experience for young teachers, but also an important link in college education work. Universities and colleges can provide support for the growth of young part-time counselors by carrying out training of part-time counselors and optimizing the evaluation system of part-time counselors. Part-time counselors themselves should also be diligent in learning, constantly improve themselves, and contribute their own strength to the student education.

REFERENCES

- [1] Huang Yan, Huang Xiaobo. Educational Path of Part-time Counselors for Professional Teachers in Colleges and Universities under the Background of "Innovation and Entrepreneurship" [J]. China-Arab States Science and Technology Forum, 2021(04):150-152.
- [2] Li Lianglin. the Educational Value, Dilemma and Approach of the Part-time Counselors of Professional Teachers in Colleges and Universities [J]. Journal of Hubei Open University, 2020, 33(14):90-91+104.

Design and Research of Dynamic Sand Painting Picture Books in the New Media Era —Take the example of Chinese traditional mythological story sand painting picture book

Na Zhu^{1,2}

¹Philippine Christian University Center for international Education, Manila, Philippines

²Linyi University, LinYi, Shandong, 276000, China

Abstract: Sand painting is an ancient and fashionable form of artistic expression, the modern art of sand painting, "sand as ink, hand as a pen" fusion of stage performances and new media technology to show the superb artistic charm, with the extensive use of new media, the main carrier of the picture book by the traditional paper to various types of electronic equipment, in this context, dynamic sand painting. In this context, dynamic sand painting picture books came into being. Dynamic sand painting illustrated books use light and shadow technology to "swing, sprinkle, twist, pinch" and other techniques on sand, "sand moves with the hand" for scene and picture conversion to narrate the storyline. In this paper, we take traditional Chinese mythological stories as an example, analyze and sort out their artistic characteristics and development, as well as the design and application of dynamic sand painting. The paper analyzes and combs its artistic characteristics and development, as well as the design and application of dynamic sand picture book. It digs deep into the material and cultural connotation of Chinese myths, and uses the combination of traditional culture and modern sand painting art to inherit the traditional Chinese culture.

Keywords: Sand Painting Art, Dynamic Sand Painting, Sand Painting Picture Book, New Media, Traditional Mythological Stories

1. INTRODUCTION

Hegel once said, "Every work of art belongs to its time and its people. Art is the product of the Times, and so is the art of sand painting. Throughout the development of Chinese sand painting, sand painting has a long history. According to historical records, in the Song Dynasty, there are allusions to "sand calligraphy" and "sand calligraphy painting". Mr. Hou Baolin, a master of contemporary Chinese crosstalk art, is also a unique skill lost in crosstalk. The modern sand painting art is originated from the new media era of "art+science" in the 21st century, and a sand painting performance named "Genesis" was presented

by Hungarian artist Frank Cooke at the Korea Comic & Animation Festival in 2003, highlighting the avant-garde and innovative nature of sand painting through technology and media. In 2003, Hungarian artist Frank Cook brought a sand painting performance called "Genesis", which transformed sand painting with the help of science and technology and media, highlighting the avant-garde and innovative nature of sand painting art. As a new form of artistic expression, the sand painting process is based on narrative, combined with lighting, music, photography, video editing, giving full play to the fluidity of sand in light and shadow, which enhances the expressiveness and infectiousness of the art, and has a strong sense of immersion to arouse the audience's emotional resonance. In the era of new media, the presentation of traditional Chinese mythological story illustrated books in the form of sand painting can enrich the form of traditional cultural presentation, which has an important impact on children's enlightenment education and growth and development, and contributes to the inheritance and dissemination of traditional Chinese culture.

2. RESEARCH BACKGROUND ANALYSIS

2.1 Research status of traditional picture books

With the social concern and attention to children's education, picture books have an indispensable importance in the children's books market, picture books play a larger role in the development of children's mind and body, parents and teachers to educate and entertain children, so as to stimulate the child's imagination, cognitive ability, began to see the importance of this type of books.

With the rapid development of the network, in the new media environment, the form of picture books is increasingly diversified, no longer limited to the paper media as the representative of the traditional picture books, it is more integrated into the animation, games, sound and a series of more interesting interactive elements, even if the traditional picture books can give a certain amount of imagination, but for the new form of picture books, it is not only should be to create high-

quality book content, at the same time, sound, picture, interaction, smell, touch, and so on, it is important to create a new form of picture books. interaction, sense of smell, sense of touch, experience environment and so on, also need to be greatly improved to adapt to the arrival of the 5G era.

2.2 The Rise and Development of Modern Sand Painting Art in China

In 2008, modern sand painting art emerged in China, as an art form with great visual impact, it gives people a sense of shock, romance and elegance, and is extremely loved by people, especially children. the time and space mobility, comprehensiveness, arbitrariness, integration, entertainment and other characteristics of sand painting art make this art form has developed into a well-known art form in just over ten years, and its wide influence and rapid development are amazing.

3. CHARACTERIZATION OF DYNAMIC SAND PAINTING PICTURE BOOK

Sand painting refers to the visual art created with sand as the material, due to the different creative techniques and forms of expression, there are static forms of expression of gold silk sand painting, solid color sand painting, sand bottle painting, etc., as well as dynamic forms of sand painting performance, sand animation, sand painting video creation, etc. ^[1] What is more popular nowadays is sand painting performance and sand painting video, and the sand painting in this paper mainly refers to dynamic sand painting.

3.1 Definition of dynamic sand painting picture book

Picture book originated in the 17th century in Europe, it originally refers to the paper as the main carrier, for a story specially drawn, mainly picture books. With the development of the times, picture books are no longer limited to the form of paper books, no longer satisfied with a single picture and text, in the new media carrier support, electronic picture books came into being. At the same time, an emerging art form quietly appeared - sand art, refers to the smooth light box type drawing board, accompanied by music, the creator of the sand as a painting, through the projection of the way to show creativity, express emotions, convey culture and the use of multimedia to spread. Sand painting picture book is also a diversified presentation of picture books, which precisely meets the requirements of digital picture books. This form of creative expression is influenced by Frank Cook. This form of creative expression is influenced by Frank Cook, and spreads rapidly in China. Su Dabao, Gao Zanmin and others are the earliest explorers and researchers, who have made important contributions to the creation and promotion of the development of sand painting art in China.

3.2 Characteristics of dynamic sand painting picture books

3.2.1 Analyzing from artistry

A sand a world, sand is the most basic material material given by nature to human beings, the creators of the bland sand grains rich in artistic vitality, is the direct embodiment of human creative thinking. ^[2] The natural simplicity and mobility characteristics of sand are conducive to the artistic expression of dynamic sand painting illustrated books, and its rich texture texture presents a unique beauty of material. Modern sand painting, through the image projection of the sand painting table, can better show the rough or delicate artistic characteristics of sand painting, especially in the dynamic sand painting picture book creation, can express the rich and colorful emotional interest like ink Chinese painting, which greatly enriches the visual aesthetic experience.

Dynamic sand painting illustrated book creation does not rely too much on other tools, hand instead of pen, sand as ink, simple and interesting form. Sand painting in the sketch molding or splash into the scene, both natural coherence, but also clever conversion, the whole process in one fell swoop, breaking the fixed pattern of traditional static paper picture books, forming a unique artistic implications, but also for the dynamic picture book opens up a richer performance space.

3.2.2 Analyzing from functionality

With the development of the new media era, sand painting gets rid of the limitations of traditional disciplines, integrating literature, painting, music, performance, stage, film and television, light and shadow and other diversified factors constitute a dynamic system. Sand painting is also a comprehensive art, the creator holds the sand in his hand, and with the music and the plot of the picture, a collection, a release, a splash, a scattering, and its diversification brings the audience a stronger interactive and imaginative space, so that the audience obtains a visual experience that is very different from the previous one.

The sand painting illustrated book on the subject of traditional Chinese mythological stories opens up a new exploration of traditional culture, which not only inherits the essence of traditional culture, but also skillfully integrates elements from multiple fields such as advertising, animation, film and television. Through the use of music, narration, light effects and other multimedia technologies, the sand painting illustrated book can bring the audience an all-round sensory experience in the visual, auditory and emotional levels, which is mesmerizing. This diversified sand painting art and new media are interpenetrating and complementing each other, which promotes the professional development of sand painting art, pursues the picture effect that is compatible with the characteristics of the times, and at the same time conveys the aesthetic trend with the epoch and positive value thinking. In addition, as a new type of dynamic reading picture books, sand

painting can stimulate the reader's vision, highlight the "dynamics" of the picture books, enhance children's knowledge and absorption of the contents of the picture books, stimulate children's interest in reading, and enhance understanding.

4. DYNAMIC SAND PAINTING PICTURE BOOK DESIGN AND APPLICATION IN THE NEW MEDIA ERA

4.1 Turning static into movement

Objects in motion are more likely to have an impact on people's vision, and more likely to leave a deep impression on people, the content of the picture book can be presented in a dynamic form, which can cause the reader's line of sight to change. Gestalt psychology mentions that the visual performance of static things is very single, people will feel boring and easy to forget, the dynamic treatment of picture books enhances the visual impact, but also can leave a deep impression for the readers, and better convey the theme of the story. ^[3] The impact of the new media environment has brought unprecedented challenges to the traditional picture book industry, make full use of new media technology is a good choice, picture book design should be realized in the future multi-dimensional interaction, reduce the lack of graphic information in the picture book in the traditional paper media picture book, children's picture book content to dynamic sand painting this form to the majority of children's readers, as opposed to the traditional picture book is more able to stimulate children's enthusiasm for learning and exploration. For example, the dynamic sand painting picture book "Pangu opened up the sky and earth", the traditional Chinese mythological theme picture books to the new media equipment, different from the traditional form of animation and the use of dynamic sand painting as a new art means to tell the story of Pangu from the chaos, awakening, opening, top stand to the final transformation of all things, dynamic images more visual impact and freshness, prompting children to effectively improve the reading efficiency in the lively and interesting learning atmosphere, and to guide children to participate in the story. Guide children to participate in the story, experience a good sense of picture and sound effects and the narrator's explanation of the substitution, will give children a new physical and mental experience.

4.2 Interesting Narrative of Destruction and Establishment

Sand painting is known as flowing art, a handful of sand and a light box, it is entirely by virtue of the creator of the idea of surprise, changing out of different pictures, each picture will be destroyed, but the destruction is for the next picture to make a pad, destruction and reconstruction of the alternation is the unique charm of sand painting. In the dynamic sand painting picture book, according to the need of the theme, through the series of pictures constantly extending and changing, so that the theme is

constantly sublimated, with the development of the storyline, the picture is constantly broken and standing, promoting the artistic mood gradually reach a climax, through the transition and sand painting techniques to achieve the picture of the narrative of the ups and downs of the transition and lead the readers to achieve the artistic effect of empathy.

For example, the dynamic sand painting picture book "Nine-Colored Deer" is drawn continuously throughout the whole process, using "sand" and "hands" to interpret the ups and downs of the story, each picture from breaking to reorganization, transitions are ingenious and the picture is coherent, which requires that the artist has a high degree of control and skillful skills in sand painting. the whole process not only follows the common law of artistic expression, but also gives play to the artistic infectious power of silent experience, using a unique form of artistic presentation to let readers feel the fun of dynamic sand painting picture books.

5. DYNAMIC SAND PAINTING PICTURE BOOK DEVELOPMENT STRATEGY UNDER NEW MEDIA

5.1 Effective penetration of traditional Chinese culture in sand painting art

Philosopher Schelling said, "A nation can be called a nation only when it judges itself as a nation from its own myths. " Myth conveys the basic values of a nation and the initial form of national spirit, and is an important part of our traditional culture. ^[4] Dynamic sand painting picture books use their unique educational form to combine interesting storylines and rapidly changing images to tell cultural knowledge together, compared with paper picture books that teach children traditional cultural knowledge, this unique dynamic image approach makes it easier for young readers to accept and learn, and they can acquire traditional cultural knowledge in a novel and interesting way. Dangdang Children's Books.

Dangdang Children's Books put forward China's original power in 2015, calling for more creators to dig into Chinese history and culture and create original picture books that children love, the value of China's original picture books is constantly being tapped, and in this context, children's picture books with traditional Chinese cultural themes are also gradually being emphasized by creators, who are beginning to try to create mythological theme picture books suitable for Chinese children. the future development of dynamic sand painting picture books should also make full use of the cultural carrier of "Chinese traditional culture picture books", dig deep into the excellent traditional cultural elements, revive the classics, highlight the children's nature of picture books, ethnicity, uniqueness and the times, and truly play the value-guiding role of excellent traditional Chinese culture.

5.2 Online and offline, integration and complementarity

A handful of yellow sand, thousands of flowing images, sound and light audio and video, like a dream, this form of creation in the appropriate appearance in the children's reading activities, will play a role in stimulating the interest of the effect, so that the reader is more in-depth into the text, understanding the text. Reading fusion sand painting, lyrical storytelling with sand, the picture in the text, illustrated.

The research found that some picture book library to take online reading and offline sand painting experiential activities combined. For example, Zhejiang Library seeks innovation on the basis of exploring the way of parent-child reading, adding sand painting experience in the reading of picture books in the experience to enhance the children's contact with the soil, sand and other natural objects in the understanding of the picture books, find out the details at the same time through the expression of self-directed self-painting to cultivate the children's imagination, concentration, observation and expression and other comprehensive qualities. In addition, in some elementary school and kindergartens have also opened offline sand painting courses, many of the contents of the language teaching materials, such as ancient poems, fables, fairy tales, etc., and sand painting cleverly integrated, and become the classroom teaching of ecological complementarity of the innovative performance, especially for the lower grades students, vivid, graphic, intuitive form of sand painting, will fully mobilize the enthusiasm of the students classroom learning, and enhance the interest of the text of the reading.

5.3 Forming a complete industry chain with the help of new media communication forms

After the integration of new media into the sand art industry, sand art works have made a leap forward, and at the same time, with the help of new media is also a necessary part of the development of dynamic sand picture books. Sand painting illustrated book from the conception, creation, planning, sales and other aspects are compatible with the characteristics of new media, in the role of new media, gradually adapted to the laws of the market, reducing the cost of sand painting art works marketing.

The new media platforms such as Tiktok, Bilibili, WeChat Public, Weibo, and some APP reading

platforms such as You dao le du, Jojoreading, and Ellabook, promote the sand painting illustrated book to enter the public's field of vision quickly and become a kind of enjoyable art form. Under the new media environment, the creation of sand painting picture books should make use of the integration of creation and technology to integrate more contents with the characteristics of the new media era into the dynamic sand painting picture books, and create products with novel forms that can arouse the strong interest of children.

6. CONCLUSION

From entering the people's field of vision to being rapidly accepted by the society, sand painting has now become a delightful popular art, thanks to the rapid development of digital media technology and Internet communication. the use of dynamic sand painting picture books is an innovation of traditional picture books, combining sand painting with ancient and beautiful Chinese myths and legends, skillfully showing the traditional Chinese humanistic atmosphere, consolidating the homologous consciousness of the Chinese people, and inheriting and spreading the traditional Chinese culture.

REFERENCES

- [1] Zhang, Zhiliang. (2015). Teaching research of sand painting under multiple integration. *Anhui Electronic Information Vocational and Technical College of Science* (02), 66-68+107.
- [2] Wang Shuyi. (2022). Research on the Innovation and Practice of Sand Painting Art in the Age of Digital Media--Taking Chen Jingping's Master Studio of Sand Painting Technical Skills as an Example. *Beauty and Times (Up)* (03), 93-95. doi:10.16129/j. cnki. mysds. 2022.03.016.
- [3] Yi Huan. (2019). Analyzing the role of dynamic design in electronic picture books. *Art and Design (Theory)* (08), 40-41. doi:10.16824/j. cnki. issn10082832.2019.08.008.
- [4] Hsiao, J. -C. (2002). the Relevance of Mythological Research. *Yunnan Social Science* (01), 44-48.

Research on the Causes and Countermeasures of Mental Health of Students with Financial Difficulties in Higher Vocational Colleges

Xiaolin Zhu^{1, 2}

¹Angeles University Foundation, Angeles City, Philippines

²Linyi vocational college, LinYi, Shandong, 276000, China

1. THE DEFINATION OF THE STUDENTS WITH FINANCIAL DIFFICULTIES

Educational equity is an essential foundation for social justice which has been put great emphasis in China. In 2010, the Central Committee of the Party and the State Council issued the "National Medium and Long-term Educational Reform and Development Plan (2010-2020)". the "Plan" has laid out comprehensive measures to "establish a sound national financial aid policy system, "incorporating "financial assistance for students facing economic hardships" into significant educational reform and development projects, with the objective of "ensuring no student drops out of school due to financial difficulties. "

With the escalation of financial strain, the students with financial difficulties often bear a larger psychological burden compared to their financially stable counterparts. the manifestation of various psychological problems, such as feelings of inferiority, withdrawal, paranoia, and depression, are common among these students.

Despite the introduction of financial aid policies to assist these students, their mental health issues often persist, with the long-term financial difficulties compounded by the pressures of fierce social competition. Moreover, in recent years, the number of severe incidents caused by mental health issues in universities, including vocational colleges, has been increasing.

In China, poverty alleviation for higher education students is a very important which is important for the social equity and the aid for the students with family financial difficulties (hereinafter referred to as SFD) is the focus. According to the "Guidance on Identifying Students with Financial Difficulties in Families" issued by the Ministry of Education and other six departments, SFDs refer to the students whose basic living expenses are difficult to meet the minimum food standard of the school location, who are unable to pay tuition fees and purchase necessary school supplies, and who have no economic security in their daily life.

2. THE MAIN MENTAL PROBLEMS OF THE STUDENTS WITH FINANCIAL DIFFICULTIES

As has been studied, college students experience high levels of stress across academic, social, and financial domains. the SFDs as a more special group of college students, are more prone to various forms of negative psychological outcomes than the students without financial difficulties due to factors related to economic, social, family, and individual aspects. the SFDs often face a range of psychological challenges, including:

2.1 Stress and Anxiety: the financial strain and uncertainty in their families can lead to heightened levels of stress and anxiety, affecting their overall mental well-being.

2.2 Low Self-esteem: Economic difficulties can sometimes make students feel inferior or less confident, impacting their self-esteem and self-worth.

2.3 Academic Pressure: These students may experience additional pressure to excel academically as a means of improving their future economic situation, which can lead to stress and burnout.

2.4 Social Isolation: Due to financial constraints, they may miss out on social activities or feel isolated from their peers, which can contribute to feelings of loneliness and depression.

2.5 Family Conflict: Economic hardship can lead to increased family tensions and conflicts, which can take a toll on their mental health.

2.6 Future Uncertainty: Worries about their future career prospects and financial stability can create anxiety and fear about the path ahead.

It's important for educators, counselors, and families to be aware of these issues and provide support and resources to help economically disadvantaged students cope with and overcome these psychological challenges.

3. THE INFLUENTIAL FACTORS OF THE MENTAL HEALTH OF THE SFDS

3.1 Internal factors

Self-emotion management: A substantial body of research has investigated the influence of self-emotion management on mental health, particularly among college students. Effective emotion regulation strategies can positively impact individuals' mental health, reducing the likelihood of developing mental

health disorders and enhancing overall well-being (Gross & Jazaieri, 2014). Poor self-emotion management has been found to predict psychological distress in university students (Garnefski, Koopman, Kraaij, & ten Cate, 2009). Mindfulness-based interventions, which often include emotion regulation training, have been shown to significantly improve mental health outcomes in college students (Bamber & Schneider, 2016).

Coping Strategies: Research consistently suggests that problem-focused coping strategies, which involve directly addressing or changing a stressful situation, are generally associated with better mental health outcomes. In contrast, emotion-focused coping strategies, which involve managing emotional responses to stress, have been linked with poorer mental health outcomes (Lazarus & Folkman, 1984). Studies often distinguish between adaptive coping strategies, such as problem-solving and seeking social support, and maladaptive coping strategies, such as denial and substance use. Adaptive coping strategies are typically associated with better mental health, while maladaptive coping strategies are associated with poorer mental health (Skinner, Edge, Altman, & Sherwood, 2003). Mindfulness-based coping strategies, which involve staying present and non-judgmentally aware of one's experiences, have been associated with improved mental health among college students (Bamber & Kraenzle Schneider, 2016).

Self-Evaluation: High self-esteem is generally associated with better mental health, including lower levels of depression and anxiety. Conversely, low self-esteem is often a predictor of negative mental health outcomes, including a higher risk of mental health disorders (Orth & Robins, 2013).

Self-efficacy also plays a significant role in mental health. Higher levels of self-efficacy have been linked with better mental health outcomes, while lower self-efficacy is associated with higher levels of stress and anxiety (Bandura, 1997). How one perceives oneself also significantly influences mental health. Negative self-perception can lead to increased risk of mental health issues such as depression, anxiety, and eating disorders (Sowislo & Orth, 2013).

Personal living habits: Regular physical activity has been consistently associated with reduced symptoms of depression and anxiety, and improved mood (Peluso & Guerra de Andrade, 2005). It is generally recommended as a complementary treatment for mental health conditions. There's growing evidence supporting the role of diet in mental health. Diets high in fruits, vegetables, lean protein, and whole grains have been linked to reduced symptoms of depression and anxiety, whereas diets high in processed foods and sugar have been linked to poorer mental health outcomes (Lai et al., 2014).

Poor sleep habits, such as inconsistent sleep schedules or insufficient sleep, have been strongly linked to poor mental health, including increased symptoms of depression, anxiety, and stress (Harvey et al., 2011). Use of substances such as alcohol and illicit drugs has been linked to a range of mental health problems, including increased risk of depression, anxiety, and psychosis (Medina et al., 2008).

3.2 External factors

Family factors: the family environment plays a crucial role in shaping students' mental health. the quality of the parent-child relationship can have a substantial impact on mental health. Secure and supportive parent-child relationships have been linked to better mental health outcomes, while conflictual or neglectful relationships can increase the risk of mental health issues (Repetti, Taylor, & Seeman, 2002). Family socioeconomic status can significantly affect mental health. Low socioeconomic status is associated with higher rates of mental health disorders, including depression, anxiety, and substance use disorders (Reiss, 2013). the structure of the family, such as single-parent households or blended families, can also influence mental health. Children from single-parent families or stepfamilies have been found to have a higher risk of mental health problems than those from two-parent households (Amato & Keith, 1991). Parents' own mental health can also affect their children's mental health. Children of parents with mental health disorders have a higher risk of developing mental health problems themselves (Goodman, 2007).

School factors: the sense of community and belonging in a campus environment can significantly influence students' mental health. Students who feel connected to their institution tend to have better mental health outcomes than those who feel isolated or excluded (Hagerty & Patusky, 1995). Academic pressure is an inherent part of campus culture, but excessive stress can negatively impact mental health, leading to increased rates of anxiety and depression among students (Misra & McKean, 2000). Participation in social activities and organizations can provide students with support systems, which can boost mental health. However, pressures to conform or excessive commitments can also lead to stress and anxiety (Kawachi & Berkman, 2001). the availability and quality of campus mental health services, including counseling and peer support programs, can significantly impact students' mental health outcomes (Watkins, Hunt, & Eisenberg, 2012).

Social factors: Negative societal attitudes, stigma, and discrimination towards mental health can exacerbate mental health issues and deter individuals from seeking help (Corrigan, 2004). the level of social support available in a community or society can greatly influence mental health. Societies with strong social support networks tend to have better overall

mental health outcomes (Kawachi & Berkman, 2001). Societal stressors such as economic instability, political unrest, or high crime rates can contribute to poor mental health outcomes (Aneshensel, 1992).

4. COUNTERMEASURES OF MENTAL HEALTH OF THE STUDENTS WITH FINANCIAL DIFFICULTIES

Addressing the psychological well-being of financially disadvantaged students in vocational colleges involves strategies at four key levels:

4.1 Individual Level: Financially disadvantaged students should be encouraged to enhance their psychological resilience and cultivate positive qualities and values. They need to confront their personality flaws and areas for growth while mitigating the negative impact of emotions on themselves. Self-improvement at this level includes building self-awareness, overcoming biased self-evaluation, and developing qualities like willpower, emotional regulation, and social adaptability. Schools can provide psychological counseling and training to help students develop these essential skills, while also encouraging active participation in campus social activities to enhance social adaptability.

4.2 Family Level: Families play a crucial role in supporting the psychological well-being of financially disadvantaged students. Parents should recognize the impact of economic pressure on their children and collaborate with schools and educational authorities to establish effective home-school support systems. Parents should prioritize their child's psychological well-being by offering care, understanding, and a listening ear. They should also be proactive in providing support and guidance when needed. Additionally, parents should revise traditional education philosophies and value systems to ensure they guide their children toward correct worldviews and values. Regular parent-teacher meetings can serve as platforms for sharing information about psychological well-being and offering resources for parental support.

4.3 School Level: Vocational colleges can implement several measures to promote the psychological well-being of financially disadvantaged students. Firstly, they can offer comprehensive psychological support, including counseling services and psychological education courses. Establishing dedicated mental health centers on campus can provide students with access to counseling and therapy. Secondly, schools should actively promote awareness of mental health issues through seminars, workshops, and campaigns. Regular activities and lectures can help students better understand and manage their emotions. Moreover, schools can encourage students to participate in student organizations and clubs, fostering a support network that alleviates feelings of loneliness and social pressure.

4.4 Societal Level: Societal factors also influence the psychological well-being of financially disadvantaged

students in vocational colleges. Governments and society should provide increased financial support to reduce economic stress on students. Additionally, there should be efforts to raise awareness of mental health issues in society. Collaborative initiatives between education departments and social organizations can help expand mental health education and provide more support and resources to financially disadvantaged students.

In conclusion, addressing the psychological well-being of financially disadvantaged students in vocational colleges requires a multi-dimensional approach, encompassing individual, family, school, and societal levels. By implementing comprehensive strategies, we can better assist these students in overcoming psychological challenges and achieving personal growth and development.

REFERENCES

- [1] Amato, P. R., & Keith, B. (1991). Parental divorce and the well-being of children: A meta-analysis. *Psychological Bulletin*, 110(1), 26.
- [2] Bamber, M. D., & Schneider, J. K. (2016). Mindfulness-based meditation to decrease stress and anxiety in college students: A narrative synthesis of the research. *Educational Research Review*, 18, 1-32.
- [3] Bandura, A. (1997). *Self-efficacy: the exercise of control*. New York: W. H. Freeman.
- [4] Garnefski, N., Koopman, H., Kraaij, V., & ten Cate, R. (2009). Brief report: Cognitive emotion regulation strategies and psychological adjustment in adolescents with a chronic disease. *Journal of Adolescence*, 32(2), 449-454.
- [5] Corrigan, P. (2004). How stigma interferes with mental health care. *American Psychologist*, 59(7), 614.
- [6] Goodman, S. H. (2007). Depression in mothers. *Annual Review of Clinical Psychology*, 3, 107-135.
- [7] Groth-Marnat, G. (2009). *Handbook of psychological assessment* (5th ed.). John Wiley & Sons.
- [8] Gross, J. J., & Jazaieri, H. (2014). Emotion, emotion regulation, and psychopathology: An affective science perspective. *Clinical Psychological Science*, 2(4), 387-401.
- [9] Hagerty, B. M., & Patusky, K. (1995). Developing a measure of sense of belonging. *Nursing research*.
- [10] Harvey, A. G., Murray, G., Chandler, R. A., & Soehner, A. (2011). Sleep disturbance as transdiagnostic: consideration of neurobiological mechanisms. *Clinical psychology review*, 31(2), 225-235.
- [11] Kawachi, I., & Berkman, L. F. (2001). Social ties and mental health. *Journal of Urban health*, 78(3), 458-467.
- [12] Lai, J. S., Hiles, S., Bisquera, A., Hure, A. J., McEvoy, M., & Attia, J. (2014). A systematic review and meta-analysis of dietary patterns and depression in community-dwelling adults. *the American Journal of Clinical Nutrition*, 99(1), 181-197.

- [12] Lazarus, R. S., & Folkman, S. (1984). Stress, appraisal, and coping. Springer publishing company.
- [13] Medina, K. L., McQueeney, T., Nagel, B. J., Hanson, K. L., Schweinsburg, A. D., & Tapert, S. F. (2008). Prefrontal cortex volumes in adolescents with alcohol use disorders: unique gender effects. *Alcoholism: Clinical and Experimental Research*, 32(3), 386-394.
- [14] Misra, R., & McKean, M. (2000). College students' academic stress and its relation to their anxiety, time management, and leisure satisfaction. *American Journal of Health Studies*, 16(1), 41.
- [15] Orth, U., & Robins, R. W. (2013). Understanding the link between low self-esteem and depression. *Current Directions in Psychological Science*, 22(6), 455-460.
- [16] Peluso, M. A. M., & Guerra de Andrade, L. H. S. (2005). Physical activity and mental health: the association between exercise and mood. *Clinics*, 60(1), 61-70.
- [17] Repetti, R. L., Taylor, S. E., & Seeman, T. E. (2002). Risky families: family social environments and the mental and physical health of offspring. *Psychological Bulletin*, 128(2), 330.
- [18] Reiss, F. (2013). Socioeconomic inequalities and mental health problems in children and adolescents: a systematic review. *Social Science & Medicine*, 90, 24-31.
- [19] Skinner, E. A., Edge, K., Altman, J., & Sherwood, H. (2003). Searching for the structure of coping: A review and critique of category systems for classifying ways of coping. *Psychological bulletin*, 129(2), 216.
- [20] Sowislo, J. F., & Orth, U. (2013). Does low self-esteem predict depression and anxiety? A meta-analysis of longitudinal studies. *Psychological Bulletin*, 139(1), 213.
- [21] Watkins, D. C., Hunt, J. B., & Eisenberg, D. (2012). Increased demand for mental health services on college campuses: Perspectives from administrators. *Qualitative Social Work*, 11(3), 319-337.

Research on the Poverty Alleviation Models of Different E-commerce Platforms in China

Ruize Liu

Zibo Vocational Institute, Shandong, China

Abstract: E-commerce as an emerging poverty alleviation tool helps people in poor areas link to large markets. The Chinese government considers e-commerce poverty alleviation as an important part of rural revitalization and competitive poverty alleviation strategies. This study compares and analyzes the poverty alleviation models of different e-commerce platforms and makes suggestions for the future development of e-commerce poverty alleviation in China based on the advantages and disadvantages of these models. At present, among these three e-commerce platforms Jingdong has formed a complete poverty alleviation system. Taobao, with its strong influential power, has cooperated with many enterprises to form a poverty alleviation system. But Pinduoduo, as an e-commerce platform that has only emerged in recent years, only has poverty alleviation measures at its operational level and has not formed a complete system. For future development, the e-commerce platform should promote the development of e-commerce poverty alleviation by increasing publicity, solidifying the industrial foundation, and establishing a regulatory system for poverty alleviation products.

Keywords: E-Commerce, Poverty Alleviation, E-Commerce Ecosystem Model

1. INTRODUCTION

With the development of information and communication technology, consumption poverty alleviation driven by e-commerce is considered to be a long-term, effective and sustainable poverty alleviation model. In the first half of 2023, the national rural e-tailing turnover reached 1.12 trillion yuan, up 12.5% year-on-year [1]. Among them, the national online retail sales of agricultural products amounted to 0.27 trillion yuan, an increase of 13.1% year-on-year, helping poor farmers increase their income.

E-commerce poverty alleviation has been a hot topic in China in recent years. Driven by the Chinese government, several major domestic e-commerce platforms have launched their own operation and poverty alleviation models. Alibaba has changed the economic landscape of rural China through its trading platform. The rural revitalization plan proposed and continuously promoted by Jingdong(JD) has driven rural areas to realize an output value of 320 billion yuan by the end of 2021 [2]. Pinduoduo(PDD) is

different from other platforms in that it focuses on agricultural products and aims to help improve the agricultural product supply chain.

This study will analyze the agricultural product poverty alleviation models of China's three major e-commerce platforms –JD, Taobao, and PDD, and provide suggestions for the development of e-commerce poverty alleviation in China.

2. METHODOLOGY

2.1 Framework

This article will use the e-commerce ecosystem model as a conceptual framework. The e-commerce ecosystem includes four roles: dominant species, key species, supporting species and parasitic species [3]. Figure 1 shows a typical e-commerce ecosystem model, including the main players and their relationships.

This article uses the e-commerce ecosystem model to compare the poverty alleviation models of different e-commerce platforms, analyze the connections between different participants, explore the internal components of e-commerce, and explain the interrelatedness of each component.

2.3 Data collection

For the purpose of this study, the author will use a mixture of secondary and primary data. The sources of documents used in this article are government poverty alleviation special documents, documents released by e-commerce companies (such as annual poverty alleviation reports, corporate annual sales reports), relevant academic research papers or published books, etc. The original data is in the form of a questionnaire to evaluate the poverty alleviation effect of each platform from the perspective of consumers.

3. ANALYSIS

3.1 Suppliers/Manufacturers and Retailers

JD has cooperated with the governments of poverty-stricken areas to build a unified online sales store in poverty-stricken areas - "Poverty Alleviation Hall" to sell specialty agricultural products. As of now, the total number of JD Online Poverty Alleviation Centers has reached over 250, helping agricultural products form a regional labeling industry cluster.

Taobao has become the main platform for farmers to participate in e-commerce through its advantages of low entry barriers, simple technology, and low initial capital requirements. Taobao promotes farmers' participation in e-commerce through Taobao villages

and rural Taobao service stations to create e-commerce industry clusters, helping more than 600 poor villages successfully get rid of poverty [4].

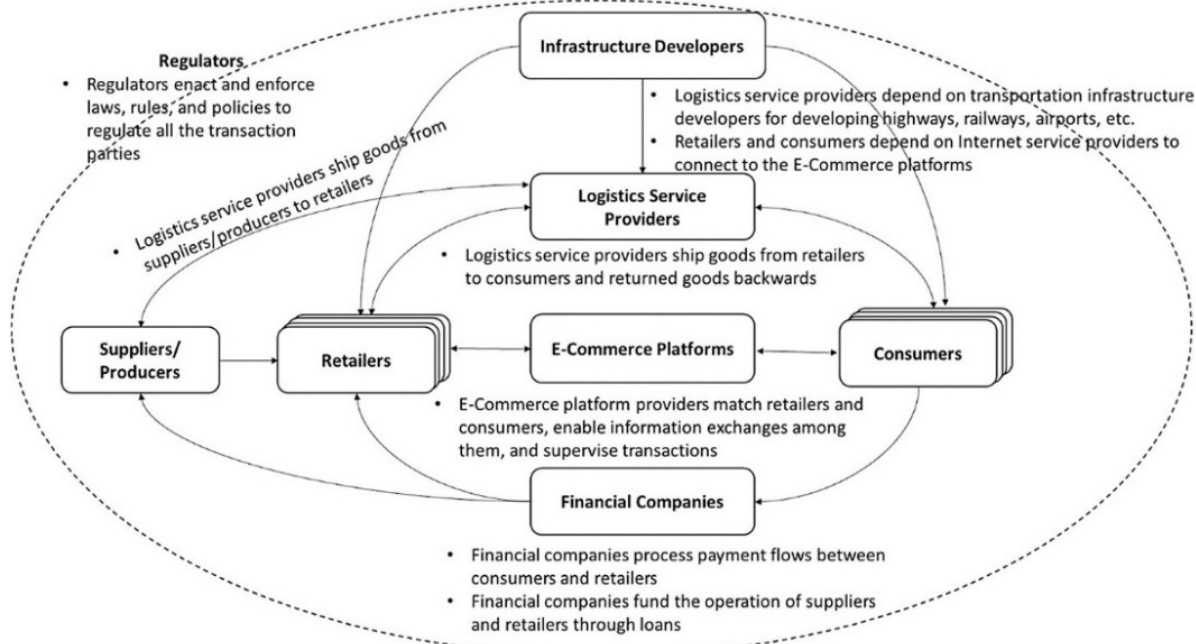


Figure 1: E-commerce ecosystem model [3]

The C2B (Customer to Business) model adopted by PDD is to order based on consumer needs. PDD merchants first collect a large number of orders through grouping mode, and then split the orders to farmers, who receive the orders and then pick the agricultural products.

JD and Taobao are committed to building agricultural products brands with regional characteristics. JD integrates products to form a regional force, Taobao helps villagers achieve brand development of one county and one product, and PDD reduces costs by selling first and then picking.

Table 1: Differences in operating models of JD, Taobao, and PDD platforms

Platform	Model	Feature
JD	B2C (Business to Consumer)	Through the self-operated model, we integrate agricultural products from poor areas and label them with regional labels to create brand effects.
Taobao	C2C (Customer to Customer)	Provide a platform for direct communication between farmers and urban customers.
PDD	C2B (Business to Consumer)	Through the social+group buying model, orders can achieve fission growth. the pre-sale system implements a customized production model where demand comes first and supply comes later.

3.2 Logistics service provider

Poor infrastructure and underdeveloped logistics in poor areas restrict the export of agricultural products. These problems can easily cause agricultural products in poor areas to be unsalable, causing greater economic losses to farmers.

Jingdong

JD has its own logistics company, JD Logistics, which can deliver goods by itself and is ahead of other companies in terms of time efficiency. JD Logistics has established a complete cold chain warehousing network and monitors temperature and humidity 24 hours a day to ensure the quality of agricultural product transportation. JD builds warehouses in the production areas of agricultural products and quickly

delivers them across the country through cold chain transportation.

Taobao

Cainiao Logistics Network, with Taobao e-commerce logistics as its core, connects logistics from county towns to rural areas, reduces costs and expands sales channels. the construction of the Cainiao logistics system has reduced farmers' logistics costs and transaction costs, helped farmers expand sales channels, and increased sales volume.

JD Logistics is an enterprise-operated logistics company that can ensure the quality of distribution services and efficiency of distribution. Taobao builds a logistics platform through joint express delivery companies to share express delivery resources and open up the logistics link from cities to rural areas.

PDD relies on third-party logistics companies and does not yet have its own logistics system. This has caused PDD to lag behind others in terms of logistics services.

Table 2: Differences in logistics poverty alleviation models among JD, Taobao and PDD platforms

Platform	Model	Feature
JD	Enterprise self-operated logistics and distribution	The cold chain+origin warehouse model ensures the storage and transportation quality of agricultural products.
Taobao	Enterprises join forces with express companies to build logistics platform	Open up logistics from cities to rural areas.
PDD	Third party logistics distribution	Weakening an enterprise's ability to control logistics requires it to bear logistics risks.

3.3 Customers

153 questionnaires were obtained through online surveys, and 84 people, accounting for 55%, had purchased poverty alleviation agricultural products. About 60% of those who did not buy poverty alleviation agricultural products did not buy them because they did not understand poverty alleviation agricultural products. But overall, 83% of the respondents believe that the e-commerce poverty alleviation model plays a role in poverty alleviation actions. Consumers do not directly need poverty alleviation agricultural products, and 58.3% of the respondents only buy them once in a while. the main reasons for purchasing are daily needs and affordable prices, and about 67% of the respondents buy out of the mentality of helping farmers. According to the results of the questionnaire survey, JD's logistics and product quality are recognized by consumers. Taobao is affected by consumer habits and low prices. PDD's advantages lie in low prices and rich product categories.

4. CONCLUSION AND OUTLOOK

JD's industrial poverty alleviation model is driven by regional industries. Taking advantage of the characteristics of independent operation, the purchased agricultural products are reintegrated according to regional characteristics. JD has requirements for the quality of agricultural products and ensures sales quality. Provide financial and logistics support as auxiliary means of poverty alleviation.

Alibaba has also provided Taobao with financial and logistics assistance to support poverty alleviation, diversifying Taobao's poverty alleviation model. Supporting services have been improved, and rural service stations have been launched to serve rural areas and farmers.

PDD use platform operations to help farmers expand sales. PDD's advantage is group-based online shopping, which solves the problem of selling agricultural products.

E-commerce poverty alleviation requires strengthening supervision, promoting poverty alleviation products, and improving the industrial environment to attract talents. At the same time, the government needs to support returning e-commerce entrepreneurs and optimize the industrial environment. Strengthen upper-level publicity and improve rural infrastructure construction, including full network coverage and smooth logistics. the poverty alleviation models of each e-commerce platform are composed of multiple subdivisions, which are worthy of in-depth study. Since this study focuses on the comparison between different platforms. Future research can conduct in-depth research on the platform's poverty alleviation model.

REFERENCES

[1] Zhonghe. the national rural online retail sales in the first half of the year reached 1.12 trillion yuan. China Cooperative Times, August 1, 2023.
 [2] Shi Xiexin. JD Benfu Plan Drives Rural Output Value of 320 Billion RMB. China Food Industry, 2022:62-65.
 [3] Li L, Du K, Zhang W, et al. Poverty alleviation through government - led e - commerce development in rural China: An activity theory perspective. Information Systems Journal, 2019, 29(4):914-952.
 [4] Ali Research. 2020 Ali Agricultural Products E-Commerce Report. 2020.

Research On the Ideological Dynamics of Students in Higher Vocational Colleges and Universities and Countermeasures in the New Era--- Taking the Research Results of a College's Ideological Dynamics In 2022-2023 As an Example

Hongwei Wang

Changjiang Institute of Technology, Wuhan, Hubei, 430212, China

Abstracts: The change of the general environment in the past three years has had a far-reaching impact on the education and teaching of higher vocational colleges and universities across the country, and the environmental changes and the change of the education method have brought all-round challenges to the ideological and political education work of higher vocational colleges and universities which are in the period of social transition. Therefore, the research and analysis of the ideological dynamics of students in higher vocational colleges and universities in the new period is of great significance to the prevention of students' mental diseases and the innovation of the path of students' mental health education. In this paper, the students from a college as a test object, through the ideological dynamics of the questionnaire, visits, conversations and other ways, a comprehensive analysis of the ideological dynamics of students in higher vocational colleges. Issues around the adaptability of college students' learning and life, ideological and political situation, the main psychological state and the future planning of the situation of the problems and difficulties arising from the provision of multi-channel innovative work models and innovative systems, to further grasp the mental health education of students in higher vocational and daily management methods, to better serve the students grow up and become a success.

Keywords: New era, Higher education students, Mental health

1. RESEARCH BACKGROUND AND METHODOLOGY

Feb 13, 2019 - the State Council issued a Circular on the Issuance of the Implementation Plan for National Vocational Education Reform. the notice points out that vocational education should be placed in a more prominent position in education reform and

innovation and economic and social development. With the changes in the general environment and changes in the way of education to higher vocational ideological and political education work in the period of social transition has brought a full range of challenges also produced new educational ideas and methods. Therefore, the research and analysis of the ideological and political status of college students in higher vocational colleges and universities in the new period is of great significance to the prevention of students' mental diseases and the innovation of students' ideological and political education path.

In this paper, students from a college as a test object, in March 2022 - March 2023, a total of 2 questionnaire dynamic survey, through the dynamic questionnaire after the start of each semester, visits, conversations, etc., a comprehensive analysis of the state of mental health of students in institutions of higher education and the main contradictions of students, a total of 1, 654 higher education students to participate in the survey, the content of the research mainly focuses on the college student's learning and life adaptation, ideological and political situation, the main psychological state and the situation of planning for the future, etc., in order to further grasp the dynamics of the higher education students of the new period of time changes, and to seek an innovative approach to better serve the students grow up to become a success.

2. TEST RESULTS

2.1 Adaptation of students' academic life

Most of our students chose their majors for four reasons: 32% thought that their majors had good job prospects, 26% because of their own interests, 24% because of parental advice, only 17% because of obedience to transfer or other reasons, and more than half of the students chose their majors voluntarily.

Adaptation of students to academic life after entering school, 98% of students were more adapted to student

life in March 2022, and comparing the stress value of students for a whole year, 76% of students were in the normal stage of stress value in 2022, and this value changed to 67% in 2023, which is a decrease and deserves the attention of the school and the society.

According to the analysis of the results showed that: more than half of the students chose a major in line with their own psychological expectations; nearly 92% of the students did not have a rejection of the psychology of enrolling in this major, and most of the students adapted to the environment of school life, but the value of the pressure with the change of the general environment from 2022 to 2023, which will have a certain negative impact on the students.

2.2 Current situation of students' ideological dynamics

Compared to 2022 when 57 per cent of students had clear plans for the future, in 2023 there was a 12 per cent year-on-year drop in such students. Nearly 57 per cent of students have ideals and aspirations, and are actively working towards their ideals with an optimistic and positive mindset; nearly 33 per cent know that the situation in the future is very serious, but feel confused and do not know how to work hard; nearly 7.5 per cent do not have anything to pursue, and go along with what they have to do, getting by without worrying about the future; and nearly 3 per cent are very pessimistic about their own futures, and do not know what is meaningful to do.

According to the analysis of the results, most of the students are still in a positive state of mind for the future, but the students' clear planning for the future has declined in 2023, the change of the social environment and the change of the employment situation has a certain negative impact on the students, and there is an urgent need for the school to carry out the education of career planning education and vocational planning education; the students of our institute have a high degree of concern for social and current affairs and politics, and they receive diversified information, and have a rapid access to information channels, but their discriminative ability is weaker. the students are highly concerned about the current affairs and politics of the society, receive diversified information, and have fast access to information channels, but their ability to discriminate is weak. In order to deal with this situation, the school still needs to strengthen students' study of the history of the CPC, enhance students' education of patriotic spirit, and diversify the education methods in an innovative way.

2.3 Main psychological states of students

The vast majority of the students did not encounter any problems during the holiday, 68% of the students said that their lives were pleasant and happy or full of satisfaction, 20% of the students said that it was uneventful, 11% of the students had a certain degree of negative emotions, such as sadness and depression or anxiety, the main reasons for anxiety and sadness were: whether or not they could start the school on

time, they were confused about the new life, they didn't know much about the choice of profession, and they would soon be separated from their parents and friends, etc. 80% of the students of this kind were able to adapt to themselves and alleviate their problems after they entered the school, but a very small number of the students were unable to self-regulate, and this kind of students need to be focused on.

Emotional state of students during the school year 25 per cent of the students felt that they had no stress, 44 per cent felt that they had mild stress, 24 per cent felt that they had mild stress, 24 per cent felt that they had moderate stress and 7 per cent felt that they had severe stress. Among them, 47 per cent of the students felt that the main source of stress was academic difficulties, one third felt that the stress came from diet, interpersonal relationships, financial difficulties and employment pressure, 16 per cent felt that the stress came from romantic relationships, and 7 per cent felt that the stress came from parent-child relationships, and so on.

According to the results of the analysis shows: autumn thought dynamics research results and spring thought dynamics research results show that there is a big gap, especially the growth of student pressure is relatively more than the spring, multiple understanding of the research to the degree of school management mode is the main factor affecting the pressure of the students, the implementation of strict control of the campus during the period of the general physical and mental pressure on the students to grow. Schools for this situation combined with the actual environment, dynamic adjustment of the school student management mode, adjust the student pressure. Secondly, the third-year students in the internship, internships are not easy to find, internship environment is difficult, internship subsidies relative to the first half of the year fell a lot, the students have a lot of economic pressure. Overall the college's students' psychological pressure problem deserves attention.

2.4 Status of students' future plans

31% of the students have development goals and have formulated corresponding plans and implemented them; 36% of the students have development goals and have formulated corresponding plans but have not implemented them; 21% of the students do not have development goals and take one step at a time; 12% of the students do not have any goals and are easily influenced by their classmates or are at a loss about their future development.

According to the analysis of the results, most of our students have their own clear development goals or directions for the future, and they need teachers to guide and educate them, clarify their development goals, and urge them to implement their study plans. Moreover, most of the students are influenced by the surrounding environment, and their subjective initiative is weak.

For the analysis of the results of the above research, most of the students in this institute have good adaptability to learning and life, and are more satisfied with the current living environment; in the new period, most of the students have a positive state of mind, and some of them said that they are easily affected by the diversified information on the network, which urgently needs the school to strengthen the ideological and political education of the students and do a good job of leading the correct thinking; the overall stability of the students' psychological state, but the environment changes and learning styles caused by social factors have caused great psychological pressure on some students. the overall psychological state of students is stable, but the change of environment and learning mode caused by social factors has caused great psychological pressure on some students, and the incidence of psychological crisis has risen; in the new period, there are certain physical and mental abnormalities among students, and students are full of hope for the future, but they are not specific enough in planning for the future, and the efficiency of their activities has decreased, and their goals are low.

3. ANALYSIS OF TEST RESULTS

3.1 Lack of innovation in teaching methods in a diversified environment

With the change of the times, the family environment, social environment, network environment has changed dramatically, college students active thinking, thinking consciousness and growth characteristics change with the migration of time. the new era has new and stricter requirements for vocational education and ideological and political classroom education, and the scope of involvement is constantly improving. But the degree of change in the ideological and political education of higher vocational students in the innovative thinking is very small, and the traditional education method can no longer fully meet the ideological and political education work and professional training work of college students in the new era, and can not fully ensure the dynamic effectiveness of student management. the pure online and offline teaching mixed mode lacks innovation and change, and cannot mobilise students' enthusiasm.

3.2 Weak self-management ability of higher vocational students in the new era

Higher vocational students are relatively different from ordinary higher education students, which is generally manifested in the relatively weak self-management ability, and the strict management of higher vocational school students gives students relatively little freedom. At the same time, along with the depth of the development of "Internet+education", the network of compulsory courses, online micro-courses, weekly short video learning courses increase year by year, the content of students' independent learning gradually become more, but supervision and

management of a single way, students learning efficiency is not high. How to cultivate students' learning initiative and self-discipline, strengthen students' self-management ability, and find efficient supervision and management modes in the new era are the urgent problems to be solved at present.

3.3 Insufficient precision of ideological and political education in higher vocations

In 2016, Comrade Xi Jinping proposed that "the ideological and political work of colleges and universities is related to the fundamental question of what kind of people colleges and universities cultivate, how to cultivate people and for whom to cultivate people". In the ideological and political education work for higher vocational students, it is generally found that students' theoretical knowledge is weak, the whole ideological and political education results assessment feedback lacks effectiveness, higher vocational college students have not formed a strong cultural self-confidence, road self-confidence, theoretical self-confidence and institutional self-confidence, and are very susceptible to the influence of the external environment, and have a weak sense of political identity. In the final analysis, the school ideological and political education work is not completely combined with the theory of practical life, students are difficult to find the results of ideological and political education to solve their own practical problems, that is, the content of ideological and political education for higher vocational students and higher vocational college students needs of the degree of match is not high, the ideological and political education is not enough to be precise.

3.4 Frequent occurrence of mental health crisis among higher vocational students in the new era

In the new era of rapid social development, people's material life has been further improved, social development puts forward new requirements for every citizen, especially for college students with high expectations. Higher vocational students in the new era is generally manifested in the material life has been satisfied with the spiritual level of the demand for further enhancement [1]. Higher vocational students due to family environment problems caused by the lack of care for students to form psychological barriers; social requirements for higher vocational students to improve professional skills and comprehensive quality, students due to insufficient learning ability resulting in a sense of inferiority; students due to interpersonal problems and adaptability problems resulting in anxiety and self-denial, contemporary college students face the grassroots hard industry, can not be completed physical and mental conditioning, physical fitness is poor, and the ability to regulate the weakness of self-regulation, etc., are all increased in the new period of higher vocational students in the new era., all of which are reasons for increasing the

frequency of psychological crisis events among higher vocational students in the new era.

3.5 The proportion of slow employment and non-employment of higher vocational students has risen in the new era

On the one hand, the new period of rapid social development, people's material life, some of the higher vocational college students personal economic pressure is small, in the near-graduation stage, there are more choices of opportunities to try a variety of employment and entrepreneurship channels, with the passage of time, on their own graduation to have a more mature considerations and arrangements for action; on the other hand, the performance of the college students due to the self-programming in a timely manner, did not form the detailed development planning, but also due to the change in the employment environment, the increase in the requirements of employment, the expansion of universities leading to the increase in the number of job-seeking fresh graduates, the student himself or herself does not have a clear and reasonable evaluation of their own, so that there is a slow and passive employment is not employment situation.

4. COUNTERMEASURES RESEARCH

4.1 "Internet+" Classroom Civics Against Multiple Environments

In the history of education development, the classroom teaching system is still the most far-reaching and still dominant mode of education and teaching [2]. Online education breaks through the limitations of time and space, giving higher vocational colleges and universities an open mode of education. In response to this situation, in this academic year, the college opened a combination of online and offline and "Internet +" teaching mode, integrating ideological and political education in the classroom and class meetings, online face-to-face calls to reduce students' ideological pressure, timely understanding of students' ideological dynamics, diversified and widely disseminated ideological and political education, and the use of Learning Channel, Intelligent Vocational Education Platform, Tencent Conference, and other software facilities to open up the teaching work. We use software facilities such as Learning Pass, Intelligent Vocational Education Platform, Tencent Conference, etc. to open up the teaching work. Offline to strengthen the interaction between teachers and students, encourage students to participate in the course explanation, practice case analysis, the formation of class-based thinking exchange circle.

4.2 Peer support system to strengthen self-management

College students in the new era present the characteristics of strong self-consciousness and weak sense of responsibility. It is especially important to strengthen students' self-management and self-learning ability, and in the regular management of the school, the campus teachers and students volunteers

play an irreplaceable role. Volunteers on campus to carry out a number of activities, mental health education and quality development activities, campus duty service, holiday warming activities, etc., the College opened the volunteer service point system, set up a campus role model typical, open the old with the new peer support system, by the sophomore outstanding seniors, leading the new students to carry out campus activities, etc., to speed up the integration of new students into the campus, so that the old students to enhance the sense of achievement and sense of responsibility.

4.3 Ideological dynamics control mechanism double-effect enhancement

College students in the new era show strong patriotic feelings, but easily shaken beliefs. It is particularly important to strengthen the monitoring of students' ideological dynamics and ideological and political education, and the school carries out anonymous ideological dynamics census, mental health assessment, mass symposiums and so on one month after the beginning of each semester in the university. According to the results, you can know in advance the ideological dynamics of students and the state of mental health, understand the real concerns of students, solve the practical problems of students' learning and life in a timely manner, and do a good job of ideological leadership. Every semester, we carry out several online and offline education on Party history, interpretation of the spirit of Comrade Xi Jinping's important speeches, popularisation of knowledge related to mental health, and ideological dynamics salon for teachers and students. Teachers and counsellors grasp the work of students' ideological and political education, communicate with each other about the effectiveness of education, and check for gaps to ensure that there are no loopholes in the coverage of students' ideological and political education, and that students' ideological dynamics are grasped in a more timely manner, and students' life problems are solved early, so that students' ideological dynamics can be tracked dynamically. Comprehensive and effective school ideological and political education timeliness and effectiveness.

4.4 Mental Health Crisis Early Warning Mechanisms Resist Potential Crisis

College students in the new period are characterised by rich inner emotions and weak psychological endurance [3]. The change of environment in the new period leads to the restriction of students' activity area, the compression of study hours per semester, the heavy study task, as well as the long holiday time, which is impossible for students to adapt to. In addition to building activity rooms, consultation rooms, music healing rooms, venting rooms and other mental health education workstations, the college has actively established a college-class-bedroom grid management, the team is equipped with professional mental health teachers and experienced counsellors,

and each class is equipped with a mental health specialist and a bedroom grid clerk, to establish a smooth channel for information transfer, to actively communicate with the students, and to guide the students to be able to objectively look at the situation, to overcome the bad moods, and to positively We have established a smooth information transmission channel and actively communicated with students, guiding them to view objectively, overcome bad emotions and face positively. Strengthen home-school communication, regular monthly contact with parents, full coverage of home visits during the summer and winter holidays, offline field visits for special students, mental health crisis students to establish a mental health file in advance, and regular crisis screening.

4.5 University Student Development Centre Platform System Enhances Industry Competitiveness

College students in the new era present the characteristics of strong learning ability but weak self-planning ability. the poor teaching effect of online classes in the general environment and the competitive pressure in the employment environment have led to the weak subjective initiative of students, and the slow employment, non-employment and unstable employment of post-00 students are frequent. Schools to establish a college student development centre platform system, college students into the school that is their own development planning, to determine such as attendance, grades, the number of activities and other specific data for the development of the plan objectives, each semester for the plan objectives for the goal chain maintenance, the platform according to the specific value of the analysis of the formation of the radar chart, a visual representation of the students in the industry development ability, skills, communication skills, quality of the ability of the balanced development of the ability to do so. Counsellors and class teachers check the students' self-diagnosis report, make class planning and 8-word spiral class quality diagnosis report according to the college development plan and professional development plan, guide the students to strengthen their self-knowledge, cultivate their self-management ability, enhance the students' enthusiasm for self-development planning, and achieve the all-round development of the students.

5.CONCLUDING REMARKS

In the past three years, the social environment change, political environment change and strengthen the vocational education orientation, the vocational education work has a great demand, resulting in

student learning and living environment change, student psychological dynamic change amplitude increase, invisible psychological crisis outbreak rate rise, for counsellors mental health work is a challenge and an opportunity [4]. In the new period, the higher vocational school can take more effective way to active students' enthusiasm, the school to cope with the possible emergencies of a series of specific measures to ensure that the new period of the new environment under the normal learning and life of students, the normal development of the school. All teachers and students should actively contact students' parents and social assistance, adhere to the use of faster and more convenient and comprehensive way to grasp the psychological dynamics of higher vocational students in a timely manner, to prevent crises from occurring, better thought dynamics lead, so as to continue to cultivate better vocational and technical personnel for the community.

FUND PROJECTS

Changjiang Institute of Technology "Research and countermeasures on ideological and political status quo of higher vocational College students in the context of the COVID-19 epidemic" 2022XJ04.

REFERENCES

- [1] Yin Jie, Chen Qiaoying. Research and Analysis on the Mental Health Status of Freshmen in Higher Vocational Universities Based on the Personality Questionnaire Scale for College Students [J]. *Campus Psychology*, 2020, 18(8):299-302.
- [2] GU Xiangjun, SUN Fang, LIU Yao. Research on the innovation path of ideological and political education in colleges and universities in the era of big data [J]. *Journal of Harbin College*, 2022, 43(6):125-127.
- [3] Luo Yan. Survey and Analysis on the Current Situation of Higher Vocational Students' Mental Health--Taking the Survey Data of 8 Higher Vocational Colleges and Universities in Liaoning Province as an Example [J]. *Journal of Taiyuan City Vocational and Technical College*, 2021, 8(8):169-171.
- [4] Xu Pingyou, Li Dongxia. Research on Psychological Health Education of Higher Vocational Students in Post-Epidemic Period [J]. *Mechanical Vocational Education*, 2021, 5(8):32-35.

Psychological Needs and Online Game Addiction Tendencies Among College Students: A Moderated Mediation Model

Hui Li

Foshan Vocational and Technical College, Foshan, Guangdong 528137, China

Abstract: This article studies the relationship between college students' basic psychological needs and Internet game addiction, explores the irrational cognition, and analyzes the relationship between college students' basic psychological needs and Internet game addiction. The moderating influence of this mediating effect. The research results show that if the reasonable cognition of college students is not established and the basic psychological needs are not met, online games will play a very important role among current college students, and this intermediary role is regulated by individual characteristics and environmental factors. Therefore, an in-depth understanding of the relationship between college students' basic psychological needs and online game addiction can provide useful theoretical and practical guidance for the prevention and intervention of online game addiction.

Keywords: College Students; Basic Psychological Needs; Online Game Addiction; Mediation

1. INTRODUCTION

Currently, online game addiction has shown an increasing trend among college students. The number of students addicted to online games is increasing year by year. The time and energy students spend on online games every day also generally increases with the increase in grade. Game addiction is often a manifestation of college students seeking solace in online games because some basic psychological needs are not met in current real life. This basic psychological need often manifests itself as safety needs, interpersonal needs, etc.

Some researchers currently point out that when an individual's basic psychological needs are suppressed, ignored, and not satisfied, people often seek indirect satisfaction through other easily accessible means, and this indirect The way of satisfaction often makes people get stuck in it and become addicted. This is the case with college students' Internet addiction. Some college students' basic psychological needs such as interpersonal relationships and self-realization are not met in their daily study life. Students will become addicted to the Internet through being in the virtual world, that is, cyberspace, to satisfy their basic psychological needs by playing online games.

At the same time, in their study and life, students often encounter various difficulties and setbacks in learning, interpersonal communication, etc., and because they do not receive corresponding encouragement in time to correctly adjust their mentality, students often suffer from difficulties in daily life. It will produce a sense of frustration and powerlessness, but in the online world, playing games often gives students a certain sense of self-confidence and pride, which in turn makes up for the psychological need for self-realization that they do not get in daily life. Therefore, basic psychological needs and maladaptive cognition form a certain relationship between stress and Internet addiction, that is, a chain of mediating effects.

Such a series of research has also enhanced our understanding of how basic psychological needs and non-adaptive cognition affect Internet addiction in daily learning and life, and also improved our understanding of the formation mechanism of Internet game addiction, an important subtype of Internet addiction. It is also of great reference value. However, these current studies and some models often only focus on the mediating variables of online game addiction, exploring the process and common issues of the relationship between the corresponding variables, but do not clarify the relationship between the independent variables and the dependent variables, that is, how to control Keep other variables unchanged and let the independent variable change as much as possible to observe the corresponding changes in the dependent variable.

The impact of non-adaptive cognition on behavioral Internet addiction is likely to be affected by students' own motivational factors. Some researchers have pointed out that the motivation system can be divided into an approach system and an avoidance system that are independent of each other in terms of structure and function. This study intends to explore whether the behavioral activation system and inhibitory system mediate the relationship between maladaptive cognition and Internet game addiction tendencies.

All in all, this article is based on corresponding research to explore: (1) whether maladaptive cognition has a corresponding impact on basic psychological needs and Internet game addiction; (2) whether maladaptive cognition has a corresponding

impact on basic psychological needs and Internet game addiction; Is there a moderating effect between psychological needs and individual online game addiction? At the same time, how does this mediating model that plays a regulatory role relate to Internet game addiction, and how to control the corresponding strong and weak relationships? At the same time, the relevant results will deepen the understanding of the formation mechanism of Internet game addiction, and provide insights into the daily lives of young people in the future. Provide certain empirical support and theoretical guidance for the prevention and intervention of Internet game addiction.

2. RESEARCH METHODS

1. Research objects

For this postgraduate study, we selected parts from the whole as samples, such as 2493 students in Guangdong Province. Among them, 1,970 subjects had experience in online games, accounting for 79% of the total. Since this study explores the influencing factors and mechanisms of online games, only those who have experience in online games meet the requirements of this study. Therefore, all analyzes in this study are based on the data of these 1970 people. Among them, 1089 are boys (55.2%), 881 are girls (44.3%), and 10 people have missing gender data (0.5%). The average age of the subjects is was 19 years old (SD =1.86).

2. research tool

(1)Basic Psychological Needs Questionnaire

The Basic Psychological Needs Questionnaire is a scale compiled by Deci and Ryan [9] and revised by Yu Chengfu, Zhang Wei and Zeng Yiyin [10]. It mainly assesses the degree to which individuals' basic psychological needs are satisfied in real life. The scale includes a total of 21 items, measuring competence needs, relationship needs and autonomy needs respectively; it adopts a 7-point scale, with 1 indicating "completely disagree" and 7 indicating "completely agree". The researcher reversed the reverse-scored items and calculated the average score of the scale. The higher the score, the higher the satisfaction of adolescents' psychological needs. In this study, the Cronbach's α coefficient of the questionnaire was 0.65.

(2) Nonadaptive Cognition Questionnaire

Table 1 Mean, standard deviation and correlation coefficient of each variable (N=1990)

variable	1	2	3	4	5	6	7	8	9
1. Gender	-	^-0.05*	0.03	^-0.15*	0.08	-0.01	0.05*	0.16**	^-0.31**
2.Age		-	0.02	0.04	^-0.15*	0.06*	0.11**	^-0.06*	0.03*
3.Basic psychological needs			-	0.17**	0.18**	0.18**	0.19**	0.19**	0.1*
4. Maladaptive cognition				-	0.15**	0.21**	0.30**	0.12**	0.42**
5 reward responses					-	0.61**	0.65**	0.62**	0.07**
6. Drive						-	0.67**	0.39**	0.16**
7. Pursuit of pleasure							-	0.47**	0.22**
8. Behavioral Inhibition								-	0.07**
9. Online game addiction									-
M	0.45	14.60	4.50	2.71	3.14	2.73	2.80	2.98	1.37
SD	0.50	1.86	0.56	0.78	0.57	0.63	0.57	0.61	0.38

Note: The correlation coefficient is obtained using the Bootstrap (N=1000) method. Gender is a dummy variable, "boy" = 0, "girl" = 1. * means $p < 0.05$, ** means $p < 0.01$.

This study used the adolescent non-adaptive cognition scale compiled by Mai et al. [11]. The "non-adaptive cognition" measured by this questionnaire is network-specific non-adaptive cognition. The questionnaire included a total of 12 questions, measuring three factors: social convenience, stress avoidance and self-realization respectively; it was scored on a 5-point scale, with 1 representing "completely disagree" and 5 representing "completely agree". The researchers calculated the average score of all items. The higher the score, the more obvious the adolescent's maladaptive cognition. In this study, the Cronbach's α coefficient of the questionnaire was 0.86.

(3) Behavioral Inhibition/Activation System Scale

This study used the Chinese version of the Behavioral Inhibition/Activation System (BIS/BAS) scale adapted by Li Yanzhang et al. [12]. It has a total of 18 items and is divided into two systems: behavioral inhibition and behavioral activation. Among them, the behavioral activation system includes three dimensions: reward response, drive and pleasure pursuit, which are scored from "completely agree" to "completely disagree" as 1-4 points respectively. In this study, the Cronbach's α coefficient of each dimension was 0.71-0.78. Considering that the reward response, drive and pleasure pursuit of the BAS scale are not suitable to be combined into one score [13], therefore in the correlation analysis and regression analysis, the researchers analyzed these three dimensions independently.

Developed on the basis of the Rational Video Game Use Scale, it includes a total of 12 items and is scored on a 3-level scale, with 1 being "never", 2 being "sometimes", and 3 being "often". The higher the score, the higher the score. The more addictive the tendency is. In this study, the Cronbach's α coefficient of the scale was 0.89.

data analysis

This study used the SPSS20.0 software package to conduct statistical analysis of the data. Regarding the significance test of the regression coefficient, we used the Bootstrap method to construct a total of 1,000 samples, each with a capacity of 1,990 people.

Research result

1. Mean, standard deviation and correlation coefficient of each variable

Table 1 lists the mean, standard deviation and correlation coefficient of each variable. As shown in Table 1, basic psychological needs are positively correlated with non-adaptive cognition and online game addiction, which means that the higher the basic psychological needs, the more non-adaptive cognition students have and the more serious their tendency to become addicted to online games. In addition, maladaptive cognition is positively related to online game addiction, and reward response, drive, pleasure pursuit, and behavioral inhibition are also positively related to online game addiction.

2. The relationship between basic psychological needs and online game addiction: Moderated mediation model According to Muller, Judd and Yzerbyt [15], testing the moderated mediation model requires estimating the parameters of the following three regression equations: Equation 1 Estimate the moderating effect of the moderating variable (BIS/BAS) on the relationship between the independent variable (basic psychological needs) and the dependent variable (Internet game addiction); Equation 2 estimates the moderating effect of the moderating variable (BIS/BAS) on the relationship between the independent variable (basic psychological needs) and the dependent variable (Internet game addiction). Moderating effect of the relationship between the mediating variable (maladaptive cognition); Equation 3 estimates the moderating effect of the mediating variable (BIS/BAS) on the relationship between the mediating variable (maladaptive cognition) and the dependent variable (online game addiction) effect, as well as the moderating effect of the independent variable (basic psychological needs) on the residual effect of the dependent variable (Internet game addiction). All three equations decentralize the individual predictor variables. The variance inflation factors of all predictor variables are not higher than 2.5, and there are no serious multicollinearity problems.

Muller et al. pointed out that if the above model estimation meets the following two conditions, it means that there is a moderated mediation effect: (1) In equation 1, the total effect of basic psychological needs is significant, and the size of this effect does not depend on BIS/BAS ; (2) The basic psychological needs in equations 2 and 3 have a significant effect on non-adaptive cognition, and the interactive effect of non-adaptive cognition and BIS/BAS on online game addiction is significant.

As shown in Table 2, the regression analysis results show that in Equation 1, basic psychological needs positively predict Internet game addiction, pleasure pursuit and BIS in BAS positively predict Internet game addiction, and reward response negatively predicts Internet addiction. , while the interaction term between basic psychological needs and BIS/BAS has no significant predictive effect on online game addiction; in equation 2, the main effect of basic psychological needs on non-adaptive cognition is significant, and the driving force in basic psychological needs and BAS The interaction term has a significant predictive effect on maladaptive cognition. In order to reveal the essence of this interaction effect more clearly, we calculated the effect size of basic psychological needs on maladaptive cognition when drive is the mean plus or minus one standard deviation (i.e., performed a simple slope test), and based on the regression equation Taking the average values of basic psychological needs and drives plus or minus one standard deviation respectively, a simple effect analysis chart was drawn (Figure 1). The results showed that when the drive level is low, the promotion effect of basic psychological needs on non-adaptive cognition is enhanced ($B_{simple} = 0.26, SE = 0.06, p < 0.001$); when the drive level is high, the basic psychological needs have an enhanced effect on non-adaptive cognition. The promotion effect of non-adaptive cognition is not significant ($B_{simple} = 0.07, SE = 0.06, p > 0.05$)

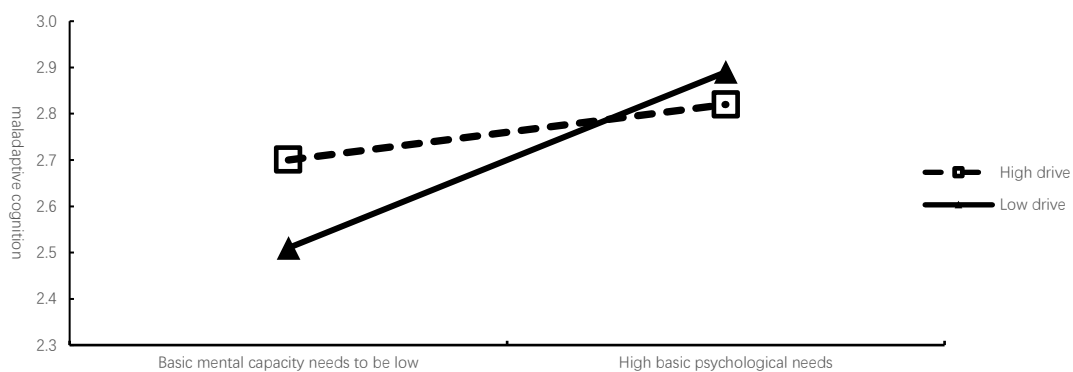


Figure 1 The moderating effect of drive on the relationship between basic psychological needs and non-effectiveness cognition

In equation 3, maladaptive cognition positively predicts online game addiction, and the interaction

between maladaptive cognition and drive positively predicts online game addiction. In order to reveal the essence of the interactive effect of maladaptive

cognition and drive, we calculated the effect value of maladaptive cognition on online game addiction when drive is plus or minus one standard deviation from the mean, and based on The regression equation takes the values of plus or minus one standard deviation of the mean value of non-adaptive cognition and drive respectively, and draws a simple effect analysis chart (Figure 2). The simple effect test found that when the

drive level is high, maladaptive cognition has a stronger positive predictive effect on online game addiction ($B_{simple}=0.12$, $SE=0.02$, $p<0.001$); when the drive level is low When , the positive predictive effect of non-adaptive cognition on Internet game addiction weakens ($B_{simple} =0.18$, $SE=0.02$, $p<0.001$).

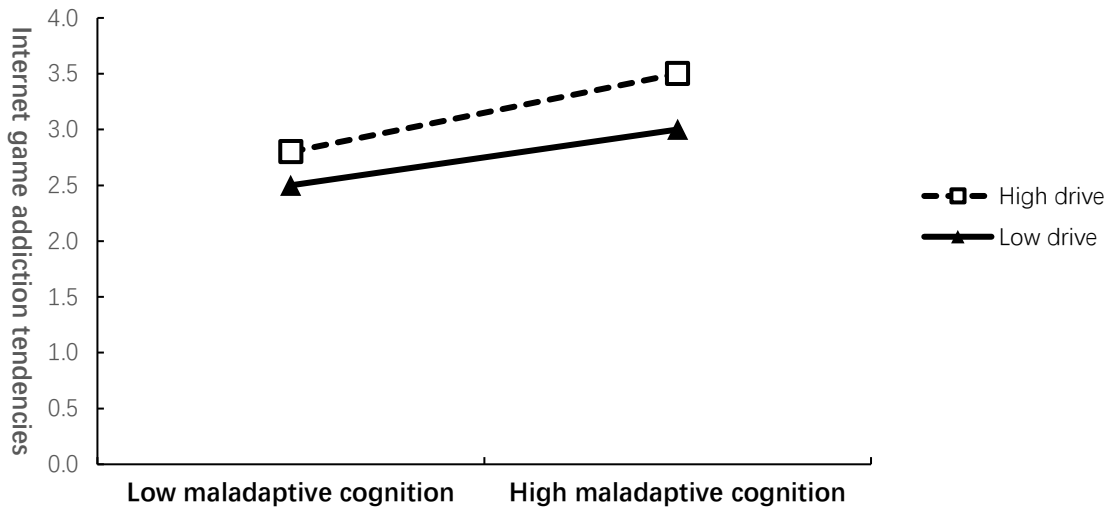


Figure 2 The moderating effect of drive on the relationship between maladaptive cognition and Internet game addiction tendency

Comprehensive data analysis results show that basic psychological needs pass through the intermediary process of non-adaptive cognition, and the impact on online game addiction is regulated by drive. The adjustment point is located both in the first half of the intermediary chain and in the second half of the intermediary chain. part. That is, the relationship between basic psychological needs and non-adaptive cognition, as well as the relationship between non-adaptive cognition and online game addiction tendencies, are both affected by individual drive levels.

4. DISCUSSION

This study established a moderated mediation model, revealing the mechanism by which basic psychological needs affect the degree of Internet game addiction. On the one hand, it clarified that basic psychological needs affect Internet game addiction tendencies through maladaptive cognition ("How it works"), on the other hand reveals that this process is influenced by the behavioral activation system ("When does it matter"). The research results have certain theoretical value and practical significance for the scientific prevention and intervention of Internet game addiction.

1. The mediating role of maladaptive cognition

This study found that maladaptive cognition has a mediating effect between basic psychological needs and adolescents' Internet game addiction tendencies. The research results support the "needs-satisfaction" model and the "cognition-behavior" model, that is, individuals have a deviant understanding of the Internet because their basic psychological needs are not satisfied in real life, thus forming the formation of online games. addiction. The findings of this study support previous research results. For example, research by Yi Juan et al. [6] found that non-adaptive cognition plays a mediating role between basic psychological needs and adolescents' Internet addiction tendencies. Mai Yujiao's research also pointed out [4] that life events, social anxiety, social support and problem solving affect an individual's Internet addiction tendency by affecting non-adaptive cognition. Among them, non-adaptive cognition plays an important role in social support and problem solving. Resolution plays a full mediating role in the relationship between Internet addiction and partial mediation in the relationship between life events and social anxiety. It can be seen that non-adaptive

cognition plays an extremely important core role in the formation of Internet addiction/Internet game addiction.

2. The regulating effect of drive

This study examined the regulatory effect of the two motivational systems of behavioral inhibition/activation on the intermediary chain of "basic psychological needs → non-adaptive cognition → online game addiction tendency". The results showed that among the four indicators of the behavioral inhibition/activation system (reward response, drive, pleasure pursuit and behavioral inhibition), only drive had a significant regulatory effect on this intermediary chain. First, drive regulates the path of "basic psychological needs → maladaptive cognition". When the individual's drive level is low, the promotion effect of basic psychological needs on non-adaptive cognition is enhanced; when the drive level is high, the promotion effect of basic psychological needs on non-adaptive cognition is not significant. In other words, only for individuals with low drive levels, the lack of basic psychological needs in real life will prompt individuals to form a biased understanding of online/online games. Drive refers to the behavior of individuals to continuously pursue the goals they set [13], such as, "I will try my best to get what I want" "When I have the opportunity to get what I want, I will Take action now." This means that for individuals with high drive levels, when their basic psychological needs are not met, they will find ways to seek satisfaction in reality, while individuals with low drive levels may easily escape through the Internet/online games.

Secondly, drive also regulates the path of "non-adaptive cognition → online game addiction tendency". Compared with adolescents with low drive levels, the positive predictive effect of maladaptive cognition on Internet game addiction is stronger when the individual's drive level is higher. For individuals with high levels of drive, once non-adaptive cognitions are formed, for example, "I can get more respect online than in real life" "I feel stronger when I am online than usual" ", they will be addicted to online games for a long time, thus forming an addiction to online games.

Taken together, the findings of this study have important theoretical value and practical significance. In terms of theory, the results of this study support the integration of the "needs-satisfaction" model and the "cognition-behavior" model, and effectively integrate needs, cognition, motivation and behavior through the regulatory variable of the behavioral inhibition/activation system. Under a theoretical framework, the previous mediation model on online game addiction is deepened and expanded. In terms of practice, this study reveals the intrinsic mechanism of basic psychological needs affecting adolescents'

Internet game addiction, and has certain reference value for the intervention and prevention of Internet game addiction.

3. Educational inspiration

(1) Pay attention to meeting the basic psychological needs of teenagers

The satisfaction of psychological needs is the basic motivation for individual behavior. A large number of studies have shown that the Internet satisfies individuals' psychological needs that are not satisfied in real life, leading to individuals becoming addicted to the Internet. This study examined the relationship between three basic psychological needs (the need for competence, the need for relationships, and the need for autonomy) and the tendency to become addicted to online games. The so-called need for competence means that individuals need to be competent in certain activities or love, understanding and support, and experience a sense of belonging; the need for autonomy means that individuals have a certain right to self-determination, from which they experience self-determination. [10] The results of this study suggest that parents, school administrators and educators need to pay attention to the role of individual basic psychological needs in the formation of online game addiction, and should pay special attention to students whose basic psychological needs are not met in real life. , their tasks, from which they experience a sense of competence; the need for relationships refers to the individual's need for relationships with other people in the surrounding environment and is a susceptible group to online game addiction. The specific approach can be combined with the connotations of the three basic needs mentioned above. carry out. For example, for teenagers whose ability needs are not met, some activities or tasks suitable for their development level can be created for them, so that they can experience a sense of accomplishment. For individuals whose relationship needs are not satisfied, they should be helped to master interpersonal communication skills, improve their helping behavior, reduce bad behaviors, and integrate them into the class. Research shows that positive interpersonal relationships (especially teacher-student relationships and peer relationships) will promote individual school participation, thereby enhancing their academic, emotional and behavioral adaptation [10], and making it less likely to form online game addiction. In addition, for adolescents, their need for autonomy is particularly prominent. Tension in parent-child relationships is often due to parents' unwillingness to delegate power to their children, leading to high parent-child conflicts. Therefore, parents and educators should adapt to this change in children and provide teenagers with some optional tasks, activities, etc., so that they can experience that they can decide their own lives in some aspects.

(2) Correct the non-adaptive cognition of the Internet

among teenagers, especially those with high motivation

The results of this study indicate that maladaptive cognition plays a mediating role between basic psychological needs and Internet game addiction. This reminds us that we can start by reducing individuals' biased understanding of the Internet to prevent individuals from becoming addicted to online games. Moreover, this study found that high drive has a greater promoting effect on the relationship between maladaptive cognition and Internet game addiction, which suggests that we should pay more targeted attention to individuals with high drive to help them eliminate their Non-adaptive cognition of the Internet reduces the possibility of Internet game addiction. In effect, drive serves as a moderating variable at two points in the model. The adjustment point of drive is located in both the first half and the second half of the intermediary chain of "basic psychological needs → non-adaptive cognition → online game addiction tendency". Interestingly, the adjustment directions of the two places are not consistent. In the relationship of "basic psychological needs → maladaptive

cognition", the study found that only for individuals with low drive levels, the lack of basic psychological needs in real life will prompt individuals to form deviations towards online/online games. know. In other words, the lack of basic psychological needs is more likely to lead to non-adaptive cognition in individuals with low drive. Therefore, in terms of preventing maladaptive cognition, parents and teachers need to pay special attention to children with low drive. In the relationship of "non-adaptive cognition → Internet game addiction", the research results point out that individuals with high drive are more able to amplify the impact of non-adaptive cognition on Internet game addiction. This reminds us that once individuals form a biased understanding of the Internet, individuals with high drive are more likely to become addicted to online games. It can be seen that at different stages of the development of online game addiction, the risk groups and key targets of addiction are also different. This is the important contribution of this study.

Table 2 Test of the moderated mediating effect of basic psychological needs on Internet game addiction

predictor variable	Equation 1 (efficiency standard: Internet game addiction)			Equation 2 (efficiency standard: maladaptive cognition)			Equation 3 (efficiency standard: Internet game addiction)		
	B	SE	β	B	SE	β	B	SE	β
basic psychological needs	0.04	0.02	0.06*	0.17	0.03	0.12***	0.02	0.02	0.02
reward response	-0.11	0.02	-0.16***	-0.13	0.05	-0.09*	-0.08	0.02	-0.12
drive	0.02	0.02	0.03	0.02	0.04	0.02	0.01	0.02	0.01
pleasure pursuit	0.19	0.02	0.28***	0.45	0.05	0.33***	0.11	0.02	0.17***
behavioral breeding	0.04	0.02	0.06*	0.02	0.04	0.02	0.03	0.02	0.05
Basic psychological needs x rewards	-0.07	0.04	-0.08	0.04	0.09	0.02	-0.07	0.04	-0.08
Basic psychological needs * drives	0.01	0.04	0.01	-0.17	0.08	-0.00*	0.04	0.04	0.04
Basic psychological needs x pleasure	0.04	0.04	0.04	0.15	0.08	0.07	0.01	0.04	0.01
Basic psychological needs x inhibition	0.05	0.04	0.06	0.13	0.08	0.07	0.04	0.04	0.04
maladaptive cognition							0.15	0.01	0.31***
maladaptive cognition x reward							0.001	0.03	0.001
non-psychocognitive x-drive							0.05	0.02	0.07*
maladaptive cognition x pleasure							0.03	0.03	0.05
maladaptive cognitive xa inhibition							0.002	0.02	0.003
gender	-0.25	0.02	-0.32***	-0.26	0.04	-0.17***	-0.21	0.02	-0.27**
age	-0.01	0.01	-0.03	-0.01	0.01	-0.01	-0.003	0.01	-0.02
R ²		0.169			0.146			0.271	
F		30.19***			24.48***			36.45***	

Note: The correlation coefficient is obtained using the Bootstrap (N=1000) method. Gender is a dummy variable, "boy" = 0, "girl" = 1. * means p,0.05, ** means p,0.01.

4. Research Deficiencies And Prospects

This study has some shortcomings that need to be improved in future research. First of all, based on Deci and Ryan's basic psychological needs theory, this

study only examined the impact of three needs (competence needs, relationship needs and autonomy needs) on adolescents' addiction to online games. According to Suler's "needs-satisfaction" model, in

addition to the above three basic psychological needs, the needs of self-realization and self-transcendence may be important aspects for online game addicts to obtain satisfaction through games. [4] Therefore, future research can more comprehensively and deeply examine the impact and specificity of other needs on online game addiction. Secondly, although this study found that the driving force in the behavioral activation system regulates the intermediary chain of "basic psychological needs → non-adaptive cognition → online game addiction tendency", other behavioral activation/behavioral inhibition systems have a negative impact on the Internet. The impact of game addiction tendencies still needs to be further explored to determine the specific effects of subcomponents of the motivation system on Internet game addiction. Thirdly, although the selection of relevant variables in this study is well-founded, it is a cross-sectional research design after all, and the causal relationship between variables cannot be accurately inferred. In the future, a follow-up design can be used to further test the findings of this study. Finally, this study only used self-reported data from subjects. In the future, more objective methods such as parents, teachers, and peer evaluations can be used to collect data.

5. CONCLUSION

This study draws the following conclusions: (1) After controlling for gender and age, basic psychological

needs have a positive predictive effect on online game addiction tendencies; (2) Maladaptive cognition mediates basic psychological needs and online game addiction. The relationship between addiction tendencies; (3) The impact of basic psychological needs on non-adaptive cognition, and the impact of non-adaptive cognition on online game addiction tendencies, are regulated by the drive in the behavioral activation system.

REFERENCES

- [1] Shi Zifu, Hou Ruyue, Guan Jinliang, Tian Hui, Zheng Meiling, Peng Lifang. The relationship between stressful life events and online game addiction among college students: a moderated mediation model [J]. *Psychological Technology and Applications*, 2021, 9(02):102-108.
- [2] Zhen Shuangju, Yu Chengfu, Hu Jianping, Bao Zhenzhou, Zhang Wei. Basic psychological needs and adolescents' online game addiction tendencies: a moderated mediation model [J]. *Educational Measurement and Evaluation*, 2016, (11): 39- 45.
- [3] Xie Xianglong, Liu Zhen, Chen Yan, Lao Yingxin, Jiang Yaqin. The impact of college students' reinforcement sensitivity on online game addiction: the mediating effect of online game motivation [J]. *Chinese Journal of Health Psychology*, 2016, 24(05):771-775.

The Relationship of Career Adaptability between Entrepreneurial Self-efficacy and Entrepreneurial Intention among Vocational College Students

Wenhui Yin

Inner Mongolia Technical College of Mechanics & Electrics, Hohhot, Inner Mongolia 010070, China

Abstract: In order to verify the impact of career adaptability on entrepreneurial awareness, an empirical study was conducted on the relationship between career adaptability, entrepreneurial efficacy and entrepreneurial intention of vocational college students. the results indicate that the career adaptability of vocational *college* students is urged to develop in the current economic situation and occupational environment in China. Career adaptability not only directly predicts entrepreneurial intention but also indirectly predicts it through entrepreneurial self-efficacy. Positive career concerns are key factors for vocational college students to comprehend and internalize the entrepreneurial role, thereby enhancing their entrepreneurial self-efficacy and entrepreneurial intention. Career adaptability is an important psychological resource that influences the formation and development of entrepreneurial intention among vocational college students. Integrating the development of career adaptability into entrepreneurial education in vocational colleges in China contribute to the enhancement of entrepreneurial awareness among vocational college students.

Keywords: career adaptability, entrepreneurial self-efficacy, entrepreneurial intention, vocational colleges

1 FOREWORD

In October 2021, the General Office of the State Council issued the "Guiding Opinions on Further Supporting Innovation and Entrepreneurship of College Students" (Document [2021] No. 35), which emphasized the importance of innovation-driven entrepreneurship and the role of entrepreneurship in promoting employment. It called for strong support from all sectors of society to promote employment through independent entrepreneurship among college students. Vocational colleges primarily cultivate technical and skilled talents, and they must accurately position themselves and fully implement relevant national policies on innovation and entrepreneurship education. It is important to incorporate the cultivation of students' innovation awareness and entrepreneurial

abilities into the goals of talent development in higher education institutions, thereby enhancing the quality of talent cultivation.

However, In terms of the current entrepreneurial situation among vocational college students, it has not reached the desired level, with a low success rate in entrepreneurship, which hinders the overall progress of entrepreneurship activities among vocational college students. the main reason for this is the low level of entrepreneurial intention among vocational college students. [1] Entrepreneurial intention is an important factor that influences entrepreneurial success, guiding entrepreneurs or potential entrepreneurs to continuously pursue entrepreneurial goals. the entrepreneurial awareness of vocational college students in China still needs to be further improved. Therefore, it is of great practical significance to explore the key factors that influence the entrepreneurial awareness of vocational college students in order to cultivate and enhance their entrepreneurial awareness through educational practices.

In recent years, scholars have conducted extensive research on entrepreneurial awareness, its influencing factors, and mechanisms. These studies have moved away from the rigid trait-based theories of entrepreneurship and shifted their focus towards potential entrepreneurs. They consider entrepreneurial awareness as the best predictor variable for entrepreneurship and have conducted theoretical and empirical research on issues such as entrepreneurial self-efficacy and entrepreneurial intention, achieving some significant results. However, the formation and development of individual entrepreneurial consciousness are influenced by various complex factors. Some scholars argue that it is still necessary to use multiple theories to conduct more extensive research on the factors influencing entrepreneurial consciousness, especially the modifiable psychological factors and mechanisms. From an individual perspective, entrepreneurship is a viable career development path, and therefore, individual entrepreneurial consciousness is inevitably influenced

by personal beliefs, attitudes, and abilities in career development. From this perspective, the recent advances in foreign career development theory, such as career adaptability, provide a new perspective for the study and practical intervention of entrepreneurial psychology.

The concept of career adaptability was initially proposed by American scholars Super and Knasel (1981). They believed that adaptability is the core of career development theory, referring to a social-psychological resource that helps individuals adapt to job transitions, resolve work-related challenges, and maintain balance in their career roles. [2] Building on and further developing the perspectives of Super & Knasel, scholar Savickas (2005) proposed that individual career adaptability evolves along four dimensions: career concern, career control, career curiosity, and career confidence. [3] Based on this framework, Savickas and his team developed the Career Adapt-Abilities Scale (CAAS) [4] and organized a global team to conduct cross-cultural research, demonstrating the concept's robustness and measurement stability across different cultures.

Existing research has primarily explored and analyzed the functions of career adaptability in the fields of psychological health, organizational behavior, and career development. In terms of mental health, according to Skorikov and colleagues' research, individuals with high levels of career adaptability are able to regulate their mindset and approach career development tasks with optimism and positivity. As a result, they experience a reduction in negative emotions, leading to a happier and more fulfilling life. [5] Hirschi concluded that career adaptability is beneficial for the psychological health development of individuals, with higher levels of career adaptability associated with greater life satisfaction. [6] In terms of organizational behavior, Yu Haibo and his colleagues have proposed that career adaptability can predict the employment outcomes of college students. [7] Liang Minghui et al. believe that the career adaptability of college students is positively correlated with their entrepreneurial proactivity, and self-efficacy plays a mediating role. [8] Therefore, career adaptability is one of the influencing factors for whether college students choose entrepreneurship and how they handle tasks and challenges encountered in the entrepreneurial process. Cheng Jingnan et al. believe that the career adaptability of college students influences their career behaviors. As the level of career adaptability increases, individuals also experience an improvement in their sense of career purpose and self-efficacy in career decision-making. The study also found an increase in career exploration behaviors. [9] Empirical studies in individual career development have shown that career adaptability can help individuals achieve career transitions and resolve career dilemmas, [10] and it is significantly positively correlated with individuals' employability. [11]

Furthermore, career adaptability can effectively predict individuals' subjective career success. [12]

Existing research has consistently shown that career adaptability, as an important psychological resource, serves as a strong guarantee for individuals to achieve healthy development, achieve work performance, and attain personal career success in today's rapidly changing world. Entrepreneurship is a career development path full of uncertainty, which suggests that career adaptability may have a positive impact on individuals' entrepreneurial awareness. Currently, China is undergoing drastic social changes, and the uncertainty of career development for contemporary vocational college students is becoming more prominent. This uncertainty implies that any career today has some entrepreneurial nature. In this context, it can be assumed that career adaptability is an important psychological resource that influences the entrepreneurial awareness of vocational college students today. Therefore, this study attempts to expand the research on career adaptability to the field of entrepreneurial psychology, in order to examine the impact of career adaptability on the entrepreneurial awareness of vocational college students.

Considering that entrepreneurial self-efficacy and entrepreneurial intention are core variables for measuring individual entrepreneurial awareness, and entrepreneurial self-efficacy is often regarded as an important antecedent variable of entrepreneurial intention, this study focuses on third-year vocational college students. Through a questionnaire survey, it examines the predictive effects of career adaptability on entrepreneurial self-efficacy and entrepreneurial intention. Additionally, it analyzes the mediating mechanism of entrepreneurial self-efficacy in the relationship between career adaptability and entrepreneurial intention. The findings of this study will provide a new theoretical perspective and valuable practical insights for cultivating entrepreneurial awareness and career guidance among vocational college students in China.

2 RESEARCH PROCESS AND METHODS

2.1 Research Participants and Procedure

The study selected third-year vocational college students who were about to graduate and currently undergoing internships at Inner Mongolia College of Machinery and Electric Engineering as the research participants. A questionnaire survey was conducted among these students. A total of 800 questionnaires were distributed, and 695 were returned. After excluding invalid questionnaires, 528 valid questionnaires were obtained. Among the participants, 421 were male and 107 were female, with an average age of 21.23 ± 1.25 years.

2.2 Research Instruments

2.2.1 Career Adaptability Scale (Chinese Version)

The study utilized the Chinese version of the Career Adapt-Abilities Scale (CAAS), revised by Hou Zhijin et al. (2012). [13] the scale consists of four dimensions:

ACADEMIC PUBLISHING HOUSE

career concern, career control, career curiosity, and career confidence. It comprises a total of 24 items, with six items for each dimension. A Likert 5-point scoring system was employed (1 - not strong, 2 - somewhat strong, 3 - strong, 4 - quite strong, 5 - very strong). the internal consistency coefficients (α) for the total scale and the four subscales were 0.966, 0.889, 0.908, 0.895 and 0.920, respectively. the results section provides specific information on the validation of the scale's structural validity.

2.2.2 Entrepreneurial Self-Efficacy Scale

The Entrepreneurial Self-Efficacy Scale used in this study was developed by Linan and Chen (2009). [14] It consists of six items, such as "Starting and keeping a business alive is easy for me" and "I believe I lack the skills to start a company." A Likert 5-point scoring system was used (1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, 5 - strongly agree). the internal consistency coefficient of the scale was 0.870.

2.2.3 Entrepreneurial Intention Scale

The measurement of entrepreneurial intention used two items from Lee, Wong, Foo, and Leung (2011). [15] the two items were "I have always wanted to work for myself" (intention for self-employment) and "If given the opportunity, I would start my own business.

" the Likert 5-point scoring system was used (1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, 5 - strongly agree). the internal consistency coefficient of the scale was 0.750.

2.3 Statistical Methods

All data were entered into Excel software and analyzed using SPSS 26.0 and AMOS 23.0.

The statistical methods used in research studies include confirmatory factor analysis, Pearson correlation analysis, and regression analysis.

The main fit indices for the model were $\chi^2=578.375$, $df=246$, $\chi^2/df=2.576$, $RMR=0.036$, $CFI=0.815$, $IFI=0.816$, $TLI=0.806$, and $RMSEA=0.069$. the results of the item and factor loadings indicated that the model was acceptable.

3. RESEARCH RESULTS

3.1 Results of Correlation Analysis

The means and standard deviations of the dimensions of career adaptability, the total scale, entrepreneurial self-efficacy, and entrepreneurial intention were calculated. Pearson correlation analysis was conducted to analyze the correlations between variables. the results are presented in Table 1.

Table 1: Correlation Results of Career Adaptability with Entrepreneurial Efficacy and Entrepreneurial Intention

	<i>M</i>	<i>SD</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1. Career Concerns	3.39	0.80	-					
2. Career Control	3.59	0.78	0.770**	-				
3. Career Curiosity	3.57	0.80	0.720**	0.814**	-			
4. Career Confidence	3.56	0.82	0.730**	0.782**	0.836**	-		
5. Career Adaptability	3.52	0.73	0.882**	0.921**	0.924**	0.920**	-	
6. Entrepreneurial Self-efficacy	3.38	1.05	0.347**	0.306**	0.315**	0.326**	0.355**	-
7. Entrepreneurial Intention	3.45	1.06	0.315**	0.290**	0.280**	0.301**	0.326**	0.487**

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, the following are the same.

3.2 Regression Analysis Results

To examine the relationships between career adaptability, entrepreneurial self-efficacy, entrepreneurial intention, with entrepreneurial self-efficacy as the mediating variable, a mediation

analysis was conducted. Following Hayes (2013) theoretical framework, a forced regression method was employed for hypothesis testing. Gender (1=male, 2=female) was included as a control variable in the regression analysis. the results of each model are presented in Table 2.

Table 2: the results of regressive analysis

	<i>Entrepreneurial Self-efficacy</i>		<i>Entrepreneurial Intention</i>	
	<i>Model 1</i>	<i>Model 2</i>	<i>Model 2</i>	<i>Model 3</i>
<i>Sex</i> (β)	-0.032	-0.174***	-0.174***	-0.157***
<i>Career Adaptability</i> (β)	0.336***	0.288***	0.288***	0.162***
<i>Entrepreneurial Self-efficacy</i> (β)	-	-	-	-
<i>F</i>	30.897**	32.206***	32.206***	55.805***
<i>R2</i>	0.138	0.145	0.145	0.281

Notes: β is standardized regression coefficient, * is significance level of t-value, the following are the same.

Comparing MODEL3 with MODEL2, it is observed that the regression coefficient of career adaptability in MODEL3 is smaller than that in MODEL2. Combining these findings with the results of MODEL1, it can be concluded that entrepreneurial self-efficacy partially mediates the relationship

between career adaptability and entrepreneurial intention.

To identify the important factors within career adaptability that influence entrepreneurial self-efficacy and entrepreneurial intention, a stepwise regression analysis was conducted, with entrepreneurial self-efficacy and entrepreneurial

intention as dependent variables, and the four factors of career adaptability as independent variables (Criteria: Probability-of-F-to-enter ≤ 0.050 , Probability-of-F-to-remove ≥ 0.100).

The results indicate that in predicting entrepreneurial self-efficacy, the retained factors within career adaptability are career concern ($\beta=0.243$, $t=3.615^{***}$) and career confidence ($\beta=0.146$, $t=2.251^{***}$) ($F=31.136^{***}$, $R^2=0.112$). Similarly, in predicting entrepreneurial intention, the retained factors are also career concern ($\beta=0.303$, $t=3.125^{***}$) and career confidence ($\beta=0.253$, $t=2.371^*$) ($F=25.127^{***}$, $R^2=0.115$).

4. ANALYSIS AND DISCUSSION

4.1 Structural Characteristics of Career Adaptability among vocational College Students in their Third Year

The results of the confirmatory factor analysis of the Chinese version of the Career Adapt-Abilities Scale indicate that Savickas and Porfeli's (2012) multidimensional and multilayered theoretical model of career adaptability is generally supported in the Chinese cultural context. In terms of the structure of career adaptability, the factor loadings of each factor in this study (career concern: 0.86, career control: 0.92, career curiosity: 0.95, career confidence: 0.93) are higher than those reported in Savickas et al.'s (2012) international sample (career concern: 0.78, career control: 0.86, career curiosity: 0.88, career confidence: 0.90) and Hou et al.'s (2012) Chinese sample (career concern: 0.83, career control: 0.67, career curiosity: 0.73, career confidence: 0.77). Additionally, the order of factor loadings in this study differs from the results of these two studies, with the highest loading observed for the "career curiosity" factor. This may be attributed to the specific background conditions and sample characteristics of this study.

Savickas and Porfeli argue that the degree of environmental change plays a crucial role in the development of career adaptability, as it provides individuals with different opportunities and necessities to develop and demonstrate psychological resources and adaptive capacities. The participants in this study were third-year graduating students from general vocational colleges in China who were in the internship stage. The current challenging employment situation and rapidly changing career environment in our country have put forth corresponding requirements for the development of career adaptability among this group. At the same time, these conditions also provide opportunities for the manifestation of their career adaptability. Indeed, due to the imminent employment tasks faced by this group, the significance of "career curiosity" in the structure of career adaptability becomes particularly prominent. Absolutely, these inferences also need further validation through similar research.

4.2 The Relationship between Career Adaptability and Entrepreneurial Self-efficacy and Entrepreneurial Intention

The results of the correlation analysis indicate that career adaptability, as well as its dimensions (career concern, career control, career curiosity, and career confidence), are significantly positively correlated with entrepreneurial self-efficacy and entrepreneurial intention. According to the constructivist approach to career theory, individuals actively construct and interpret their experiences through interactions with the environment. They use these constructed experiences to form their internal reality and predict their pathways in the external reality. Career adaptability is a key manifestation of this active constructivist ability of individuals. It provides individuals with the psychological energy to cope with career changes and effectively manage their career development in a subtle and influential way. Savickas and Porfeli (2012) argue that career adaptability contributes to successful adjustment to career development tasks. With the economic transformation and social development in China, as well as the mismatch between vocational college students and the labor market, entrepreneurship, especially internet entrepreneurship, has become an important career development path for Chinese youth. Therefore, in general, career adaptability can implicitly provide individuals with the willingness and ability for the development of their entrepreneurial careers. This is consistent with previous research that demonstrates the positive predictive function of career adaptability on individual career development. Additionally, it provides strong evidence for the convergent validity of career adaptability.

4.3 The Mechanism of Career Adaptability on Entrepreneurial Intention

The regression analysis results indicate that career adaptability can directly predict entrepreneurial intention, as well as indirectly predict entrepreneurial intention through the mediating variable of entrepreneurial self-efficacy. As the development of China's economy and society intensifies the inherent uncertainty of individuals' career prospects, it silently elevates the psychological status of entrepreneurial roles in personal career development tasks. Career adaptability, which emphasizes the optimistic acceptance and proactive coping with career uncertainty, helps individuals perceive uncertainty as a career opportunity and learning experience. It not only effectively resolves the anxiety and unease caused by ambiguity but also enables individuals to embrace the novelty and variability brought by uncertainty. On the one hand, this can promote active identification of the "entrepreneurial role" among vocational students, thereby directly influencing the formation of their self-employment attitudes and entrepreneurial intentions. On the other hand, it also affects individuals' positive perception of

entrepreneurial activities and situations, which is beneficial for fostering and maintaining their beliefs and attitudes towards successful entrepreneurship. This indirectly influences entrepreneurial intentions. Stepwise regression analysis indicates that within the construct of career adaptability, career concern has the most representative impact on entrepreneurial intentions and entrepreneurial self-efficacy, followed by career confidence. Career concern within career adaptability particularly highlights the manifestation of career uncertainty features and its coping abilities. In the measurement of career adaptability, career uncertainty features are most prominently revealed in this dimension. Compared to career exploration and career autonomy, career concern directly focuses on the uncertain future of one's career. The ability to accept and cope with uncertainty is prominently reflected in the positive, optimistic, and flexible planning psychological resources that individuals possess related to an uncertain career future. This highlights the role of individuals in understanding and internalizing their "entrepreneurial role," making it a key factor influencing entrepreneurial self-efficacy and entrepreneurial intention. Indeed, this does not negate the positive role of other factors within career adaptability in influencing entrepreneurial self-efficacy and entrepreneurial intentions.

In conclusion, career adaptability, as a developable psychological resource, contributes to the formation and development of individuals' attitudes, beliefs, and intentions related to entrepreneurship. These research findings have significant implications for enhancing entrepreneurial awareness among vocational college students in China. The current economic situation and occupational environment in our country are driving the development of career adaptability among vocational college students. Students themselves need to abandon linear career development concepts and cultivate adaptability to embrace career uncertainty. Meanwhile, relevant departments in universities should also change their past rational career counseling concepts and measures and focus on cultivating vocational college students' career development abilities through adaptability. This not only meets the requirements of China's social development but also contributes to the formation and development of vocational college students' entrepreneurial awareness. In conclusion, integrating career adaptability into entrepreneurial education for vocational college students in China has significant practical significance in enhancing their entrepreneurial awareness in the current economic situation and social background.

5 CONCLUSION

Based on the research conducted, the following conclusions can be drawn:

The Career Adaptability Scale demonstrates good structural validity among vocational college graduates in China.

Career adaptability significantly predicts entrepreneurial self-efficacy and entrepreneurial intentions among vocational college students.

Entrepreneurial self-efficacy partially mediates the relationship between career adaptability and entrepreneurial intentions among vocational college students.

Career concern and career confidence have a significant impact on vocational college students' entrepreneurial self-efficacy and entrepreneurial intentions.

REFERENCES

- [1] Lu Yuanbin. the Impact of Entrepreneurship Education on the Entrepreneurial Intention of Vocational College Students [D]. Master's thesis, Guangxi Normal University. 2022.
- [2] Xu Min. Developmental Academic Counseling Model Construction and Implementation: Based on the Career Adaptability Theory [J]. *Education Theory and Practice*, 2017(6):9-11.
- [3] Ma Xing, Feng Lei. Enhancing Students' Career Adaptability: On the Paradigm Shift of Employment Guidance in Higher Education in the Age of New Industrial Revolution [J]. *Exploration of Higher Education*, 2021(5):118-123.
- [4] Savickas M L, Porfeli E J. Career adapt-abilities scale: Construction, reliability, and measurement equivalence across 13 countries [J]. *Journal of Vocational Behavior*, 2012, 80(3):661-673.
- [5] Vladimir S, W V F. Positive career orientation as an inhibitor of adolescent problem behavior [J]. *Journal of adolescence*. 2007, 30(1).
- [6] Hirschi A. Career acclimatizing development in adolescence: Multiple predictors and effect on sense of power and life satisfaction [J]. *Journal of Vocational Behavior*. 2009, 74(2).
- [7] Yu Haibo, He Xuemei. the Relationship between Proactive Personality and Job Performance of College Students: A Perspective from Career Construction Theory [J]. *China Human Resources Development*, 2014(05):48-53.
- [8] Liang Minghui, Yi Lingfeng. the Relationship between Career Adaptability and Entrepreneurial Self-Efficacy and Entrepreneurial Intention among College Students [J]. *Psychological and Behavioral Research*, 2017, 15(03):366-371.
- [9] Cheng Jingnan, Liu Yi, Liang Sancai. the Relationship between Career Adaptability and Vocational Exploration among College Students: the Mediating Role of Vocational Calling and Career Decision Self-Efficacy [J]. *Chinese Journal of Health Psychology*, 2017, 25(02):237-240.
- [10] Koen, J., Klehe, U. C., Van Vianen, A. E., Zikic, J., & Nauta, A. (2010). Job-search strategies and

reemployment quality: the impact of career adaptability. *Journal of Vocational Behavior*, 77, 126-139.

[11] De Guzman, A. B., &Choi, K. O. (2013). The relations of employability skills to career adaptability among technical school students. *Journal of Vocational Behavior*, 82(3):199-207.

[12] Zacher, H. (2014). Career adaptability predicts subjective career success above and beyond personality traits and core self-evaluations. *Journal of Vocational Behavior*, 81(1), 21-30.

[13] HOU, Z. J., Leung, S. A., Li, X. X., et al. Career Adapt-Abilities Scale-China form: Construction and

initial validation [J]. *Journal of Vocational Behavior*, 2012, 80(3):686-691.

[14] Linan, F., &Chen, Y. W. (2009). Development and Cross-Cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship Theory and Practice*, 33(3):593-617.

[15] Lee, L., Wong, P. K., Foo, M. D., &Leung, A. (2011). Entrepreneurial intentions: The influence of organizational and individual factors. *Journal of Business Venturing*, 26:124-136.

Re-Understanding the Concept of Marx's Social Time

Xin Chen

School of Marxism, Beijing Jiaotong University, Beijing, 100044, China

Abstract: This paper attempts to explain the concept of Marx's social time view and its possible realistic theoretical significance.

Key words: Marx's view of social time; Conceptual interpretation; Practical significance

Today's China is nurturing its own growth trajectory. Dialectical materialism and historical materialism are a high generalization of this law, in spite of the particularity of our own development, but, on the whole, we are in the general law of the historical development of human society. Among them, Marx's view of social time is a small branch of this general law. However, the "view of social time" mentioned here does not use the law of social time to guide concrete practice, but takes itself as a theory, making it a reflection of the real society and in turn giving inspiration to the reality. In other words, it is the unity of universality and particularity.

(1) Concept interpretation

Marx's view of social time connects the three factors of man, man's practical activities and history through materialist dialectics, because in Marx's view, "the first premise of history is the existence of living individuals", "material production activities become the main sign that man is different from animals, and at the same time become the premise and basis for the emergence and development of human society". "Natural history is transformed into human history through human existence and human material production activities, thus forming world history. " If the three elements are also elements of the law of human social development, then we need to further introduce objective and universal factors into this law, and try to further promote the law of human social development.

From the end of 1843 to his death in 1883, Marx spent a whole 40 years studying political economy, which inevitably involved a philosophical element as well as an economic element, namely, time. In the *Critique of Political Economy (Part I)*, Marx shows in the chapter on commodities that the value of commodities is determined by the socially necessary labor time, and "socially necessary labor time" becomes an important factor in measuring the value of commodities. the time factor is scientifically linked to the products of human labor. Here we are not discussing the scientific system formed between them, we only know that the factor of

time is related to the value of man, and at the same time, man also has free time in addition to Labour time, and the formation of free time is also fully discussed by Marx. Together they constitute the total time of human life, that is, social time. Therefore, adding social time into the law of human social development not only limits its connotation but also maintains its universal character. Therefore, Marx's view of social time is the unity of universality and particularity. Marx's view of social time combines labor time and free time, real man, man's practice and history, and has its own theoretical particularity. We understand that Marx used historical materialism and materialist dialectics as research methods of political economy, and both are still research methods that connect various factors in Marx's social time view. It should be noted that with the deepening of the research, Marx's view of social time will cover the basic content of Marxist theory. First we should understand its philosophical implications.

The important elements of Marx's social time view are labor time and free time, and what we should discuss is the position of man in labor time and free time. When Marx and Engels studied the law of development and internal contradictions of capitalist society, they showed that human labor time in capitalist society does not belong to the workers themselves. In the *Economic and Philosophical Manuscripts of 1844*, Marx's four manifestations of labor alienation are the alienation of man from his own labor products, the alienation of man from his own labor, the alienation of man from the class nature of man, and the description of the alienation of man from others. Through the analysis of alienated labor to find the way to sublimate alienated labor, that is, to find the way to solve the problem through the analysis of problems, which became the way for Marx to explore the workers to obtain their own liberation. In his *Theses on Feuerbach*, Marx has already clarified the relationship between man and the environment, showing that while the environment determines man, man also changes the environment, and in changing the environment, man also changes himself; in fact, the relationship between man and the environment is similar to the relationship between man and working time. Man's grasp of his own working time changes both the external material world and his spiritual world. According to Marx, "free and conscious

activity" [1] is the labor that truly conforms to human nature. the answer to this question, then, is the way in which man becomes the master of his working time. the same is true of free time, when people become the master of free time, it is the interaction with free time. Free time is the time outside people's own survival, and it belongs to people's own time. People can "freely" engage in various activities in free time. However, in Marx and Engels, free time is not only the time for leisure and entertainment, but more important is the time to enhance self-value, that is, to enhance one's own value from the breadth and depth by exerting one's own subjective initiative. Human value is the satisfaction of the needs of society and others, that is, the contribution of individuals to others and society. the realization of human value can only be realized through human's own practice. Theoretically, practice includes material production practice, social relations practice and scientific experiment. People's allocation of three kinds of practical activities in free time and labor time can be the concrete embodiment of the realization of human value. In labor time, people mainly engage in material production activities, which can be said to occupy the vast majority of labor time, but the other two parts of this part of time are not completely excluded, in fact, they only occupy a small part of labor time, because people must cooperate with others when carrying out material production activities. At the same time, in the process of cooperation to achieve a common goal, it can be seen that the three forms of practice in modern society integration, showing a complex proportional relationship. But again, going back to Marx, he shows that distribution according to work is still practiced in the primary stage of socialism, so the production of material means of subsistence is still the real basis of human social life and it still occupies the vast majority of the time of the life of the unit and the individual. In free time, the production of material materials is not excluded, and people will still engage in the production of material means of life in their spare time. However, compared with labor time, the proportion of this form of practice in free time and its activity intensity are relatively low. This also depends, therefore, on the needs of the individual, and then, in free time, on the greater proportion of social practice and scientific experimentation, on the fact that "the essence of man is, in its reality, the sum of all social relations." [2] Social relations between people became a more important component of free time, and the status of scientific practice was thus elevated. Indeed, due to the different nature of the two kinds of time, the three forms of practice occupy different positions in them, and finally, it is necessary to pay attention to the distribution relationship between the two forms of time. In this process, the basic characteristics of Marx's social time view come out and react on this

practice. the basic characteristics of Marx's social time view include the unity of subject and object, relative reversibility and ideology. Marx's social time is bound to be closely related to people's practical activities. At the same time, relative to the specific social form, it is relatively reversible. This does not refer to time itself, because time has the characteristics of one-dimension and irreversibility. Finally, all external forms have a large or small impact on people's ideology, which inevitably involves related issues in the field of ideology.

(2) Practical significance

XIJINPING, the CPC Secretary General, point that in the 20th CPC National Congress "To continue to promote theoretical innovation based on practice, we must first grasp the worldview and methodology of the Thought on Socialism with Chinese Characteristics for a New Era, and uphold and apply the positions, viewpoints and methods that run through it." [3] Based on this point of view, Marx's view of social time needs to be built on the whole theoretical system of Marxist theory, and use professional theory to perfect this part of content, which provides theoretical reference for realizing the sinicization of Marxist philosophy. Therefore, we can roughly clarify the connotation of the socialist view of time with Chinese characteristics, that is, the sum of all the time needed for people to carry out various practical activities based on existing production relations under the conditions of existing productive forces on the ground of China. It includes the sum of the time of production practice activities, scientific experiments and social interaction activities between people engaged by Chinese people, as well as the distribution of these contents in labor time and free time and the relationship between the two basic kinds of time after distribution. In the process of dealing with the problem of time distribution, it is necessary to pay attention to the own characteristics of the existence of social time concept. the initial formation of Marx's concept of social time is of great practical significance to the construction of the socialist time concept with Chinese characteristics.

REFERENCES

- [1] Marx, Engels. The Complete Works of Marx and Engels: Volume 42 [M]. Beijing: People's Publishing House, 1979:96.
- [2] Collected Works of Marx and Engels: Volume1[M]. Beijing: People's Publishing House, 2009:501.
- [3] XIJINPING. Hold high the great banner of socialism with Chinese characteristics and work together to build a modern socialist country in an all-round way--the 20th CPC National Congress [N]. the Xinhua News Agency, 2022-10-16.

Content Analysis of South Korean Singer V's Album 'Layover' from a 3C Perspective

Le Qiu

Zibo Vocational Institute, Shandong, China

Abstract: 3C (Contents-Container-Context) is primarily used to describe and analyze the relationship between information dissemination and media content. South Korean singer V's debut solo album, "Layover," was released on September 8, 2023. Through this new album, it portrays the cheerful, lively, and sunny side of V while also showcasing his quiet and elegant demeanor. Just like the album's name, "layover," suggests a midway pause, foreshadowing V's gradual progress in his career and subtly indicating a shift in his musical style. In the following, I will analyze the album's content from the perspective of the three components of organic media.

Keywords: 3C, Media, Album.

1. CONTENTS

The album "Layover" consists of a total of six songs, and it actually tells a complete story through music videos (MV). Except for the last track, which is purely instrumental for appreciation, and the fifth track, which seems like behind-the-scenes footage of the album's filming process, the other four songs have a coherent and integral narrative in the development of the story. One could say that they cover the beginning, development, climax, and conclusion of the content V wants to convey.

The first song, "Rainy Days," conveys a sense of slight loneliness and confusion, yet it also has a feeling of tranquility and romance. It sets the tone for the entire album right from the start, establishing a soothing and natural style, and initiates the story. The second song, "Blue," directly translates to "melancholy." This song can be seen as an emotional upgrade from the first track, "Rainy Days." With its melancholic title, it portrays the protagonist's heavy-heartedness and a sense of trouble. The appearance of Tannie in the final scene of the song leaves the audience with infinite imagination.

The following third song, "Love Me Again," can be seen as the climax of the entire story. It appears very direct, as if the protagonist is baring his soul to the audience, asking if they can love him again. Perhaps it hints at V's change in style and questions whether the audience can continue to accept it. It also explains the reasons for the heavy-heartedness and melancholy expressed in the previous two songs. In the MV, it returns to a style similar to BTS's previous stage

performances, as if to convey, "Even though my style has changed, I'm still the same old V."

The fourth song is the title track of the album, "Slow Dancing." Through relatively cheerful visual imagery and the beautiful melody, it creates a visual and auditory feast, showcasing V's exceptional vocal skills and giving the audience a beautiful conclusion. The fifth song, "For Us," appears to be showcasing the entire film's behind-the-scenes moments and has a more relaxed and pleasant atmosphere. Coupled with the final instrumental track, it allows the listeners to return to a natural state. The entire album "Layover" can be seen as having a coherent plot, interconnected themes, and a unified style. It marks V's debut solo album and a transformative work in his entertainment career.

2. CONTAINER

The release of singer V's new album "Layover" primarily includes various formats such as physical sales, digital sales, paid downloads, and online streaming. The album cover for "Layover" features a close-up front-facing photograph of V's pet dog, Tannie, giving a warm and adorable impression, which perfectly complements the album's themes of uniqueness, surprise, and composure.

While "Layover" secured the top spot in weekly sales on official distribution channels in Korea, V also promoted his new album through various other means, including:

Engaging with fans on social platforms like Twitter and Instagram. Before the album's release, he teased specific details and album images through the @BTS.V account. He also pre-released music videos for "Rainy Days" and "Love Me Again."

Interacting with fans on variety shows such as SBS's "Inkigayo" and Mnet's "M! Countdown" to promote the new album.

Sharing album-related content on video platforms like YouTube.

On the day of the album release, promotional videos were displayed on video screens in Seoul subway stations, from Line 1 to Line 8. These videos were synchronized across 120 screens in 54 stations across Seoul. Additionally, collaborative efforts with fans led to simultaneous screenings of the album video on large electronic screens in cities like New York and Los Angeles.

Hosting offline concerts and touring events after the album release to further expand the album's impact.

3. CONTEXT

In terms of the overall creative approach, "Layover" aligns with South Korea's "Cultural Nation" strategy by incorporating rich elements of Korean culture throughout the entire album. This is evident in the music style, attire, and stage performances. Simultaneously, as a member of the BTS team, V's personal album also to some extent continues the global musical style of BTS. Every song on the album is in English, making it more suitable for global dissemination.

In terms of artistic style, the album's producer, Min Hee Jin, is a world-renowned musician known for her diverse musical style. This diversity allows the album to blend various cultural elements, showcasing not only Korean culture but also a myriad of global influences. These include R&B singing styles, a fusion of pop and electronic music genres, party elements with a Western flair, visually stunning cinematography and stage effects, and creatively captivating visuals. This album has been crafted to excel in various aspects of culture, art, and aesthetics, making it a world-class production.

Regarding the album's positioning, while V initially debuted with BTS, his popularity has soared in recent years, making him a top-tier celebrity not only in the music industry but also in the fashion, film, and entertainment sectors. Therefore, rather than viewing "Layover" solely as a music album, it is better seen as a personal promotional piece for the protagonist, V. Its

impact extends beyond just the music sphere. It appears to be a creation by producer Min Hee Jin tailored to V's character traits. Of course, the overall musical style of this album differs significantly from V's previous dynamic stage style during his time with BTS. It sheds some of the dynamic elements while adding an air of elegance and composure. Clearly, it represents a transformation in V's musical style, resembling more of a character-building movie.

In summary, V's new album places great emphasis on the integration of the 3C components. His music and messages not only contain profound lyrics and melodies but also interact with fans through various media and social platforms, creating a dynamic and vibrant media ecosystem. This integration helps attract and maintain fan interest, making BTS one of the most popular music groups globally. This album marks V's first solo effort, and while it diverges significantly from his previous dynamic and fiery style with BTS, I believe it signifies a successful transformation in V's artistic style.

REFERENCES

- [1] Qin Wei. (2022). Research on Digital Marketing Strategies for Online Performances in the Context of social media: A Case Study of BTS Online Concerts. [J]. *China Market*, 2022(17), 127-129.
- [2] Huang Xiaodan. (2020). Translation Practice Report on "BTS Art Revolution: A Dialogue between BTS and Deleuze." [M]. May 2020.

Exploring the Application of Information Technology in Construction Engineering Management Under the Background of the New Era

YongBing He

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: Applying information technology to construction project management can make construction project management more efficient and high-quality, avoid unnecessary resource consumption, and control management costs within a certain range. Therefore, it is necessary to pay attention to the application of information technology in construction project management. This article briefly introduces the application advantages of information technology in construction project management, explores the application of information technology in construction project management, and hopes to provide support for the smooth development of construction project management.

Keywords: New Era; Construction Project Management; Information Technology

INTRODUCTION

Information technology is closely related to people's work and life, and can bring people a more convenient life and work experience, which to some extent enriches the application of information technology. the construction industry belongs to traditional industries, and the application of information technology can promote the transformation and upgrading of the construction industry, while ensuring project quality and improving the level of construction project management. Therefore, it is necessary to vigorously explore the application of information technology in construction project management.

1 ADVANTAGES OF INFORMATION TECHNOLOGY APPLICATION IN CONSTRUCTION ENGINEERING MANAGEMENT

1.1 Strong computing power

Computational ability is the key basis for applying information technology to construction project management, which can optimize the structure of construction projects and reasonably analyze various parameters. For example, using BIM technology for 3D simulation modeling can conduct collision detection based on the structural rules of the 3D model

and clarify the problems in building structural design. Compared with traditional 2D drawings and subjective analysis by staff, BIM technology can improve the accuracy of collision detection in building structures, ensuring that the carried out architectural engineering design is practical and feasible.

1.2 Efficient information processing

The essence of information technology lies in the use of computer technology to dynamically supervise and control the data that appears in various stages of construction projects, and with the help of efficient information processing, to ensure the orderly progress of various business operations in construction projects and improve the level of construction project management. For example, when conducting construction project management, Excel worksheets can be used for input, analysis, summary, and targeted control. For example, when carrying out construction project management, AutoCAD software can display the spatial structure of buildings in vector form, do a good job in spatial query and analysis, and improve the lack of spatial data processing ability in the application process of traditional design drawings.

1.3 Equipped with intelligent monitoring system

Using information technology to carry out construction project management can rely on data analysis, processing, and calculation to supervise and control the engineering design and construction stages from a detailed perspective, and strengthen the connection between various stages of construction. For example, when designing prefabricated buildings, it is necessary to use BIM technology for 3D simulation to improve the accuracy and efficiency of component production, and ensure that the on-site assembly quality of prefabricated building components can meet the requirements.

2 PROBLEMS IN THE APPLICATION OF INFORMATION TECHNOLOGY IN CONSTRUCTION ENGINEERING MANAGEMENT

Firstly, the foundation of information technology is poor. 1、 Construction project management is in a

critical stage of transformation and upgrading, but the on-site construction management carried out is relatively casual, making it difficult to implement the management of construction personnel, mechanical equipment, and construction technology, and unable to achieve the goal of building project management informatization construction. 2、 the application of information technology in the design of building structures, water and electricity, HVAC, and other aspects is relatively common, but it is likely to be overlooked when carrying out material procurement, engineering management, and other work, resulting in the inability to effectively implement the entire process control of construction projects. Secondly, information technology management capabilities need to be enhanced. Construction engineering has the characteristics of large task volume and heavy workload, which requires a good summary of human resources and funds, and centralized control. However, there is a certain gap in the level of engineering management in the construction industry. Some project parties lack attention to information technology and have not applied it to construction project management. the management methods used are fixed and have some lag, resulting in a lack of connection between various links, insufficient application of construction equipment, and untimely material supply. Thirdly, the information technology software used in some construction industries in China needs further improvement, as its practicality is not fully reflected, its market share is low, and its cost is high, making it difficult to adapt to the practical needs of construction project management.

3 THE APPLICATION OF INFORMATION TECHNOLOGY IN CONSTRUCTION ENGINEERING MANAGEMENT

3.1 Building a comprehensive management system with the support of information technology

Construction engineering has the characteristics of a large workload, requiring a long time, and requiring the use of various technologies. It is necessary to make reasonable use of human resources, equipment, and funds. In order to carry out construction project management from a detailed perspective, it is necessary to strictly follow various data for organization and management work, and create a sound construction project management information system to strengthen the connection between various processes.

3.2 Enhance information technology management capabilities

Applying information technology to construction project management can enable the reasonable application of construction technology, processes, and engineering management methods, ensuring that construction project management can be more efficient and high-quality. When conducting construction project management, it is necessary to

integrate information technology into various stages of project management, and carry out cost, schedule, quality, and safety control, so as to transform the originally extensive management mode into a modern and intelligent construction project management mode. For example, when managing the progress of construction projects, BIM technology needs to be applied. Materials, transportation, and on-site construction control should be done from a detailed perspective, and relevant models should be established to simulate the situation at each stage of construction, to prevent situations where there is insufficient material or a large amount of accumulation during the construction process, and to ensure that construction can proceed in an orderly manner and end within the specified time.

3.3 Intensify efforts in information technology software research

When developing a construction project management information system, it is necessary to carry out research and development on functions related to progress, quality, and process. Firstly, when conducting quality control, BIM technology can be used for collision inspection and error detection, to clarify potential problems that may arise during the construction process, optimize building design planning in a targeted manner, and use it as a prerequisite for building engineering quality management. Secondly, when carrying out progress control, it is necessary to apply the network progress management module to the engineering management system, orderly carry out unexpected and daily management, and optimize the construction content based on the actual construction situation to ensure that the construction can be completed on time. Thirdly, when conducting process control, 3Ds Max and AutoCAD can be applied to high-quality construction processes [3].

3.4 Putting Information Technology into Practice

The informatization construction of construction project management should focus on the entire process of informatization, and do a good job in the automation collection, storage, sharing, and application of construction project management information, reducing the work pressure of construction project management personnel under the background of informatization, and ensuring that construction project management can be carried out efficiently. Therefore, when carrying out the informationization construction of construction project management, it is necessary to clarify the design and construction data and processes, and use the data storage center to uniformly control the data and materials appearing in the finance department, project department, and procurement department. With the support of data, dynamic supervision and control of quality, technology, etc. are required to provide support for the smooth implementation of construction project management.

4. CONCLUSION

Based on the above analysis, the improvement of information technology level provides conditions for the informationization construction of construction project management. the construction industry and construction project management enterprises should broaden their horizons, flexibly apply information technology, improve the modernization and intelligence of construction project management, ensure the full application of various resources, and reduce the difficulty of construction project management.

REFERENCE:

[1] Li Jinshui. Application of Model Information Integration Technology in High rise Building

Construction Engineering Management [J]. Building Safety, 2022, 37(10).

[2] Fan Hongwei. Effective Application of Computer Information Technology in Construction Engineering Management [J]. Fertilizer Design, 2022, 60(04).

[3] Zheng Bin. Exploring Strategies and Suggestions for Promoting Informa ionization in Construction Engineering Management [J]. Architecture and Budget, 2021(12).

Research on Strategies for Improving the Teaching Ability of Young Vocational Teachers

Chen Peng

College of Marine Electrical and Intelligent Engineering, Jiangsu Maritime Institute, Nanjing 200127, China

Abstract: With the continuous expansion of enrollment in vocational colleges, the proportion of young teachers in vocational colleges is constantly increasing, and young teachers will become teachers in vocational colleges in China

The main force in the teacher team. Due to the inadequate knowledge structure of young teachers and the lack of relevant teaching experience, the educational and teaching abilities of most young teachers in vocational colleges are relatively weak. In view of this, analyze the current situation of teaching ability of young teachers in vocational colleges, and propose strategies to enhance the teaching ability of young teachers in vocational colleges based on the constituent elements of teachers' teaching ability.

Keywords: vocational colleges; Young teachers; Teaching ability; Improvement strategy

0 PREFACE

Teaching ability is the core competency in the composition of teachers' professional abilities, and it is the core element to measure their professional level. It directly affects teaching

The effect determines the quality of education and teaching. However, currently, the teaching ability of young vocational teachers is generally in urgent need of improvement, and relevant theories and practices have become

But the results are very few. This article analyzes the current situation and reasons for the teaching ability of young teachers in vocational colleges, and proposes ways to improve their teaching ability in order to Provide valuable references for vocational colleges.

1. ELEMENTS OF TEACHING ABILITY OF TEACHERS IN VOCATIONAL COLLEGES

(1) Teaching Cognitive Elements

The so-called teaching cognitive ability refers to the analytical ability of teachers towards educational goals, directions, means, tasks, student characteristics, and educational contexts. It is the basic condition for improving teachers' comprehensive literacy and professional abilities, improving educational quality and effectiveness, and achieving educational goals. At present, vocational colleges in China generally focus on the employment of students in the education and

teaching process, and attach great importance to the cultivation of students' practical skills and other comprehensive qualities. This requires teachers to have strong educational and teaching abilities. However, the actual situation is that young teachers in vocational colleges generally lack systematic teacher education and only receive simple teaching theoretical knowledge training before taking up their positions, which clearly cannot meet the teaching objectives and requirements of vocational colleges. Therefore, it is necessary to strengthen the cultivation of cognitive abilities in education for young teachers in vocational colleges, promote their rapid growth, and thus improve the quality of classroom teaching and educational effectiveness.

(2) Teaching operation elements

The so-called teaching operation ability refers to the ability of teachers to solve various problems and confusions in the process of real education, including language organization ability, modern multimedia teaching equipment application ability, practical operation ability, and the ability to fully stimulate students' learning autonomy and enthusiasm. Vocational colleges shoulder the heavy responsibility of cultivating technical and applied talents for frontline positions such as social production, social construction, social management, and social services. It is very important to cultivate students' practical skills. This requires vocational college teachers to not only have solid theoretical knowledge, but also strong practical operational abilities. Only the perfect integration of various educational operational abilities can create a strong teaching atmosphere, ensure the orderly development of educational activities, and achieve the ultimate teaching goals.

(3) Elements of Teaching Innovation

The so-called teaching innovation ability refers to the ability of teachers to creatively form new educational concepts, methods, and plans through the overall grasp of educational goals and student characteristics in the actual teaching process, fully utilizing their professional knowledge and teaching experience. It comprehensively demonstrates the autonomous initiative of in-service teachers to fully utilize and apply their academic and professional level and

scientific research achievements in practical educational activities. Vocational college teachers must possess excellent comprehensive abilities in order to cultivate students' cognitive abilities and job competence for social and professional positions in the process of education and teaching. Educational innovation ability is the highest level of comprehensive abilities among teachers.

2. CURRENT SITUATION OF TEACHING ABILITY OF YOUNG TEACHERS IN VOCATIONAL COLLEGES

(1) Differences and non teacher nature in the source of teaching staff

At present, the majority of teachers in vocational colleges are teachers who either graduate from universities or directly enter vocational colleges from enterprises. the former theory Knowledge is relatively solid, but professional and practical skills are lacking, and basic teaching methods and skills are not proficient; the latter has abundant resources Rich professional practical experience, able to closely follow professional development and grasp social needs, but lacking certain basic theoretical knowledge and teaching methods Ability methods.

(2) the system for cultivating vocational teachers is not perfect enough

Improving the teaching ability of young teachers in vocational colleges is an important means for vocational colleges to promote the improvement of education quality, and it is necessary to establish a more comprehensive system To ensure and standardize the effective operation of vocational teacher training through institutional mechanisms. Relevant systems for improving teachers' teaching abilities in various vocational colleges.

In terms of mechanism, although we have been exploring a scientific and effective path and constantly improving it, the management system for vocational teacher training funds is not perfect enough, and the training funds, training time, and training quotas are limited; Secondly, some universities have inadequate regulatory mechanisms in the field of improving teaching capabilities, resulting in lower overall teaching management levels.

(3) the teaching ability evaluation system is not sound.

At present, the evaluation of young teachers' teaching abilities in vocational colleges is mainly qualitative, lacking a systematic, comprehensive, and scientific quantitative evaluation system. Although some universities have established assessment systems, there are still issues such as incomplete consideration of indicator selection and insufficient participation of evaluation objects. In addition, the evaluation process is also too administrative, and there is a common phenomenon of re evaluation rather than feedback.

3. STRATEGIES FOR IMPROVING THE TEACHING ABILITY OF YOUNG TEACHERS IN VOCATIONAL COLLEGES

3.1 Strengthen one's own knowledge reserve and consolidate the foundation for improving teaching ability

A comprehensive knowledge reserve is the basic condition for young teachers to flexibly control the teaching classroom. Strengthening their own knowledge reserve is the effective integration of ontological knowledge, conditional knowledge, practical knowledge, and international perspective, to help teachers comprehensively improve their teaching ability. Firstly, young teachers should continuously absorb professional subject knowledge, fully utilize the resources provided by the school for knowledge updates, and actively understand relevant fields and interdisciplinary knowledge on the basis of consolidating their professional knowledge, in order to achieve integration and improve teaching cognitive abilities.

3.2 Improving the Teacher Evaluation System

A sound teacher evaluation system is an important guarantee for improving teaching ability, which helps to enhance the position of teaching in the hearts of young teachers, stimulate their teaching enthusiasm, and balance the investment of teaching and research energy. At the same time, a scientific evaluation subject and process are of great significance for the effective improvement of teaching ability. Increase the proportion of teaching evaluation in evaluation. Universities should adopt a one vote veto system for teaching assessment, strictly monitor the completion of teaching tasks, and examine both the quantity and quality of teaching. the focus should not be limited to various quantitative indicators such as teacher hours and student grades, but should pay more attention to qualitative indicators, comprehensively understand the quality of teacher teaching, encourage teachers to use personalized teaching methods, develop diverse forms of teaching classrooms, and create teaching fun for teachers.

3.3 Constructing a multi-level teaching ability training system for young teachers in universities

The teaching ability of young teachers is a continuous process of improvement, and it is necessary to develop a multi-level, multi-form, and comprehensive training system based on the characteristics of different stages to provide mechanism guarantees for sustainable development. Deepen pre job training. At present, pre job training mainly focuses on imparting higher education, higher education regulations, and basic knowledge of professional ethics for teachers in higher education institutions, in order to enhance the theoretical foundation of teaching for young teachers.

4. CONCLUSION

Young teachers are the hope for the development of higher vocational education in China. With the rapid

development of vocational education in China, it is crucial to pay attention to the cultivation and improvement of young teachers' teaching abilities. Vocational colleges must deeply recognize the important role of young teachers in the teaching process of vocational education, attach great importance to the training and cultivation of young teachers, prioritize the cultivation of young teachers' educational and teaching abilities in the development plan of school education, take multiple measures simultaneously, and effectively improve the teaching abilities of young teachers. Only in this way can vocational colleges ensure the quality of talent cultivation in rapid development.

FUND PROJECT

2021 Jiangsu Provincial Philosophy and Social Science Fund Project "Research on the Current Situation and Improvement Path of Teaching Ability of Young Teachers in Vocational Colleges, 2021SJA0726".

REFERENCE

- [1] Tao Yu, Ren Congmin A Study on the Paths and Strategies for the Development of Teaching Ability of Vocational Teachers [J]. Higher Education Research, 2015(11).
- [2] Wang Shaoliang the multidimensional structure of teaching ability of university teachers [J]. Journal of Shenyang Normal University: Social Science Edition, 2010(1).
- [3] Zhang Hongchun, Lin Wenwen Research on the Formation Stage and Development Model of Teaching Ability of Vocational College Teachers [J]. Modern Education Management, 2014(5).
- [4] Cao Xia, Yao Limin, and Huang Shuzhen Exploring the Countermeasures for Improving the Effectiveness of Classroom Teaching in Universities [J]. Exploration of Higher Education, 2012(2).

Computer Network Security and Encryption Technology

ZhiHao Zhang

Zibo Vocational Institute, Zibo 255314, Shandong, China

Abstract: Based on the actual situation, the development of modern information technology has fundamentally transformed people's lifestyles, and computer network security is one of the main factors affecting people's information security. the application of encryption technology can fully ensure user information security while creating a better computer network environment for people. Based on this, this article conducts a comprehensive analysis of computer network security and encryption technology, hoping to play a certain role in the development of related work.

Keywords: Computer; Network Security; Encryption Technology

INTRODUCTION

With the development of computer network technology, people's dependence on the network in information processing, reception, and other aspects is constantly increasing. the emergence of network technology has brought new ways to people's lives, work, and other aspects. However, it has also led to negative problems such as data loss and theft caused by computer network security issues, and even directly affected the development and health of individuals or enterprises. In this context, computer network security is becoming increasingly important, and the emergence of encryption technology can effectively maintain network information security while avoiding the impact of computer network security issues on data information as much as possible, thereby further improving computer network security.

1. NETWORK SECURITY

In the current society, the factors that can affect computer network security are very diverse. Firstly, as the core of whether computer equipment can operate effectively, the computer operating system mainly bears important responsibilities such as resource allocation and processing, and lays a solid foundation for the optimization and development of hardware facilities. Based on actual situations, computer operating systems have obvious particularities, and the existence of these particularities makes them highly susceptible to attacks from network hackers and viruses, greatly increasing the probability of problems such as user information loss and CPU

security, ultimately leading to computer server crashes. Secondly, database management itself is also a high-risk area for computer network security issues. This is due to the irrationality of database management and maintenance, coupled with a lack of corresponding attention, resulting in the design of databases that are prone to many problems such as data confusion, loss, and even leakage. By conducting a comprehensive analysis of databases, it can be concluded that they essentially refer to the areas where important data information, such as user identity information, asset information, etc., is stored during the actual operation phase of various programs. If these information becomes chaotic or lost, it can easily have a very direct impact on the personal and property safety of users. In addition, during the network application phase, computer network security issues are also common, such as software viruses, which can lead to internal system intrusion.

2. DATA ENCRYPTION TECHNOLOGY

Through in-depth analysis of data encryption technology, it can be concluded that it mainly involves the following contents: 1. Cryptography. the early form of encryption technology was cryptography, which itself was the foundation for the research and development of encryption technology. Based on actual situations, the earliest use of cryptography for device encryption appeared around the 5th century BC, when people used wooden sticks for encryption technology and sheepskin as a carrier for information transmission. With the continuous development of society, cryptography has also gained good development opportunities, and the research work on cryptography has become more in-depth, laying a solid foundation for the innovative development of encryption technology in the later stage; 2. Link encryption. In computer networks, the transmission of information usually requires multiple link nodes, and the data encryption technology applied in this process belongs to link encryption. the data information needs to be encrypted before being transmitted to the next node, and decrypted after being transmitted to the receiving node to achieve repeated encryption and decryption of the data information. During this process, the data information needs to be encrypted and decrypted multiple times before being transmitted to the data receiving end. Through this method, the

data information can be effectively guaranteed during both the transmission and reception processes, even if the intruder obtains a key at a certain stage, it is difficult to obtain the data information; 3. Node encryption. the application of node encryption technology in maintaining computer network security can further improve the encryption level of data information by adding passwords to each node. Compared to link encryption technology, node encryption technology has a higher level of security, and node encryption technology belongs to an information data encryption technology generated by the continuous optimization and innovation process of link encryption technology. In the practical application stage, technical personnel need to further strengthen the encryption processing of data information through the comprehensive use of multiple keys after encrypting the data information. During this process, the computer facilities of each pair of nodes need to use the same key. In the data information transmission stage, ciphertext should be the main transmission method of data information, By storing data information in ciphertext, the security level of data information can be effectively improved; 4. End-to-end encryption. Unlike link encryption and node encryption technologies, end-to-end encryption essentially refers to encrypting the entire transmission process of data information through the application of end-to-end transmission forms, thereby achieving good data encryption results. the application of such data encryption technology can effectively avoid negative issues such as information leakage and loss caused by routing conversion information errors. Secondly, the application of end-to-end encryption technology eliminates the need for decryption processing in all stages of data transmission and reception, thus effectively addressing the risk of data leakage in information transmission nodes. However, these data encryption technologies still have certain shortcomings in practical use, that is, they cannot encrypt routing information during information transmission. If routing information is affected by network security issues, it will subsequently lead to data security issues [2].

3. KEY POINTS OF COMPUTER NETWORK INFORMATION SECURITY AND ENCRYPTION TECHNOLOGY APPLICATION

To achieve good computer network security and data encryption technology application goals, the following tasks need to be strictly implemented: 1.

Optimize security technology management. Firstly, it is necessary to further strengthen the implementation of network security monitoring, evaluation, and other work, and conduct comprehensive analysis of computer network security level through security monitoring, confidentiality analysis, etc., in order to effectively improve the completeness of computing management solutions and strengthen the level of computer network security. Secondly, we will improve the computer network security architecture and comprehensively promote the improvement of computer network security through the comprehensive use of information security, data encryption, and other technologies; 2. Reasonably apply encryption technology. In terms of the rational application of data encryption technology, it can be mainly divided into two major components: network encryption and software and hardware encryption. When viewed separately, the rational application of network encryption needs to combine practical needs to comprehensively use data encryption technology systems such as links, nodes, and end-to-end. Software and hardware encryption should focus on the improvement of data encryption software and hardware facilities, Thus providing users with more secure data information program modules, ultimately creating a more secure computer network environment.

4. CONCLUSION

In summary, in the current society, the development of computer networks has brought great convenience to people's lives, work, and other aspects, but it also greatly increases the probability of personal data information leakage. Therefore, computer network professionals need to continuously strengthen their research on computer network security and actively explore data encryption technology, in order to effectively improve the security of data information and provide sufficient guarantees for the improvement of computer network security coefficient.

REFERENCE

- [1] Feng Yuanjiang. Application and Thinking of Data Encryption Technology in Computer Network Security [J]. Information and Computer (Theoretical Edition), 2022-34(22):213-215.
- [2] Zhang Lei, Li Yan, Yang Shengyun, et al. Application of Data Encryption Technology in the Field of Computer Network Information Security [J]. Software, 2022, 43(11):65-67.

A Study on Entrepreneurship Intention of Vocational College Students Guided by Career Planning

Jin Wang

Zibo Vocational Institute, Zibo, Shandong, 255314, China

Abstract: In recent years, the pressure of social employment has gradually increased. In order to better promote the development of the social economy, the country has put forward the slogan of "innovation and entrepreneurship", and higher education institutions have actively responded. They have also attached greater importance to innovation and entrepreneurship education. In order to meet students' learning needs for innovation and entrepreneurship, schools have also carried out various innovation and entrepreneurship education activities. Vocational college students themselves have certain deficiencies in education, knowledge, and other aspects. However, they have a significant advantage in professional skills, and some vocational college students have a relatively strong intention to start their own businesses. Therefore, in order to promote the development of vocational college students, vocational colleges should strengthen their research on their entrepreneurial intentions and guide them towards career planning, Enhance students' entrepreneurial abilities.

Keywords: Vocational Education; Career Planning; Entrepreneurship Intention

INTRODUCTION:

Vocational colleges are an important place for cultivating vocational and technical talents for society. When educating and teaching students, in order to ensure their own development, it is necessary to have a comprehensive understanding of students' learning and development needs, employment and entrepreneurship intentions, and other aspects. Based on career planning, combined with different majors, it is necessary to conduct in-depth research on students' entrepreneurial intentions, abilities, and needs, and provide majors for students. Reliable guidance provides assistance for students' innovation and entrepreneurship development, meeting their practical needs for a better life.

1 STRENGTHEN THE CONSTRUCTION OF TEACHING STAFF

Currently, in terms of the implementation of career planning courses in vocational colleges, most of them are in the charge of teachers in the academic and engineering departments of the colleges. However, teachers in this department may not necessarily have

the corresponding professional knowledge and skills, which makes it difficult to obtain good guidance in the actual teaching process. Teachers attach too much importance to theoretical knowledge and lack entrepreneurial examples in the classroom, resulting in teaching quality not meeting expectations. In this situation, vocational colleges need to pay attention to the overall teaching ability and level of the career planning teaching team, and increase the construction of the teaching team. By adopting various methods, a career planning teaching team with strong teaching professional level and ability should be established. When selecting professional teachers for career planning in vocational colleges, it is necessary to ensure that they have the corresponding professional background, can conduct high-level professional teaching, and ensure the actual effectiveness of career planning guidance. When hiring part-time teachers, universities can choose alumni, government units, or relevant enterprise personnel who have successfully started businesses in the past to hire. This can teach students about entrepreneurial skills and precautions in career planning classes, as well as explain specific entrepreneurial policies. Adopting this teaching method can help improve the attractiveness of career planning courses and help students gain a deeper understanding of entrepreneurship, Enable them to gain more entrepreneurial experience and learn to avoid risks in entrepreneurship by understanding the entrepreneurial process of successful entrepreneurs. the combination of full-time and part-time teaching methods in vocational colleges can not only help students master more career planning knowledge, but also deepen their understanding of employment and entrepreneurship, increase more practical knowledge of entrepreneurship, and lay a good foundation for students' future entrepreneurship.

2 STRENGTHEN CAREER PLANNING GUIDANCE THROUGHOUT THE ENTIRE PROCESS

Specifically, career planning courses offered by vocational colleges are usually arranged in the third semester of college, and students in that semester are also about to graduate. If students are enlightened with entrepreneurial knowledge during this period, it is difficult to make them fully prepared for

entrepreneurship before graduation, which will also have a negative impact on cultivating students' entrepreneurial intention and reduce their entrepreneurial intention. Based on this, vocational colleges should carry out a comprehensive teaching of career planning courses, which means providing career planning guidance to students from the beginning of their freshman year. During teaching, teachers need to have a comprehensive understanding of the actual psychological characteristics, academic situation, social employment status, and other aspects of students of different grades, and provide targeted career planning guidance on this basis. Vocational college students have a three-year academic system. If colleges and teachers want to ensure the effectiveness of three-year career planning guidance, they should provide different teaching guidance in different academic years. For example, in the first academic year, universities should arrange for teachers to cultivate students' awareness of career planning and entrepreneurship during the teaching process, help students establish multiple career goals at different stages, make their learning more purposeful, and also improve students' learning enthusiasm; In the second academic year, it is necessary to focus on improving students' employment and entrepreneurship abilities in their career planning. When conducting theoretical and practical teaching for students, it is necessary to design teaching plans and content tailored to their learning needs, guiding them to prepare adequately before starting a business, including the storage of theoretical knowledge. Students need to read a large number of management and accounting books related to entrepreneurship to meet their knowledge needs during entrepreneurship; In the third academic year, teachers can guide students to consider their own entrepreneurial positioning and practice, and relevant universities should also provide reliable entrepreneurial guidance and platforms for students based on their actual learning situation and social environment. This can enable students to conduct "trial entrepreneurship" on campus and gradually strengthen their entrepreneurial practical skills during the process of entrepreneurship practice on campus.

3 IMPROVING THE PRACTICALITY OF TEACHING CAREER PLANNING

For career planning and entrepreneurship, they themselves possess strong practicality. If students want to succeed in entrepreneurship, they not only need a rich knowledge reserve, but also a high

practical ability. Based on this, vocational colleges need to pay attention to enhancing students' practical abilities when providing career planning guidance and cultivating their entrepreneurial intentions and abilities. Therefore, in specific career planning guidance, schools should organically combine this course with entrepreneurial practice, establish reliable entrepreneurial bases through school enterprise cooperation, encourage and organize students to actively engage in entrepreneurial practice, and promote students to apply the theoretical knowledge they have learned to entrepreneurial practice reasonably. This can help students correctly understand entrepreneurship and learn more entrepreneurial skills, At the same time, it can also stimulate students' own entrepreneurial learning enthusiasm, enabling more students to participate in entrepreneurial activities. Vocational colleges can also carry out entrepreneurship and innovation competitions to create a good entrepreneurial atmosphere for students and gradually strengthen their entrepreneurial abilities.

4. CONCLUSION

Based on career planning, vocational colleges conduct in-depth research on students' entrepreneurial intentions, which can provide good guidance for students' entrepreneurial development and increase the probability of successful entrepreneurship. Therefore, vocational colleges should pay more attention to the study of entrepreneurial intention, while also recognizing the importance of career planning, and scientifically carry out employment and entrepreneurship guidance work based on actual learning situations to ensure the final work effect.

REFERENCES

- [1] Tong Hui. A Study on Entrepreneurship Intention of Vocational College Students Guided by Career Planning [J]. Human Resources Management, 2017(12):2.
- [2] Zhou Min. Research on the Impact of Career Planning Education on Vocational College Students' Employment and Entrepreneurship [J]. Science and Technology Information, 2022, 20(15):3.
- [3] Kuang Xiaohua. Research on Employment and Entrepreneurship of Vocational College Students Based on Career Planning Education [J]. Journal of Kaifeng Education College, 2019, 39(9):2.