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Research on The Innovation of Football Curriculum in Local Sports Colleges

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Abstract: The work of campus football in China has been carried out for more than ten years, and has achieved excellent results both in improving the goal and in popularizing the goal. However, the shortage of campus football talents has been the key short board restricting the long-term sustainable development of campus football. As a talent training base serving the local, local colleges and universities should grasp the opportunity of campus football talent demand, rely on the football curriculum platform of local colleges and universities, integrate various resources, broaden the practice path, promote the innovation of football curriculum, and cultivate high-quality campus football talents. Help the sustainable development of local campus football and better serve the development of local education.

Keywords: Local Sports Colleges; Football Curriculum; Innovation; Football Talents

1. PREFACE

Since 2009, the Ministry of education has issued a number of institutional documents and policies related to campus football. Together with the national development and Reform Commission and other departments, the Ministry of education has issued documents and policies such as "China Football medium- and long-term development plan (2016-2050)" [1] and "national football field construction plan (2016-2020)" [2]. Provide important policy support and guarantee for the development of campus football. In recent years, there are many research results about the development of campus football in the academic circle, mainly focusing on how to carry out the campus football, the campus training and competition system, the popularization and improvement of campus football development positioning, the implementation of campus policies and other aspects. Among them, the research conclusion on the construction of campus football teachers is more consistent, and the construction of campus football teachers is insufficient and the number is serious Lack of professional quality, lack of training and other outstanding problems.

Whether from the academic research results of many scholars, or from the report of the Ministry of education on the development of national youth campus football, the shortage of school football teachers is the key short board to restrict the development of campus football. In order to improve the training system of football teachers on campus, the Ministry of education has carried out a series of training. The state and local have trained more than 230000 sports teachers and football coaches, which greatly improved their teaching skills and professional literacy [3]. However, there is still a great distance from

the general goal of the general plan for the reform and development of Chinese football [4], especially in the goal of popularization. This is also one of the key problems in the current school football work of the Ministry of education. In the backward development level of campus football, such as poor areas, remote geographical areas, the demand for campus football talents is more urgent. As the highest education and sports institutions in the local area, local colleges and universities have an unshakable responsibility and obligation to the fast and slow development of campus football in the region. As one of the important driving forces of local development, local colleges and universities should actively cooperate with the needs of the development of campus football, and give full play to the five basic functions of Chinese universities, including talent training, scientific research, social service, cultural inheritance and innovation, and international exchange and cooperation. Curriculum reform and innovation is one of the important parts of the five basic functions of colleges and universities. It is important to cultivate the football talents on campus.

Football course is one of the important platforms to cultivate campus football talents, and it is also a professional course for college sports majors. Football courses in sports colleges can be divided into three kinds of courses, namely football elective course, football minor course and football major course. The training objectives of each course form are different, but they can cultivate coaches and referees at the corresponding level. At present, the rapid development of campus football in China, and the shortage of campus football teachers is the key to restrict the long-term development of campus football. Under the background, in order to better play the social function and improve the training objectives of campus football talents, local colleges and universities should accurately grasp the social talent demand opportunities, make use of their own educational advantages, integrate football related resources, and rely on football lessons To solve the problem of the shortage of football teachers in our country, we should speed up the innovative design of football curriculum, cultivate campus football coaches and referees, improve the teaching level and referee law enforcement level of campus football coaches, improve the quality of campus football talent training, provide important talent support and help, and contribute to the popularization and improvement of campus football .

2. GRASP THE OPPORTUNITY OF CAMPUS FOOTBALL TALENT DEMAND AND ACCURATELY POSITION THE GOAL OF CAMPUS FOOTBALL TALENT TRAINING

In 2015, led by the Ministry of education, the national ACADEMIC PUBLISHING HOUSE

youth campus football leading group was established, aiming to select and build 20000 national campus football characteristic schools by 2020. So far, the scale of national campus football characteristic schools has reached 30750 (the latest research report), and the task has been completed ahead of schedule. With the rapid development of campus football scale, the following problems appear one by one. There is a serious shortage of professional football teachers or football coaches, which will seriously restrict the connotation development of improving the quality and efficiency of campus football. The serious gap in the number of campus football teachers or coaches in China has brought opportunities to the development of local colleges and universities that serve local economy and education and other social services. In order to better support and serve the development of local campus football, the orientation of local university sports talent training should keep pace with the times, take the actual needs of society as the direction, take improving the quality of talent training as the goal, actively integrate their own and social high-quality resources, accurately position the goal of campus talent training, and formulate a scientific and reasonable football talent training program. With practical actions to help solve our school football professional teachers or football coach's serious shortage and quality is not high bottleneck.

3.RELYING ON THE FOOTBALL CURRICULUM PLATFORM OF LOCAL COLLEGES AND UNIVERSITIES, PROMOTE THE INNOVATIVE DESIGN OF FOOTBALL CURRICULUM

In the current situation of the rapid development of campus football, the shortage of campus football talents is the key to restrict the development of campus football. Local colleges and universities should grasp the opportunity of the market demand for talents, make clear the purpose of popularization and improvement of campus football, give full play to the platform advantages of local colleges and universities' football course to cultivate campus football talents, integrate theory with practice, innovate teaching mode, cultivate campus football talents, and serve local development. This is an important part of giving full play to the social functions of local colleges and universities, and also an important way to improve the development of football curriculum personnel training. To achieve the innovation of football curriculum, and play a good role. It is difficult to achieve the overall breakthrough innovation by simply innovating single or several factors such as teaching methods and means, so it is impossible to improve the quality of campus football talents. Therefore, we should take the football course as a whole, reorganize the various elements of the football course, and carry out innovative design in an integrated way. Only in this way can we improve the quality of talent training of the football course and give better play to the functions of local colleges and universities in serving local economy and education.

3.1 Innovative design of football curriculum composition
Based on campus football talents should not only have the basic skills and theoretical knowledge of football, but also have strong practical ability and innovation ability.

Therefore, following the principle of integrating theory with practice, guiding practice by theory and promoting theoretical study by practice, the content of innovative football course is divided into four parts: football skills; football theory; practice; qualification certification of coaches and referees. The content of each part is as follows.

Football skills include: football technology, football tactics, football physical fitness and football psychology. In different course forms, the total class hours are different, and the contents of teaching techniques, tactics, physical fitness and psychology are relatively different. For example, football majors have the most class hours, and the contents are relatively comprehensive, while football compulsory courses have relatively few class hours, and the contents of teaching are relatively easy and less.

Football theory includes: network platform self-learning content (mainly learning teaching methods and means design, etc.); sharing of excellent coaches in primary and secondary schools (explaining the way of coaches' growth); campus football expert lectures (football competition rules and referees and their latest changes); campus football official special lectures (current situation and trend of campus Football Development), etc.

Practice includes: school team training and competition referee (extra-curricular time); point-to-point primary and secondary school team training practice (extra-curricular time); campus Football League referee practice (extra-curricular time). In the annual school football matches and the training and competition arrangement of the school grade football league matches and class football league matches in the cooperative primary and secondary schools, the football majors in Colleges and universities use their spare time to guide the training and competition once a week. As the campus Football League is a game system, the time is concentrated from August to September every year, so the professional teachers lead the team to guide the students' football referee practice. Use the above three ways to cultivate students' practical ability and practical ability.

Qualification certification of coaches and referees: through cooperation with local football association, after learning the course, students are organized to participate in the qualification certification examination and practice certification examination of D or e-level coaches of campus football and the qualification certification theory examination and practice examination of national level 2 and level 3 football referees. It provides powerful conditions for local colleges and universities to cultivate social competitiveness of campus football talents.

3.2 Time series design of football course content

Based on the design of diversified teaching mode in and out of class and on campus, following the principle of combining theory with practice, the time series of traditional football course content teaching should be reorganized. In the first half of the course teaching time sequence arrangement, the content of football skills and football theory will be taught at the same time, in the second half of the course teaching time for extracurricular professional practice; at the end of the course for coaches

and referees qualification learning, practice and certification. In terms of time arrangement inside and outside class, because football skills and football theory learning are easy to arrange, the two parts are arranged in the course hours; due to the practice and qualification certification of coaches and referees, the selection and uncertainty of practice objects and practice objects, as well as the time uncertainty of qualification certification of coaches and referees, should be arranged in extracurricular time.

4. INTEGRATE VARIOUS RESOURCES, IMPROVE THE ALLOCATION LEVEL OF CURRICULUM TEACHERS, AND EXPAND THE CURRICULUM CONTENT

It has certain limitations to rely on the development of teaching resources and training of football talents on campus. The teachers of colleges and universities work for a long time, lack of understanding of the promotion and improvement of football in primary and secondary schools, and their knowledge structure has a certain comprehensive. Therefore, the cultivation of campus football talents is inseparable from a strong team of teachers, and the integration of social teachers to form a high allocation of teachers has a key role and function for the training of football courses and campus football talents. On the premise of the main lecture of the professional teachers of the school, the excellent football coaches, school football experts and local football association officials are employed to form an off campus football expert group to share and give lectures on the way of the growth of the school football coaches; the rules of competition and the work of judging; the status and trend of the development of campus football. This not only expands the teaching content of football course in local colleges and universities, but also provides strong support and guarantee for the establishment of professional knowledge structure of the football talents in campus.

5. BROADEN THE PRACTICE PATH, INCREASE THE CERTIFICATION OF COACHES AND REFEREES, AND ENHANCE THE SOCIAL COMPETITIVENESS OF CAMPUS FOOTBALL TALENTS

Theory guides practice and practice promotes theoretical renewal. In the process of training football talents on campus, on the basis of mastering the football theory knowledge and skills, we must carry out professional practice, practice and improve the level of practice. The single practice mode can not meet the current market demand standards for talents, and should broaden the practice approach. Participate in the team training and competition referee work in the extracurricular time; contact relevant primary and secondary schools, and establish cooperation mechanism to carry out point-to-point primary and secondary school team training practice; cooperate with local football association and Education Bureau to participate in the referee work of annual campus Football League and other events for practical exercise. This not only trains the comprehensive ability of the coaches of the football team, but also the ability of football referees. These practical paths lay a solid foundation and

preparation for the campus football talents to participate in the qualification certification of football coaches and referees; actively cooperate with local football associations to strive for the indicators of training for the qualification of coaches and referees, and provide conditions for the improvement of social competitiveness of campus football talents.

6. PROCESS AND RESULT SHOULD PAY ATTENTION TO THE DESIGN OF ASSESSMENT

The course assessment is composed of skills and theoretical examination content, practice assessment content, qualification certification and bonus content. Football skills and theories are the basic professional qualities a football teacher should possess. The amount of study in the whole class period should be technical practice test and theoretical test paper test. Practice practice requires students to practice on the actual working platform by using the knowledge and skills they have learned. In the process of practice, students should constantly play their own innovative and practical skills to improve their professional quality. Therefore, the proportion of assessment scores should be equal to that of skill test; as for the qualification certification of coaches and referees every year, the number of indicators recognized by football association is limited, which can not meet the total demand of all students. It is determined as the content of the added score assessment, and the proportion of points added is less than that of other test components. However, according to the level of qualification, the higher grade plus the higher score, the lower the grade plus the lower the score. In addition, students who fail in football skills, theory and practice can not participate in the qualification certification of coaches and referees. When the students' scores and qualification in football skills, theories and practice are more than 100, the total score is calculated by 100 points. Therefore, under the mechanism of competition, students should not only pay attention to the total achievement of the course, but also pay more attention to the learning process at ordinary times. This kind of assessment combination is of great significance to the cultivation of students' lifelong learning.

7. SUMMARY

In the context of the lack of coaches and referees' talents in the process of the rapid development of campus football, under the guidance of giving full play to the social functions and training objectives of the local universities, relying on the local football courses, the school has concentrated on integrating various social resources, improving the level of Teachers' allocation, focusing on the connection between theory and practice, and innovation Teaching mode and method, expand the course content, broaden the practice path, and add the qualification certification of coaches and referees. This curriculum reform can not only reflect the timeliness and quality of the local college football curriculum training objectives, but also to cultivate excellent campus football coaches and referees, and improve the core competitiveness of local colleges and universities to play a positive role and function. It also provides strong support

and assistance for the development of campus football in our country.

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Practice Research on Creation Compilation and Promotion of National Characteristic Dance: A Case Study of Baoshan University

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Abstract: This paper adopts various research methods, such as literature, interview, field survey, expert consultation and questionnaire survey, to study the creation, editing and promotion practice of ethnic characteristic dance. The results show that: the popularity of ethnic characteristic dance course is not high; Lack of uniform and standardized teaching materials, teaching content is relatively simple; Teachers are weak and professional level is low the teaching method is not innovative enough; The student participation enthusiasm is not high. Suggestions: Increase dancing class with national characteristics; Improve teachers' professional level; Improve the novelty of the course and enrich the content; Improve the evaluation of national characteristic dance teaching.

Keywords: National Characteristics; Dance; Teaching

1. INTRODUCTION

1.1 Overview of national characteristics dance

Ethnic dance is in the national dance, the broadcast gymnastics and on the basis of traditional ethnic sports developed a unique sports fitness project, with the deepening of the reform of school education, in order to adapt to the development of education in the new period reform situation and requirement and build out the education thought, is part of the school sports. It takes the Chinese national dance movement symbol as the element, takes the broadcast gymnastics as the main line, takes the physical exercise as the means, cultivates the harmonious development of body and mind, realizes the new campus sports activity which the sports and the art, the leisure and the exercise, the tradition and the modern perfect unity, it has the dual function of the physical exercise and the national culture inheritance.

As an emerging sport, dance with national characteristics is characterized by simple movements, easy learning and physical fitness [1]. Engage in the national characteristics of the dance movement, not only to the students' physical and psychological quality has a certain influence, but also to improve their own learning ability, enhance self-confidence and national pride.

In recent years, the national characteristics of Baoshan

Table 1. Questionnaire distribution and recovery situation table

The questionnaire	A questionnaire	Recycling questionnaire	The recovery rate of	Valid questionnaires	To be efficient
The number of	640	625	98%	615	98%

2.3 interview method

Through interviews with leaders and teachers of the Sports

College dance gradually developed, has become an important project of our university physical education curriculum. However, the focus of the teaching of the dance with ethnic characteristics in our school is on the simple and easy to learn routines and the teaching of the exercise class, and there is a lack of theoretical and systematic classroom teaching, so it is urgent to study the creation, compilation and promotion of the dance with ethnic characteristics.

1.2 Purpose and significance of the study

State general administration of sports in the "national fitness program outline" clearly pointed out: "actively explore and promote easy to carry out, small, practical, health, civilization of sports fitness method, roll out to satisfy the needs of the mass fitness activities organization" and demanded "good organization to carry out the national traditional sports activities, national and folk traditional sports and the Chinese traditional health preservation project mining, sorting and new work" [2]. Yunnan is a multi-ethnic province. It is of great practical significance to develop and excavate the national characteristics of the dance. In April 2014, the Social Guidance Center of Yunnan Provincial Sports Bureau carried out the first session of national aerobics dance training to all cities and prefectures of Yunnan Province, which set off a learning boom of national aerobics dance in Yunnan Province. The prefectures of Yunnan began to excavate the local unique national aerobics dance, and compiled it, contributing their own strength for the development and inheritance of national culture.

2. RESEARCH METHODS

2.1 Literature method

Through the library, CNKI and other relevant information, reserve the theoretical knowledge of the teaching and classroom development of the dance with ethnic characteristics.

2.2 Questionnaire survey

Questionnaires were designed according to the research needs, and 640 questionnaires were randomly distributed to students, 625 were collected with a recovery rate of 98%, and 615 were effective with an effective rate of 98%, as shown in Table 1.

Bureau and the Social Sports Guidance Center, we consulted experts and leaders in the field of national

characteristic exercise and dance to obtain detailed opinions and suggestions.

2.4 Mathematical Statistics

The valid questionnaires were statistically processed by computer software.

3. CREATION AND EDITING OF NATIONAL CHARACTERISTIC DANCE

3.1 Principles of creation

3.1.1 Principle of pertinence

In the creation of national characteristics dance, we should first understand the specific situation of the practitioners. Different purposes, different requirements for creation. In accordance with the psychology, physiology, hobbies, receptivity and participation needs of the practitioners, as well as the different geographical regions and development goals of the school, the practice should be focused and targeted, and the measures should be taken according to the local conditions and different people [3].

3.1.2 scientific

Scientific nature is the most essential feature of national characteristic exercise dance. Under the guidance of basic theories such as anatomy, physiology, psychology and pedagogy, a characteristic exercise dance with graceful movements, appropriate exercise load and reasonable exercise intensity should be designed to ensure that the body of the practitioners can get comprehensive activities and receive the best exercise effect [4].

3.1.3 educational

To carry out the educational principle is to promote the all-round development of the body and mind of the practitioners consciously and purposefully, so that the practitioners can receive more ideological, health and artistic education through performing the dance with national characteristics. The educational function of the dance with national characteristics must be organically combined with the content, method and organizational form of the dance with national characteristics, and be integrated into the education and the dance with national characteristics.

3.1.4 innovative

Innovation is the key to development, is to promote the continuous improvement of things, continuous progress of power. National characteristics operating dance choreographing the purpose is to give some fresh blood to the traditional broadcast gymnastics, through broadcasting gymnastics and dance moves symbols, the combination of scientific and reasonable, creating a new fitness exercise, to aesthetics education of practitioners, attract the attention of practitioners, improve practitioners exercise interest, so as to achieve physical exercise, edify sentiment, the purpose of inheriting traditional culture education [5].

3.2 Idea of creation

The idea of creation is to carry forward national culture, enrich the teaching content and stimulate the interest of practice. In line with the idea of "practice: theory: modification: practice", this research will combine sports with art, sports with culture, tradition with modernity through preliminary observation, teaching practice, sorting and summarizing, etc., create and compile the

dance with national characteristics, then conduct demonstration and practice, and finally finalize the design.

3.3 Creation process

The plait process was first conceived of the overall plan, the second is the collection of national culture elements, once again choose exercises, the fourth is the choice of music and editing, the fifth is creating and complete set of movements, expert argumentation, the adjustment is perfect, 6 7 shooting pictures and text JiXie, finally is the electronic file, forming results.

4. PROMOTION AND PRACTICE OF PERFORMING DANCE WITH NATIONAL CHARACTERISTICS

4.1 Analysis of the advantages of national aerobics dance in Baoshan University

Baoshan College is located in the area with the largest number of ethnic minorities in Yunnan Province. It has been influenced by strong ethnic customs for a long time, which lays a foundation for students to understand the ethnic characteristics of the dance. Therefore, the opening of the ethnic characteristics of the dance has certain regional advantages, and the strong ethnic culture has infiltrated into the school culture, which is easy to form the characteristics [6]. The teacher is the key to the curriculum practice, the teacher has a strong interest in the national characteristics of the dance, Baoshan College and teachers have created the national characteristics of the dance, the teachers have a sense of identity in the concept of the national characteristics of the dance. The teacher created and composed the dance with ethnic characteristics and introduced it into the class. This new teaching form and the content of ethnic customs greatly attracted students to actively participate in it and provided conditions for students to understand the course.

4.2 Feasibility analysis of Baoshan University's promotion of national characteristics dancing

"The Central Committee of the State Council of the Communist Party of China on deepening education reform to promote the overall quality of education decision" pointed out: "adjustment

Integrate and reform the curriculum system, structure and content, establish a new basic education curriculum system, implement the national curriculum, local curriculum and school curriculum. The introduction of the three-level curriculum management system of national, local and school has broken the long-term national centralized curriculum management system in China, so as to meet the development needs of students in different regions and schools, enhance the adaptability of the curriculum to local, school and students, and lay a foundation for the development of physical education curriculum resources [7].

The Opinions of the Ministry of Education on Further Strengthening Physical Education in Colleges and Universities also put forward that "a healthy body is the basic premise for young students to serve the motherland and the people, and is the embodiment of the vigorous vitality of the Chinese nation". From the perspective of people-oriented and promoting the all-round development of people, it is of great significance to fully understand the

physical education work in colleges and universities [8, 9]. Therefore, it is feasible to promote the dance with national characteristics in Baoshan College in response to the call of the document and to inherit the national culture.

5. RESEARCH ON THE CREATION, COMPILATION AND PROMOTION OF NATIONAL CHARACTERISTIC DANCE IN BAOSHAN UNIVERSITY

5.1 The status quo of teachers of ethnic dance in Baoshan University

5.1.1 Investigation and analysis of teachers' cognition of national characteristic dancing

Teachers' dance of a national characteristics of operations, but little professional teachers, some teachers participated in training, but time is short, lead to slow development of teaching, secondly, many of the physical education teachers professional direction for modern sports or western sports, such as badminton, tennis, basketball, football, volleyball and so on, the lack of traditional ethnic characteristics, research direction and focus of traditional ethnic sports fewer teachers, professional ethnic dance teacher is less. Although the strength of teachers in traditional national sports has been strengthened in recent years, the new teachers are also concentrated in modern physical education teaching, and the awareness of the national characteristic exercise and dance still needs to be improved.

5.1.2 Teachers' professional skills

In the interview, it was found that most of the teachers were in the groping stage of teaching and could not teach according to the characteristics of national characteristics. For example, the teacher's explanation is not easy to understand and concise; Teaching tips cannot be used freely; Action explanation and action demonstration cannot be closely combined; The teaching process simply teaches the movements to the students without explaining the origin, national characteristics and national culture of the movements. As a result, the movements the students learn only stay on the surface, and the connotation of the movements is not expressed, and the movements with national characteristics cannot be highlighted with strong regional and national characteristics.

5.2 Analysis of current situation of students in Baoshan University

5.2.1 Students' cognition of national characteristic dance

Table 2: A cognitive survey of students on ethnic dance (n=615)

recognition	To keep fit	Inheriting the culture	Adjust life	tests
percentage	70%	50%	30%	20%

According to the survey of the students, 70% of them think that performing dance with national characteristics can strengthen their body, 50% think that inheriting culture, 30% think that it can adjust their life, and 20% think it is to cope with exams. The above survey results show that students participate in the national characteristics of the purpose of dance is clearer, the importance of physical exercise is a good understanding.

5.2.2 Investigation on students' interest in performing dance with ethnic characteristics

Table 3: Survey of students' interest in ethnic dance (n=615)

The degree	Interested in	Not interested in
percentage	80%	20%

As shown in Table 3, 80% of the students are very interested in ethnic dance, and believe that they can get physical exercise, physical and mental pleasure, spiritual enjoyment and listening to beating music through ethnic dance, so as to enrich their study life and make their thoughts more positive and optimistic. On the other hand, 20% students think that they are not interested in the class. They think that the class is very tired, the movement is difficult, the body is not flexible, and they feel the class is boring.

5.3 Investigation on the status quo of ethnic dance teaching in Baoshan University

5.3.1 Selection of teaching contents of national characteristic dance in Baoshan University

Table 4: Teaching Content Selection of Ethnic Characteristics Dance (Multiple Selection)

content	multi-ethnic	A single nation	routine	The basic form
percentage	51%	17%	49%	46%

With the reform of physical education, some special teaching materials for traditional national physical education have appeared, which ignore the development of other kinds of national physical education, especially the teaching of dancing with national characteristics. For the teaching of professional national characteristics dance, can be said to be almost no. In the whole teaching process, teachers only teach routines, basic movements, routes, skills and so on. There are two modes in the teaching process. The first new teaching model. The teacher explains and demonstrates the four new exercises about eight beats first, and leads the students to practice. The students practice independently. After the movements are coherent, they practice with the music. Second, the teaching mode of the review lesson. Warm-up: let the students follow the music again and again, relax and class is over. From beginning to end is to use cramming education classroom teaching way, not to the student independent thinking and develop students active innovation space, imprisoned the personality development of students, lead to base a good classmates feel too simple, to related knowledge is very limited, and basis of poor students feel difficulty of movement is too big. As a result, many students lose interest in learning the dance with national characteristics and the teaching effect is not significant.

5.3.2 Assignment of teaching hours for dancing with ethnic characteristics in Baoshan University

In physical education, 70% of the teaching content is modern sports, such as ball games, track and field, etc. Performing dance with ethnic characteristics accounts for 10%, with 2 class hours per week and fewer class hours.

5.3.3 Teaching site and equipment of national characteristics dance of Baoshan University

The teaching space is limited, and there is no special equipment for the national dance floor. Existing aerobics are mainly aerobics, and water aerobics, pedal aerobics

and other fancy aerobics due to limited space and equipment restrictions, are not developed. The corresponding national characteristics of dance teaching equipment is relatively simple, some even teachers led students to make equipment.

5.4 Problems in the creation, compilation and promotion of the dance with national characteristics

The national characteristic dance plays an important role in the development of the school, but the current development is not ideal. Few can put the national characteristics of the dance and other physical education in the same important position, adhere to the national characteristics of the dance teaching for a long time, and the lack of teachers, etc., more intensified the lack of national characteristics of the dance teaching. It is mainly manifested in the following points:

First of all, the curriculum is not reasonable. In the teaching process, 70% of the teaching content is modern sports, and the proportion of ethnic characteristics dance is only 10%. Thus, it can be seen that the curriculum of national characteristics dance is less set-in class hours. Therefore, in the proportion of courses, the teaching of dance with national characteristics has shown obvious weakness.

In addition, in the way of teaching, the teaching of ethnic characteristics dance is also subject to various restrictions. First of all, the teaching space is limited, which cannot give full play to students, and the teaching method is lack of innovation. Secondly, the teaching of dance with national characteristics is subject to the students' basic skills, which cannot be breakthrough in technology. Therefore, the teaching of dancing with national characteristics mainly focuses on the basic teaching, and too much attention is paid to the basic teaching while ignoring the improvement of skills.

Lack of teaching materials. A good textbook should be a guide to both theory and practice, and a good textbook has an immeasurable role in promoting the development of the subject. Therefore, it is necessary to develop the teaching of dancing with national characteristics in Baoshan College, and to compile a good teaching material.

Finally, lack of professional teachers, despite the increase in the number of teachers college has reached the teaching requirements of basic equipped with teachers, but teachers' teaching ability is uneven, professional teachers is the important basis of all school subjects' development, without the guidance of teachers, good teaching development will be lack of direction and actual practitioners.

6. THE CONCLUSION AND SUGGESTION OF CREATION AND PROMOTION OF NATIONAL CHARACTERISTIC DANCE IN BAOSHAN COLLEGE

6.1 The conclusion of Baoshan College's promotion of national characteristic dance

6.1.1 Through the investigation and research on the course of ethnic dance in Baoshan University, it is found that the popularity of ethnic dance in our school is not high; Lack of unified and standardized teaching materials, teaching content is rich, but the lack of theoretical knowledge

learning; The teaching staff is weak and the professional level of teachers is not high; Teaching methods are not innovative and unique; Teaching sites and equipment are not complete; Students' participation is not high and the teaching effect is not obvious.

6.1.2 Through students' learning of ethnic characteristics dance courses, it is found that the physical quality and psychological quality of the students who participate in the course of ethnic characteristics dance are constantly improved, and their learning effect and communication ability are improved.

6.2 Countermeasures and Suggestions for Baoshan College to Promote National Characteristics Dancing

6.2.1 Countermeasures for Baoshan University to popularize the dance with national characteristics

Enhance the professional quality of teachers. Let teachers fully explore the components of national characteristics dance, teach their own knowledge to students, and inspire students to continue to innovate. According to students' preferences for music, the folk music they like is integrated into the dance with national characteristics to enhance students' interest in learning and enhance their artistic emotion [9]. Enhancement of national culture, folk dance, folk music, thus creating a better national characteristics operating dance, lets the student in sports learning culture knowledge, when it is necessary to give students outside of supplementary textbook knowledge and local teaching materials, enrich the content of teaching, make students have the option, give full play to the subjective initiative of students.

6.2.2 Suggestions for Baoshan University to popularize dance with national characteristics

Train a group of outstanding young teachers to systematically learn the theoretical knowledge and complete sets of movements of the dance with national characteristics, so that they can fully understand and understand the dance with national characteristics, so that they can create and compile the dance with national characteristics to adapt to the environment and resources of the school, so as to better develop school-based courses; Secondly, the proportion of male and female teachers should be balanced, because the differences between male and female lead to their different body structure and different sports. Increase course hours accordingly, and allocate courses in a balanced way; Improve the professional level of teachers with national characteristics; In the teaching process of national characteristic dance, professional venues and equipment should be used as far as possible. To improve the novelty of the course, the richness and diversity of the content; At the same time constantly in the technological breakthrough; Perfecting the evaluation of national characteristic dance teaching.

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The Chinese Experience in Tourism Poverty Alleviation in Sri Lanka Is to Be Learned From

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Abstract: The core connotation of tourism poverty alleviation is to increase the income of the poor through the development of tourism industry, and to get out of poverty and get rich. By 2020, China will move from widespread poverty to the total eradication of absolute poverty, contributing more than 70% to global poverty reduction, of which 20% to 30% will come from tourism. In recent years, although Sri Lanka has entered the ranks of middle-income countries, the gap between rich and poor is wide, and poverty remains an urgent problem for Sri Lanka. Because of Sri Lanka's beautiful scenery and abundant tourism resources, the sustainable development of tourism can help people in poor areas of Sri Lanka out of poverty. Based on this background, this paper analyzes and collates the relevant information of Sri Lanka through the literature law, comprehensive generalization method, and so on, and clarifies the current situation of tourism in Sri Lanka and the problems existing in the process of tourism poverty alleviation, and finally puts forward corresponding suggestions for the cause of tourism poverty alleviation in Sri Lanka by drawing on the experience of China's tourism poverty alleviation.

Keywords: Sri Lanka; Tourism poverty alleviation; China experience

1. SRI LANKA'S ECONOMIC PROFILE

Sri Lanka is a multi-ethnic country, divided into 9 provinces and 25 counties, known as the "Pearl of the Indian Ocean." As Sri Lanka's per capita national income falls to \$4, 020 in 2020 from \$4, 060 in 2019, the World Bank has downgraded Sri Lanka to a low- and middle-income country (the World Bank classes the world economy into four categories by per capita income level: Low income (under \$1, 035 per capita), low- and middle-income (\$1036-4045 per capita), medium- and high-income (\$4, 046-\$12, 535 per capita), high income (over \$12, 536 per capita), updated on 1 July each year).

Sri Lanka has a particularly high concentration of poor people in the north and east. Muletivu and Manar have 28.8 per cent and 20.1 per cent of the extremely poor population, respectively, while the proportion in Betticlo is 19.4 per cent. Nearly 45 per cent of Sri Lankans live on less than \$5 a day, and about 4.4 per cent of Sri Lankans still do not have access to electricity [1-4].

Figures 1-2 above are Sri Lanka's macroeconomic data for 2014-2018. From 2014 to 2018, Sri Lanka's GDP and GDP per capita continued to increase, with large changes in economic growth and slower economic growth, which shows that Sri Lanka's economic development is relatively stable, but the level of economic development is low, and

the growth rate needs to be improved.

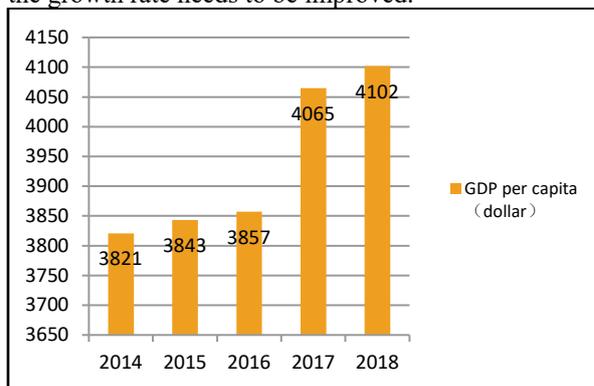


Figure1: National GDP growth during 2014-2018 in Sri Lanka

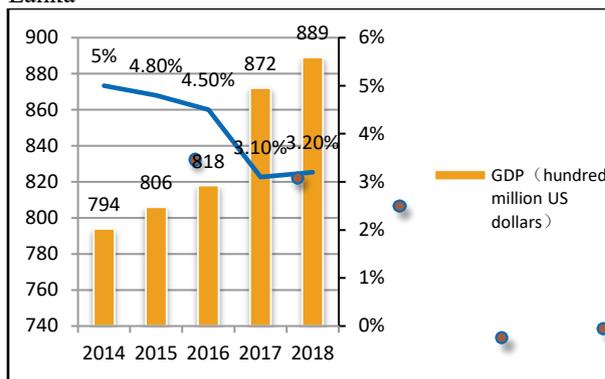


Figure2: Sri Lanka's GDP per capita during 2014-2018

2. SRIKALAN TOURISM POVERTY ALLEVIATION STATUS QUO

2.1 The current state of tourism in Sri Lanka

Sri Lanka received 241, 663 visitors in December 2019, down 4.5% from 2018 and 1.91 million visitors in the year, down 18% from 2018, according to Sri Lanka Tourism Development Authority officials. The World Economic Forum's Travel and Competitiveness Report 2019 shows Sri Lanka ranked 77th in the world, down 13 places from 2017.

Although international rankings show a weakening of Sri Lanka's tourism competitiveness, Sri Lanka's tourism industry has also been internationally recognized from another perspective. After winning The Lonely Planet's 2018 List of the World's Best Traveling Countries, Sri Lanka was named the World's Best Island by Travel and Leisure magazine in 2019, the World's Best Travel Destination by Conde Nast TRaveler magazine, and the Winter Travel Destination of choice by USA Today.

Sri Lanka has a wealth of unique tourism resources. In terms of cultural wonders, Sri Lanka has world-class national sites, Buddhist shrines, handicrafts production,

art corridors, national parks and other tourism resources. Among them, world-class sites mainly include Yarra National Park, Mineria National Park, Horton Plains National Park, Sinhalaga National Forest Park, etc., and Buddhist shrines include Kanti Buddha Tooth Temple, Dambler Grottoes, Gang lama Temple, Kalaria Temple, Lancatyarak Temple, En Becca Temple, Kalutara Temple, etc., handicrafts production mainly include batik, coconut shell carving, ceramic crafts, hand-woven crafts, lace craft, mask wood carving technology, art corridors mainly include Serendib art corridor, Lionel Wendt art corridor, Sapumal Art Corridor, Kalagaraya Art Corridor, Art Corridor, etc. Sri Lanka's natural wonders are also eye-catching, including the Elephant Orphanage in the Pinnawela area of the National Zoo in the Dehiwala region, the Peradeniya Royal Botanical Garden, the Henarathgoda Botanical Garden, the Hakgala Botanical Garden, and so on. Sri Lanka is rich in gem resources, mainly cat-eye stone, sapphire, amethyst, moonstone and so on.

2.2 Economic benefits of Sri Lanka's tourism industry

Tourism is a pillar industry in Sri Lanka, generating hundreds of millions of dollars a year for the country. Sri Lanka's international tourism industry accounts for 27% of its total exports, with foreign tourists spending about \$5 billion in the country in 2017 and Sri Lanka's total tourism revenue of nearly \$4.4 billion in 2018, an increase of 21%, and an 8.8% increase in the number of tourists, accounting for 4.9% of GDP. Tourism provides many jobs for Sri Lankans, with 3 million people in tourism-related occupations. At the same time, Sri Lanka has enacted relevant legislation to promote the development of tourism. Sri Lanka Tourism Act No. 38 of 2005, which was implemented in 2007, states that Sri Lanka should be a domestic and foreign tourist destination in order to contribute to the expansion and development of Sri Lanka's economy, and in 2017 the Sri Lanka Tourism Board issued the Tourism Strategy Plan, which aims to increase national revenue, support local communities and develop tourism on a sustainable basis.

2.3 Problems in Sri Lanka's tourism poverty alleviation

The degree of industrial integration in tourism poverty alleviation is low. Tourism itself is an integrated and interconnected industry, focusing on cross-border cooperation between industries and regions. At present, Sri Lanka's tourism industry poverty alleviation status quo is a short chain, extended to not strong, with other industries with a low degree of integration. Sri Lankan handicrafts production is also part of the tourism industry, and its handicrafts are mainly made of wood carvings, weaving, ceramics, fine masks, and paper crafts made from elephant droppings. Although these projects provide jobs and direct income for the poor, most of the forms of industry remain in the development and utilization of primary products, without forming links to surrounding industries, which can only benefit a small number of people and make it difficult to lift more poor people out of poverty. It can be learned that Sri Lanka's tourism industry is not closely related to other industries, resulting in limited poverty alleviation benefits.

Rural tourism has not been fully developed, and the rural poor account for a relatively large proportion. Beginning in 2002, especially after the end of the civil war in 2009, Sri Lanka's urban and rural poverty rate has been decreasing, urban and rural poverty rate has been reduced to a low level, but the rural poverty rate is still more than twice that of urban areas, the rural poor contribute 80% of the country's poor. Therefore, in the process of tourism poverty alleviation, the most important thing is to dig deep into rural tourism resources and stimulate the vitality of rural tourism.

The seasonality of tourism is obvious, which affects the benefits of poverty alleviation. Seasonality is one of the most prominent characteristics of tourism, and it is also an urgent problem to be solved in the poverty alleviation of tourism. Sri Lanka has a high season every year from December to March and the low season from May to August. Statistics from Sri Lanka Airlines show that 527,901 people visited Sri Lanka between December and March 2015 and 404,800 in May-August. The number of tourists varies greatly in low season, which shows that Sri Lanka's low season is clear. This seriously affects those poor who rely on tourism to lift themselves out of poverty, and may even lead to their return to poverty, seriously hampering the process of poverty alleviation in tourism.

3. CHINA'S TOURISM POVERTY ALLEVIATION EXPERIENCE TO LEARN FROM

China and Sri Lanka have a long history of exchanges, and in recent years, after the "Belt and Road" and "Community of Human Destiny" ideological strategy, the geographical and cultural intersection of the two countries has been further strengthened. Since 2018, the World Tourism Alliance, in cooperation with the World Bank and the China Center for International Poverty Reduction, has published the World Tourism Alliance's Tourism Poverty Reduction Case for the third consecutive year, 90% of which is from China. Both Sri Lanka and China face poverty and are rich in tourism resources, and they can get out of poverty and get rich by developing tourism. After several years of development China has made great achievements in tourism poverty alleviation, the author summarizes the following experiences through China's tourism poverty alleviation achievements and provides ideas for Sri Lanka's tourism poverty alleviation and development.

3.1 Promote the multi-industry integration of "Tourism plus" throughout the region

Li Jin early pointed out that regional tourism is a new concept model of regional coordinated development to realize the organic integration of regional resources, industrial integration and development, social co-construction and sharing, and to promote the coordinated development of economy and society with tourism.

Combined with its own reality, Karuxiang, Nimu County, Tibet Autonomous Region, combined with the region's tourism strategy to develop the forest fruit industry, to create a "tourism and agriculture" characteristic development model, to provide tourists with a completely different pastoral life tourism projects from urban life, but also for the poor people to create new job opportunities.

Jiangxi Jingdezhen ceramic industry, with more than 2000 years of development history, to consolidate the deep ceramic culture, long-standing brand image and promote at home and abroad, try the "tourism and industry" integration and development mode. The 5A-class tourist attraction "Ancient Kiln Folk Expo Area" reproduces the world's oldest porcelain production line, pulling blanks, blanks, glazing, painting green flowers, kilns and other 72 processes are all preserved in the form of "living", visitors can watch, experience, and close contact with ancient manufacturing techniques.

Different development models in various parts of China can provide Sri Lanka with some reference. As Sri Lanka's growing industry accounts for a significant proportion of the economy, and Sri Lanka's tea is internationally renowned, the author believes that the model of tourism poverty alleviation can be focused on tourism and agriculture, for example, Sri Lanka can vigorously develop "tourism and ecology", "tourism and culture", "tourism and tea garden", etc., first focus on choosing one The townships and villages with beautiful natural environment, distinctive cultural characteristics and relatively convenient transportation work hard in the elements support, service transformation and product upgrading, and promote the rural tourism product system of "one village, one brand, one characteristic, one organization", so that each village has its own characteristics and forms a focus to attract tourists. Increase the income of the villagers. In addition, Sri Lanka can combine local tea products, focus on supporting the tea garden tourism industry, increase investment in tourism and agricultural development, build a modern leisure farm, promote the development of new agricultural tourism industry combining living, tourism and experience, promote the development of ecological tea garden, black tea experience garden, tea picking and other tourism and leisure agricultural projects, to create large-scale, industrialization, multi-industry leisure products.

3.2 Innovative rural tourism development mechanism to improve the income allocation system

Vice Premier Wang Yang stressed that rural tourism is the creation of the grass-roots level and the masses, and that tourism poverty alleviation is an effective way to combat poverty alleviation in poor areas and an important channel for the poor to get out of poverty and get rich (Wang Yang: vigorously develop rural tourism poverty alleviation to promote poverty alleviation between the poor and the poor people to get rich. China Economic Network. (Reference Date 2015-05-20)). In 2019, the total number of rural tourism trips in China was 3.09 billion, and total rural tourism revenue was 1.81 trillion yuan (Ministry of Culture and Tourism: The number of rural tourists returned to more than 90% in the same period last year. China Net. (Reference date 2020-09-13).

Xingfeng Wanfeng Forest's Upper Na gray village has a file card low-security households 13 households 45 people, in the context of rural revitalization, relying on good regional advantages to take the "company and farmers" cooperation model. In the process of tourism development, the enthusiasm of local villagers to participate in rural

tourism is enhanced through a reasonable benefit distribution mechanism. In 2019, all poor households in the village will be lifted out of poverty. Yuanjia village in Liquan County is a typical success story of China's rural tourism development, where the formation of a "branch-led, party member demonstration, backbone leadership, mass participation" of Yuanjia village villagers participation model. The above two villages are using a reasonable development model and scientific benefit distribution system to help villagers out of poverty, innovate the rural tourism development mechanism, improve the income allocation system, the distribution of economic benefits has always been the core of concern of the main interests, the establishment of a reasonable, scientific and effective benefit distribution system, can stimulate the enthusiasm of various stakeholders.

Sri Lanka is rich in rural tourism resources, but there are still many problems in the development of its tourism resources, such as the imperfect system of rural tourism organizations, poor infrastructure, low level of management, low participation of villagers and so on. The author mainly puts forward the corresponding suggestions for the villagers' low participation as the main research object. The combination of tourism development and villagers' interests in Sri Lanka's tourism poverty alleviation is due to the lack of a scientific and effective benefit distribution system. The main path for the poor to participate in tourism out of poverty is to operate small micro-tourism projects such as farmhouses, inns and the peddling of agricultural handicrafts, as well as employment in labor and scenic spots, which is related to many interest subjects, so a scientific and reasonable distribution of benefits mechanism is essential. In addition, Sri Lanka's tourism poverty alleviation needs to have an efficient and intensive management model, through actively promoting scenic radiation, promote the development of rural tourism around, the formation of rural and scenic areas symbication, build a shared "scenic belt village" model.

3.3 Development of off-season tourism to mitigate economic fluctuations

Since Sri Lanka is close to the equator and there are no significant seasonal changes, only the rainy and dry seasons, the development of low-season tourism in Sri Lanka needs to start from the depth of tourism resources, enhance the attractiveness of tourism resources to tourists and so on.

In 2017, a new attempt was made to make winter tourism in Baiyun Mountain Scenic Area, Luoyang, Henan Province. At the end of the year, the Luoyang Baiyun Mountain Ski Resort, with an area of about 5000 square meters, was officially opened, and the scenic area was launched with jungle skiing, snowmobiling, real-life CS, jungle crossing and other projects. During the Spring Festival, the scenic spot receives nearly 4000 visitors a day, in turn in the region's off-season tourism economy. It is not just Baiyun Mountain that has made the attempt, the Muzha Ling Scenic Area aims at the Spring Festival tourism market, the first implementation of the winter unsealed mountains, the introduction of ice-hanging

tourism festival activities, attracting many tourists. Luoyang Fu Niu Mountain Ski Resort and a few scenic spots in Yuchuan jointly launched the "Fu Niu Mountain Skiing and Heavy Crossing Gap" "Fu Niu Mountain Skiing and Chicken Crown Cave" and other tourist routes, the number of tourists significantly increased compared to previous years.

4. CONCLUSION

The above examples improve the utilization rate of the site in a low-cost way, creating a new winter tourism products and services. The author thinks that Sri Lanka can further strengthen the combination of local Buddhist culture and tourism. Sri Lanka is rich in religious and cultural resources, especially the Buddhist culture represented by the Kandy Buddha Temple has deep heritage, and there is a good opportunity to develop religious and cultural tourism. However, today, Sri Lanka's Buddhist cultural tourism products basically stay in the burning incense worship Buddha's horse-watching fancy "to this tour" of the shallow level, it is difficult to meet the tourists on the Buddhist cultural connotation of the diversity of experience and feeling needs. Because of the Buddhist precepts of Buddhist monks, such as food and clothing, such as daily life is very mysterious, easy to remind tourists of the desire to participate, Sri Lanka can respect the religious precepts on the basis of some such as

meditation with the Mage, listen to the law, bath Buddha, fasting, living in temples and other activities, the Buddhist cultural experience into tourism activities, so that tourists feel the "do a day and hit a day clock" all kinds of taste.

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The Behavior and Value of Recreational Sports Activities for the Elderly in China

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Abstract: Under the circumstance of 21ST century, China not only should focus on economic development, but also should pay attention to material and spiritual life of old people that is one of the socially vulnerable groups. The paper bases on the background of contemporary environment, firstly starts from different genders, different living sites, different physical quality old people, studies old people dominations situation of their own leisure life to provide theoretical guarantee for enriching old people spiritual life; secondly, it makes specific analysis of contemporary old people sports activity selections and their income, comprehensive learns old people demands on material and spiritual life; finally, it utilizes fuzzy correlation analysis approach, makes specific evaluation on factors that affect Chinese old people dominate leisure life, and then gets conclusion: physical condition is main factor that affects old people selection on activity, while personal interests and hobbies as well as surrounding environment are relative weaker factors that affect old people sports activity selection. Above research is of important significances in improving Chinese old people life quality, and developing harmonious socialism.

Keywords: Statistical Analysis; Correlation Analysis; Recreational Sports

1. INTRODUCTION

Under contemporary environment, as the amount of aged population increases, aged tendency of population has become more and more serious, though the aged have their children and grandchildren, they have their own undertakings, and so how to let the aged to happily and peacefully spend the rest is the most important research topic in the paper. Li Wen-Chuan in “Shanghai city old people sports living style”, according to contemporary national conditions of rising Chinese aging problem, pointed out that only increased the aged leisure time activity, increased emphasis on the aged then could better solve the aged alone keeping empty nest situation under contemporary environment so that improved the aged rest life living quality, also only then could treat them fairly, make them happy, let their leisure life quality to be higher, which was also one of most important issues that should be solved in contemporary. Zhao Xiu-Li in Table 1. Statistics of Chinese old people leisure time spending

		Pastime	Release one’s mind and body	Ability achievement	and Social activities	Knowledge researching
Gender	Female	17.44%	46.51%	27.91%	3.48%	4.65%
	Male	19.15%	43.62%	25.55%	9.57%	2.13%

“Heilongjiang province old people sports recreational ways research”, took old people of Heilongjiang as research objects, thought that Chinese national fitness started later, especially for old people of different physical conditions, national fitness even had considerable big issues that hindered social health of socialism with Chinese characteristics to move forward, so researches on the aged fitness activities and leisure time recreational activities were distinctly important, and also one of most important means to guarantee the aged to live a happy life in their senior years. Zhao Gui-Hua in “Xi’an city old people recreational behavior”, through the approaches of investigating and researching, data statistics, comparative researching on Xi’an citizen, she analyzed Xi’an citizen engaged recreational activities in leisure time, and got that the aged preferred to walk, jog, use equipment to fitness in community places that were near to their home in the morning and evening, because walking, slightly taking exercises after supper was more helpful for the aged physical health, which had good effects on strengthening the aged body immune function, and keeping them away from diseases (Liu and Li 2017, He et al. 2018). The paper carries out multiple investigation and research, consults literatures, inquires old people of different cities and different communities to describe and evaluate their own recreational life, conducts analysis and researches and gets precious opinions and suggestions on enriching Chinese old people recreational life and strengthening physical health.

2 OLD PEOPLE FITNESS ACTIVITIES STATUS

Chinese old people’s fitness activities started later, and old people recreational life is relative deficient, in view of contemporary Chinese national conditions, Chinese aging tendency becomes more and more serious, in order to ensure Chinese old people to happily spend the rest, the paper researches on old people recreational life influence factors through establishing mathematical models (Tian 2019).

2.1 Old people leisure time demands

For different physical conditions and different places’ old people, their recreational life demands are different; therefore, according to investigation and research, it gets following old people recreational demands Table 1.

According to above statistical Table 1, in order to better research and analyze.

According to above broken line statistical Fig.1, it is clear that among the old people, men spend more time in pastime, social activities and others than women, but these are not main ways for the old people to spend leisure time, while release one's body and mind, ability and achievements are just the main aspects, on a whole, among the old people, women dominance in leisure time is more

reasonable.

2.2 Old people leisure time age group distribution

Though old people main activities are roughly the same in leisure time, for different age groups' old people, proportions of all kinds of recreational ways are different, below Table 2 makes statistics of them.

Table 2. Age statistics of Chinese old people leisure time spending

Age	Pastime	Release one's mind and body	Ability achievement	Social activities	Knowledge researching
60-64	16.07%	41.88%	15.28%	8.77%	3.11%
65-69	14.63%	46.34%	26.83%	7.32%	4.88%
70-74	15.15%	45.49%	27.27%	6.00%	3.09%
75-79	19.35%	51.61%	16.13%	6.45%	3.21%
Above 80	31.58%	42.41%	29.27%	5.26%	1.03%

It is clear that release one's body and mind is still the first choice of old people at all ages, which will let old people to relax and is helpful for preventing diseases, but as ages

increase, physical weakness and other situations, amount of old people in pastime increases, which conforms to old people practical situation.

Table 3. Chinese old people leisure time spending duration and sites statistics

	Old people home recreation time	Old people outdoors recreation time
At least 1 hour	5%	1%
1-2 hours	15%	2%
2-3 hours	10%	20%
3-4 hours	25%	37%
4-5 hours	27%	25%
Above 5 hours	18%	15%

2.3 Old people home and outdoors exercises' comparison

By different physical conditions and health conditions, different old people will have their suitable exercise sites

and time allocation, below Tables 3-5 are time allocation tables regarding old people being outdoors and at home:

Table 4. Chinese old people leisure time spending statistics

	Old people home recreation time	Old people outdoors recreation time
Morning	32%	32%
Afternoon	17%	71%
Evening	62%	30%
Else	11%	12%

Table 5. Chinese old people leisure time spending statistics

	Daily	Weekends	Golden week	Paid vacation
Proportion (%)	82%	40%	17%	4%

According to above three Tables 3-5, it is clear that due to old people have more leisure time, most of them often take around 4 hours outdoors exercises, and mainly go in for recreational activities in the evening and is not too dark, which also conforms to scientific fitness best time frame.

2.4 Old people recreational activities

Table 6. Old people recreational activities

Recreational way	Number of people	Proportion
Sports activity	254	93.06%
Walk	235	86.08%
Watch TV	184	67.15%
Stroll in the park	145	53.11%
Travel	136	49.81%

Chat	127	46.52%
Knowledge learning	86	31.50%
Go window-shopping	82	30.04%
Plant flowers and keep birds	80	29.30%
Read	75	27.47%
Surf online	74	27.11%
Sing, dance and listen to music	65	23.80%
Draw and write	49	17.95%
Play chess	42	15.39%
Else	36	12.45%

The paper makes statistics of old people personal practical situation, and body endurable exercises amount situation, as well as Chinese old people engaged recreational

activities in ordinary times.

According to Table 6 statistical situation, Chinese old people tend to engage in sports activities, walking, strolling in the park, chatting and other traditional activities, because these activities are collective activities, which enhance their physique and meanwhile they can

Table 7. Old people income situation statistical table

	Pension	Wage	Allowance from children	State security relief
Proportion (%)	70%	16%	10%	4%

In order to make more clear understanding on old people income.

It is clear that most of Chinese old people income is from pension, which is also state preferential policy for old people, which shows China has laid more and more emphasis on old people, and it would be helpful for China future focusing on old people development.

Table 8. Table regarding Chinese old people evaluation proportion on recreational life

	Very dissatisfied	Less dissatisfied	General	Satisfied	Very satisfied
Frequency	22	77	163	124	33
Proportion (%)	7%	13%	39%	34%	7%

It is clear that Chinese old people are roughly satisfied with recreational life, number of people that are very satisfied account for around 15%, but there are parts of people feel dissatisfied, we should more focus on opinions in the aspect, because it will provide precious opinions for improving old people recreational life quality.

3.1 Data handling and result

Correlation analysis is utilizing software to handle with data, compares correlation by comparing correlation coefficient sizes. Common correlation coefficient has Pearson correlation coefficient and Spearman rank correlation coefficient. The paper utilizes Pearson

Table 9. Data correlation

Control variable		Body factor	Surrounding environment	Age	Income	Fondness
World ranking	Pearson correlation	1.000	.154	.855	.705	-.210
	Significance (bilateral)	.	.836	.660	.365	.215
	df	0	2	2	2	2

By above data Table 9, it can get conclusion that body factor is uppermost factor in old people recreational lifestyle selection, because old people must take exercises within the scope that their body can endure, otherwise, it will generate bad effects at cross purpose.

3.2 Define evaluation indicator set

According to: $U = \{u_1, u_2, \dots, u_m\}, m = 1, 2, 3,$

Evaluation indicator set is $=\{ \text{Body factor} \setminus \text{surrounding environment} \setminus \text{fondness} \}$.

3.3 Define evaluation grade set

According to: $V = \{v_1, v_2, \dots, v_n\}, n = 1, 2, 3, 4$

Recreational life evaluation grade set is $=\{\text{very good, good, normal, bad} \}$.

3.4 Define each evaluation indicator weight

Weight mainly expression method is: $w = \{\mu_1, \mu_2, \dots, \mu_m\}, m = 1, 2, 3$

Among them: $\sum_{m=1}^6 \mu_m = 1$

gather and chat and let life to be full of pleasure.

2.5 Old people income situation

By questionnaire analysis and interviewing and investigation, the paper conducts comparative analysis of contemporary Chinese old people annual income situation, and draws following Table 7.

3 CHINESE OLD PEOPLE EVALUATION ON RECREATIONAL LIFE

Though China is gradually enriching old people recreational life, only listen to old people opinions then can be of great help in improvements, below Table 8 is old people evaluation table.

correlation coefficient to make correlation comparison.

Its calculation formula is as following: $\rho(X, Y) = \frac{cov(X, Y)}{\sigma_x \sigma_y} = \frac{E((X - \mu_x)(Y - \mu_y))}{\sigma_x \sigma_y}$

Among them, covariance is used as numerator, is product of two variables standard deviation, and it requires two variables standard deviation not to be 0.

And $\mu_x = E(X), \sigma_x^2 = E(X - \mu_x)^2 = E(X^2) - E^2(X)$

Therefore, Pearson correlation coefficient can also be written as: $\rho(X, Y) = \frac{E(XY) - E(X)E(Y)}{\sqrt{E(X^2) - E^2(X)} \sqrt{E(Y^2) - E^2(Y)}}$

$$w_i = \frac{\frac{C_i}{S_i}}{\sum_{i=1}^n \frac{C_i}{S_i}}, (i = 1, 2, \dots, m)$$

Among them, w_i is evaluation parameter i monitoring value; \bar{S}_i is evaluation parameter i standard arithmetic mean value of m grade, then weight set is: $w = \{w_1, w_2, \dots, w_m\}$

Here, apply normalization method to calculate weight, result is: $w = \{0.5, 0.3, 0.2\}$

3.5 Define evaluation matrix

Comprehensive evaluation matrix R evaluation method is mainly experts' evaluation method, membership function method. To make calculation result to be more accurate, here use membership function method, define fuzzy relation matrix R , from which: $R = (R_1, R_2, R_3)^T$

(1) For the 1 grade evaluation grade $\mu_{i1}(u_i) =$

$$\begin{cases} 0 & u_i \geq v_{i2} \\ -\frac{u_i-v_{i2}}{v_{i2}-v_{i1}} & v_{i1} < u_i < v_{i2} \\ 1 & u_i \leq v_{i1} \end{cases}$$

(2) For the j grade evaluation grade $\mu_{ij}(u_i) =$

$$\begin{cases} 0 & u_i \leq v_{ij-1} \text{ or } u_i \geq v_{ij+1} \\ \frac{u_i-v_{ij-1}}{v_{ij}-v_{ij-1}} & v_{ij-1} < u_i < v_{ij} \\ -\frac{u_i-v_{ij+1}}{v_{ij+1}-v_{ij}} & v_{ij} \leq u_i < v_{ij+1} \end{cases}$$

(3) For the n grade evaluation grade $\mu_{in}(u_i) =$

$$\begin{cases} 0 & u_i \leq v_{in-1} \\ \frac{u_i-v_{in-1}}{v_{in}-v_{in-1}} & v_{in-1} < u_i < v_{in} \\ 1 & u_i \geq v_{in} \end{cases}$$

It can solve each evaluation parameter membership to each evaluation grade, and then construct fuzzy relation matrix R .

Calculation result: $R_1 = (0.6, 0.3, 0.1); R_2 = (0.7, 0.2, 0.1); R_3 = (0.6, 0.25, 0.15)$

3.6 Carry on comprehensive evaluation

Known $W = (\mu_j)_{1 \times m}, R = (r_{ji})_{m \times n}$, by

$$S = w \circ R = (\mu_1, \mu_2, \dots, \mu_m) \circ \begin{pmatrix} r_{11} & r_{12} & \dots & r_{1n} \\ r_{21} & r_{22} & \dots & r_{2n} \\ \vdots & \vdots & \vdots & \vdots \\ r_{m1} & r_{m2} & \dots & r_{mn} \end{pmatrix} = (s_1, s_2, \dots, s_n)$$

That: $s_k = \min(1, \sum_{j=1}^m \mu_j r_{jk}), k = 1, 2, \dots, n$

Input above calculation result into above formula and can get: $S = (0.45, 0.37, 0.18)$

For maximum membership principle, if given fuzzy evaluation set M , (from which S_i is grade v_i membership to fuzzy evaluation set), $M = \max(S_1, S_2, \dots, S_n)$, M corresponding element is evaluation result of comprehensive evaluation. By $S = (0.45, 0.37, 0.18)$, it is clear: $M = \max(S_1, S_2, \dots, S_n) = 0.45$. Therefore, old people physical quality is most basic influence factor that drive old people to take different activities, and old people must formulate recreational life plan that conforms to their development and let them to be more healthy and happy, secondly, according to surrounding environment and fondness, implement their plan and then can let their senior years' life to be plentiful and happy.

4. CONCLUSION

Firstly, the paper analyzes old people genders, age group distribution that take recreational activities under contemporary national conditions, and makes statistics of old people income situation, gets that among Chinese old people, women recreational activities are relative plentiful that they can make full use of their pension to let their recreational life to be happier. Secondly, the paper studies old people recreational time spending selection on different activities selection under different areas, different environment, points out that most of old people still tend to physical exercises, walk, chat and others some traditional activities, therefore China must increase publicity of other recreational activities and let old people life to be more plentiful. Finally, by fuzzy correlation analysis approach, it analyzes several main factors that affect Chinese old people dominant their recreational activities, from which body factor accounts for the largest proportion of the old people activities selection, according to research result, it points out that China should advertise suitable recreational activities for old people at different healthy levels, only then can let Chinese old people to enjoy a happy rest life.

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Research on the Construction of Applied Talents Training System of Physical Education Major in Local Colleges and Universities under the Background of National Health

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Abstract: Through the methods of sorting out literature and field research, this paper studies the current situation of the training of applied talents in local colleges and universities, and sets the training objectives for sports professionals in the context of national health, so as to serve the society. Negative influencing factors, such as vague training objectives, similar major direction and similar curriculum setting of different majors, were eliminated. Taking the national health as the leading goal of the training of applied talents in sports, the training system of applied talents in sports with a global view, in line with the domestic, based on the local, and the practical needs of the society in the new era is established.

Keywords: Physical education; Application-oriented talents; Establishment of talent training system

1. INTRODUCTION

Since the reform and opening up, China has taken various measures to promote the development of sports in China. With the leap-forward development of economy, sports demands are increasingly diversified, and the training of sports professionals is in urgent need of socialization. General Secretary Xi clearly proposed at the Education Conference on September 10, 2018 that "taking talent training as the fundamental, accelerating the process of education modernization, accelerating the construction of a sports power, and constantly reforming and innovating under the leadership of the Communist Party of China. "It is an objective need of current economic and social development to cultivate professional applied talents, an inevitable choice to respond to the call of a healthy China, and a basic requirement to conform to the new era [1]. How to meet the actual needs of the society, how to timely meet the social needs of the professional direction and course offering, how to create school social sports characteristics, etc., has become the training objectives of applied talents in physical education [2-4].

2. ESTABLISHMENT OF APPLIED TALENTS TRAINING SYSTEM FOR PHYSICAL EDUCATION SPECIALTY

2.1 Clarify the cultivation objectives

In 2016, the strategy of "Healthy China" was put forward, and the social circles started a heated discussion on the development of sports. The general trend of sports development in China is to carry out sports activities extensively, meet people's basic needs for fitness and entertainment, enhance people's physical fitness, and

realize the overall goal of making China a strong country in sports and a healthy China. However, there are still many practical problems, such as unclear training objectives, difficult curriculum setting to adapt to social needs, significant regional differences, and narrow employment paths for students. Colleges and universities do not have a clear definition of each discipline of physical education, and the attribution range of the major direction is uncertain, which leads to colleges and universities' training objectives of applied talents of physical education are too macro and general, and it is difficult to meet the needs of the society for physical education, resulting in a serious shortage of applied talents of social sports.

In the new era, the goal of talent training should be to cultivate new applied sports talents who are ideal, responsible, thoughtful, innovative and able to meet the needs of economic and social development, and the fundamental task should be to cultivate applied sports talents with all-round development of morality, intelligence, physic, beauty and labor. In order to cultivate the applied talents of physical education in the new era which is needed by society, it is necessary to combine the market demand closely to make the training objectives clear and specific, to strengthen the theoretical knowledge of different fields of physical education and to clarify the connection and difference between majors under the guidance of the national health strategic thought. Clear training objectives of different majors, improve students' innovation ability, practical operation and management ability, and train students to adapt to the all-round development of society [5-7]. And to pay attention to personal cultivation and principles, as well as sports education professional training objectives around training PE teachers, professional training target around social sports guidance and management, sports leisure professional around sports tourism and sports leisure, and so on, further to set professional quality training target, both to achieve the target, and do fit into social reality needs.

2.2 Define professional direction

In recent years, the most prominent problem is that the direction of social physical education is basically the same as that of physical education, while the direction of sports leisure is similar to that of social physical education. Sports marketing almost copied the marketing of economics, just put a "sports" hat on the head of marketing. The major direction determines the employment and

career direction of graduates, and the society and graduates make a two-way choice. With the development of society, the standard of this kind of two-way choice is constantly improving. In recent years, the state has issued a series of related documents, such as "Sports Power", "National Fitness Strategy" and "Healthy China", to promote national fitness to become a habit of daily life.[5]. As a result, professional colleges, colleges of science and technology and comprehensive universities have widely opened physical education majors, which are comparable to physical education colleges and normal sports majors. However, it is difficult for some colleges and universities to find the professional direction suitable for themselves. Firstly, the teaching conditions in colleges and universities are limited and the teaching facilities are difficult to meet. Second, professional teachers are limited in teaching and it is difficult to quickly keep up with the pace of social development. Under the influence of many factors, the specialty of physical education in some colleges and universities is simple to distinguish, not strong in characteristics, and the similarity between the specialties is high.

The specialty direction of physical education in colleges and universities determines the talent orientation of graduates, and the ultimate goal of the specialty direction training is to provide the needed physical education professionals for the society. The division of sports specialty direction should be guided by the core of employment and social demand, which can not only ensure the reasonable use of the teachers in our school, but also meet the social demand. The practical innovation ability of students of different majors and the correlation and difference between majors should be strengthened, and the precise discipline construction should be carried out to cultivate applied talents of sports in the new era needed by the society.

2.3 Precise curriculum setting

The establishment of PE courses in colleges and universities is a prerequisite for the training of applied talents in PE and serves the training goal of applied talents in PE. There is a direct relationship between the curriculum of PE specialty and the talent trend of PE specialty. Therefore, reasonable physical education courses are helpful to cultivate high-quality applied talents in physical education. At present, the curriculum setting concept of "attaching more importance to technology than to theory", the specialization of curriculum setting and the phenomenon of teachers' setting up courses are still widespread, and the curriculum setting is completely derailed from the professional characteristics. It is difficult to set up the professional curriculum system because the training objective is not clear in some universities. Some schools in physical education major and social sports major courses are completely the same: divided into the main disciplines and core courses, the main disciplines for physical education, public administration, sociology; Core courses as pedagogy, psychology) (including sports psychology, sports sociology, sports scientific research methods, sports training, sports statistics, sports physiology, sports anatomy, overview of social sports,

sports clubs, sports management, introduction, introduction to community sports, sports economics, health assessment and sports prescription and sports theory and practice. It is obvious that these courses cannot meet the needs of two majors at the same time, and some courses become redundant to one major, wasting a lot of students' time and affecting the study of the real core courses of the major. In addition, the proportion of the compulsory courses and elective course for professional sports courses in colleges and universities not harmonious, causes students to choose according to their interest in curriculum autonomy is small, the subjectivity of the students' learning not fully embodies the students' thinking, innovative spirit and practical ability is limited by a lot of, is not conducive to cultivate high quality applied talents in physical education specialty.

According to the requirements of the society for the applied talents of physical education and the demand of the market for the specialized talents of physical education, the curriculum system with strong practicality, advanced teaching concepts and flexible choice of teaching methods are set up to ensure that the applied talents of physical education have the core competitiveness in the economic and social development of the new era. The social requirements and market demand of the new era will be incorporated into the teaching system, teaching concepts and teaching contents, and the basic knowledge and theories of physical education that students have learned at school will be transformed into social productivity through social practice, with emphasis on strengthening students' innovative and creative thinking and ability to solve problems in time.

3. CONCLUSION

Under the background of national health, it is still the historical mission of colleges and universities to cultivate high-quality applied talents of physical education. Therefore, the training objectives of physical education professionals in colleges and universities should be based on the needs of social development, on the premise of health first, on the basis of student development, on the basis of general education, and always pay attention to the comprehensive development of students and comprehensively improve their comprehensive quality. With the concept of "health first", we will lead the whole people to exercise and promote the health of the whole people. It is very urgent to construct the training system of applied talents in sports specialty.

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The Current Trend of Structural Change in Sports Industry in China Is Studied

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Abstract: Along with the time development, Chinese sport's industrial structure has also changed and in that some problems exist in development process. Presently, available optimization of sports industry is an important impetus that advances Chinese sports industrial changes. In sports industry, the change trend of different types of industrial structures' acquired proportions turns to be different as the era changes.

Keywords: Sports Industry; Weight Analysis; Leisure Tourism

1. INTRODUCTION

Chinese sports industrial development can be divided into three phases, from which the first started from the Third Plenary Session of 11th Central Committee of the Chinese Communist Party, and sports meeting classified by occupation and city gradually appeared in China in the 80s that the scale thereof turned to expand; the second started from 1992, when Chinese National Athletic Committee held "Zhongshan meeting" and made clear the concept of sports industry; and the third started from 2001, in which China won the Olympic bid, moving sports industry towards a new phase (Wang and Wei 2005, Li and Liv 2011).

2. SPORTS INDUSTRY STATUS ANALYSIS

Indeed, there are many drawbacks in Chinese sports industry, such as low starting point, imbalanced development and so on (Long and Liu 2017, Ma et al. 2015). However, the general trend is increasing by year, economic developed city places higher demands on sports industry (Dai 2012).

Table 1. Chinese sports industry state analysis

Province	Guangdong	Jiangsu	Beijing	Liaoning	Zhejiang
Proportion	24%	15%	30%	13%	15%

It is clear from Table 1 that sports industry in rapidly economic developed cities is also developed, suggesting that sports industry can serve as an important pillar of the economy in some cities, and an indispensable industry for a state. By searching data, it finds holding forms of sports industry in Hubei, as shown in Table 2.

Table 2. Holding forms of sports industry in Hubei

Forms of ownership	Amount of holding	Percentage
State-owned holding	268	14
Collective-owned holding	195	6
Hong Kong, Macao and Taiwan-owned holding	32	2
Other holding	658	31
Foreign investment holding	21	1
Private holding	1987	49

By Table 2, it is clear that holding forms of sports industry in Hubei base on state-owned holding and private holding,

and meanwhile Hubei actively introduces industries originated from Hong Kong, Macao and Taiwan, which not only introduces advanced enterprises and moreover reasonable management system derived from advanced enterprises lifts sports industry of Hubei to a brand-new development height. According to investigation data of sports and relevant industries in Hubei, it gets Table 3.

Table 3. Each sports industry output indicator

Industry	In 2006	In 2007	In 2008
Sports manufacturing industry	5516789	7544667	8653526
Sports sales industry	13347	174227	241567
Sports construction industry	35347	62678	53579
Sports industry	94674	105384	128749

However, Table 3 showed that the development of sports service industry in Hubei has not yet perfected. While eliminating sports manufacturing industry, through Fig.1, it is suggested that sports sales industry and sports service industry are increasing year by year, but sports construction industry is not stable and may be caused by nature thereof.

3. MODEL ESTABLISHMENTS

3.1 Construct hierarchical structure

Weight distribution system is established, At first, the paper establishes factor set $U, U = (U_1 \ U_2 \ \dots \ U_k)$; Secondly, establish factor set V (evaluation set), Establish evaluation matrix fuzzy mapping from U to V , and clearly get fuzzy relation; Establish objective layer, criterion layer and scheme layer relations as following (as Table 4).

Objective layer: Uppermost sports industry.

Table 4. Chinese sports industry established system

Sports construction industry	Sports personnel cultivation	Sports organization and cultivation	Revitalization of sports undertakings
Sports facility introduction	Cultivation of professional coaches	Sports competition	Introduction of international sports undertakings
Sports facility maintenance	Cultivation of university teaching staffs	Sports activities	Development of sports public utilities
Stadium building	Sports foreign teacher's introduction	Sports lecturing	Revitalization of traditional sports undertakings
Daily sports facility building	Cultivation intensity	Sports overseas tour	

Criterion layer: Scheme influence factors, c_1 is the number of sports industry employment c_2 is the impact of sports industry on economy c_3 is the quantity of the industry possessed resource c_5 is the perfect degree of the sports industry relevant policies.

Scheme layer: A_1 Sports products and construction A_2 Commercial sports A_3 Leisure sports.

3.2 Construct (paired comparison) matrix
Tables 5. Comparison matrix G

G	c_1	c_2	c_3	c_4
c_1	1	8	5	3
c_2	1/8	1	1/2	1/6
c_3	1/5	2	1	1/3
c_4	1/3	6	3	1

Tables 6. Comparison matrix c_1-c_2

c_1	A_1	A_2	A_3	c_2	A_1	A_2	A_3
A_1	1	5	1/5	A_1	1	3	3
A_2	1/5	1	1/5	A_2	1/3	1	3
A_3	5	5	1	A_3	1/3	1/3	1

Tables 7. Comparison matrix c_3-c_4

c_3	A_1	A_2	A_3	c_4	A_1	A_2	A_3
A_1	1	5	3	A_1	1	1/5	1/8
A_2	1/5	1	3	A_2	5	1	1/3
A_3	1/3	1/3	1	A_3	8	3	1

Firstly, introduce 1~9 scale can refer to Fig.1.

1~9 scale graph is as Figure 1.

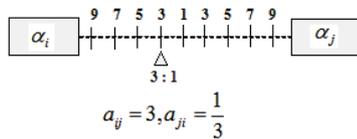


Fig.1. 1~9 scale graph

Firstly, solve judgment matrix in accordance with above principle and 1~9 scale setting. According to lots of expert's experiences and refer to lots of documents as well as 1~9 scale setting, it gets four paired comparison matrix under criterion that are respective as Tables 5-7.

2.3 Single hierarchical arrangement and consistency test thereof

Use consistency indicator test formula to test: $CI = \frac{\lambda_{max}}{n-1}$. Among them, λ_{max} is comparison matrix maximum feature value. The size of CI reflects the degree of deviation of judgment matrix.

2.4 Overall analytic hierarchical arrangement and consistency test thereof

$$A = \begin{pmatrix} 1 & 8 & 5 & 3 \\ 1/8 & 1 & 1/2 & 1/6 \\ 1/5 & 2 & 1 & 1/3 \\ 1/3 & 6 & 3 & 1 \end{pmatrix}$$

Firstly, carry out normalization on column vector, and

$$\text{get: } \begin{pmatrix} 0.600 & 0.467 & 0.536 & 0.667 \\ 0.064 & 0.062 & 0.061 & 0.037 \\ 0.119 & 0.115 & 0.105 & 0.074 \\ 0.211 & 0.358 & 0.321 & 0.222 \end{pmatrix}$$

And then solve sum according to line vector, and get

$$\text{matrix: summation matrix} = \begin{pmatrix} 2.266 \\ 0.224 \\ 0.418 \\ 1.092 \end{pmatrix}$$

Then carry out normalization again, and

$$\text{get } W^{(0)}: \begin{pmatrix} 0.561 \\ 0.059 \\ 0.101 \\ 0.269 \end{pmatrix} = W^{(0)}$$

Calculate and get: $AW^{(0)} =$

$$\begin{pmatrix} 1 & 8 & 5 & 5 \\ 1/8 & 1 & 1/2 & 1/6 \\ 1/5 & 2 & 1 & 1/3 \\ 1/3 & 6 & 3 & 1 \end{pmatrix} \begin{pmatrix} 0.561 \\ 0.059 \\ 0.101 \\ 0.269 \end{pmatrix} = \begin{pmatrix} 2.56 \\ 0.27 \\ 0.48 \\ 1.10 \end{pmatrix}$$

Its feature value is: $\lambda_{max}^{(0)} = \frac{1}{4} (2.362 + 0.215 + 0.412 + 1.120)$

$$w^{(0)} = \begin{pmatrix} 0.556 \\ 0.062 \\ 0.112 \\ 0.268 \end{pmatrix}$$

Similarly, it can calculate judgment matrix

$$B_1 = \begin{pmatrix} 1 & 5 & 1/5 \\ 1/5 & 1 & 1/5 \\ 5 & 5 & 1 \end{pmatrix}, B_2 = \begin{pmatrix} 1 & 3 & 3 \\ 1/3 & 1 & 3 \\ 1/3 & 1/3 & 1 \end{pmatrix}, B_3 = \begin{pmatrix} 1 & 5 & 3 \\ 1/5 & 1 & 3 \\ 1/3 & 1/3 & 1 \end{pmatrix}, B_4 = \begin{pmatrix} 1 & 1/5 & 1/8 \\ 5 & 1 & 1/3 \\ 8 & 3 & 1 \end{pmatrix}$$

Corresponding maximum feature value and feature vector are successively as following:

$$\lambda^{(1)}(1)_1 \begin{pmatrix} 0.262 \\ 0.0787 \\ 0.69 \end{pmatrix}_{max}; \lambda^{(2)}(1)_2 \begin{pmatrix} 0.574 \\ 0.297 \\ 0.149 \end{pmatrix}_{max}; \lambda^{(3)}(1)_3 \begin{pmatrix} 0.634 \\ 0.241 \\ 0.146 \end{pmatrix}_{max}; \lambda^{(4)}(1)_4 \begin{pmatrix} 0.185 \\ 0.240 \\ 0.575 \end{pmatrix}_{max}$$

Use consistency indicator to test: $CI = \frac{\lambda_{max}}{n-1}, CR = \frac{CI}{RI}$

Tables 8. RI value

n	1	2	3	4	5	6	7	8	9	10	11
RI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51

For judgment matrix A, $\lambda^{(0)}_{max}$
 $CI = \frac{4.068-4}{4-1} = 0.23; CR = \frac{CI}{RI} = \frac{0.024}{0.90} = 0.027 < 0.1$

It shows A inconsistency extent is within permissible range of Tables 8. And A feature vector can replace weight vector now.

Similarly, to judgment matrix B_1, B_2, B_3, B_4 , utilize above principle, all pass consistency test.

Utilize hierarchical chart drawing out calculation results from object layer to scheme layer:

c_1 refers to the weight of the number of sports industry employment that is 0.57 c_2 refers to the weight of the impact of sports industry on economy that is 0.056 c_3 refers to the weight of sports industry equipped resource amount that is 0.104 c_5 refers to the weight of the perfect level of sports industrial relevant policies that is 0.273.

(1) It gets the weight of the number of employment on sports products and construction, commercial sports and

$$\text{leisure sports as } \begin{pmatrix} 0.249 \\ 0.088 \\ 0.672 \end{pmatrix};$$

(2) It gets the weight of the perfect level of relevant policies on sports products and construction, commercial

$$\text{sports and leisure sports as } \begin{pmatrix} 0.574 \\ 0.278 \\ 0.148 \end{pmatrix};$$

(3) It gets the weight of the number of equipped sports industry resources on sports products and construction, commercial sports and leisure sports as $\begin{pmatrix} 0.625 \\ 0.239 \\ 0.135 \end{pmatrix}$;

(4) It gets the weight of sports industry economic impact on sports products and construction, commercial sports and leisure sports as $\begin{pmatrix} 0.170 \\ 0.242 \\ 0.576 \end{pmatrix}$

Computational structure is as following: $\omega^{(1)} = (\omega_1^{(1)}, \omega_2^{(1)}, \omega_3^{(1)}, \omega_3^{(1)}) = \begin{pmatrix} 0.624 & 0.185 & 0.252 & 0.575 \\ 0.234 & 0.240 & 0.089 & 0.286 \\ 0.136 & 0.575 & 0.66 & 0.139 \end{pmatrix}$
 $w = w^{(1)}w^{(0)}$

$$= \begin{pmatrix} 0.252 & 0.575 & 0.624 & 0.185 \\ 0.089 & 0.286 & 0.240 & 0.240 \\ 0.66 & 0.139 & 0.136 & 0.575 \end{pmatrix} \begin{pmatrix} 0.561 \\ 0.054 \\ 0.107 \\ 0.269 \end{pmatrix} = \begin{pmatrix} 0.282 \\ 0.176 \\ 0.542 \end{pmatrix}$$

3.5 Weigh the result

According to obtained weights, the weight value of sports construction and products is 0.282, commercial sports is 0.176, leisure sports is 0.542, thus leisure sports make the greatest contributions to sports industry that includes sports lottery industry, sports tourism and so on (Lu, 2010). Similarly, integrate different stages of three sports industries development, in the first stage, the weight value of sports products and construction is 0.43, commercial sports is 0.25 and leisure sports is 0.32; in the second stage, the weight value of sports products and construction is 0.4, commercial sports is 0.21 and leisure sports is 0.39; in the third stage, the weight value of sports products and construction is 0.41, commercial sports is 0.17 and leisure sports is 0.42.

4. CONCLUSION

Basic factors affect sports industry's structural change include the development level of national economy, natural resources conditions, population structure, elasticity of demand and supply, functions of national policies and law, driving functions among industries. Numerous industries restrict with the development of sports industry. It concludes: Increase coordination and formal institution innovation to provide powerful guarantee for sports industry structural upgrading; Reference advanced experiences from developed countries; Enhance innovative ability.

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Comparative Study on the Status of Male and Female Teachers in *Villette*

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Abstract: *Villette* was a semi-autobiographical novel of Charlotte Brontë. The story, based on the author's own experience in Brussels, told the story of the poor young girl Lucy Snowe's work and life in a women's boarding school in Belgium. The author paid attention to women issues with the unique perspective and wrote about the value of the women in the patriarchal Victoria times, which reflected the author's unique female consciousness. The female teachers-whether a school teacher or a tutor was not only suppressed from men world, but also suffered insult and exploitation from the upper bourgeoisie at that time. With the description of Lucy's behavior, author subverted the values imposed upon women in Victoria time and praised the independent spirit of women at the same time. In addition, through the creation of other female characters, author also reflected her desire for economic and spiritual independence. This paper was divided into two parts to analyze the feminist awareness in the novel. First part typically analyzed the different status between male and female teachers in three aspects: social status, salary and attitude of president and students. Second part specifically focused on the inspiration of the novel to the reader, that is, the division and the courage to issue the voice of women. Through the combination of novel content and different characters, this paper attempted to analyze the great differences between male and female teachers and the strong female consciousness of the protagonist Lucy Snowe, hoping that more people can use a more objective view to look at women's living way of not depending on family asylum, and call on more women to use economic independence to change their survival value and social status, thus issue the strongest female consciousness.

Keywords: Charlotte Brontë; *Villette*; Female Consciousness

1. INTRODUCTION

In order to analyze the different status between male and female teachers in novel *Villette* more concretely and effectively, it is necessary to get to know the plot and related information of the novel, the author and the literature review of this novel in different fields among various countries in a general way.

1.1 Charlotte Brontë

Charlotte was born in 1816 in a village pastor family in Haworth, Yorkshire, England. After her mother's death, eight-year-old Charlotte was sent to a dedicated clergy charity institution - Ke Wenqiao woman boarding school. At the age of 15 she went to Miss Woolley's school to study, a few years later she became a teacher in this

school. Later she became a tutor, and eventually she was devoted to the path of literary creation. In 1847, Charlotte Brontë published the novel *Jane Eyre*, the work shocked literary world. In 1848 autumn to 1849 her brother and two sisters died one after another. In the shadow of death and confusion, she insisted on the completion of the *Shirley* and described the early British spontaneous workers movement. She also worked with *Villette* (1853) and *Teacher* (1857), both of which were written according to their own life experiences [1-3].

1.2 *Villette*

Villette is the last work of Charlotte, published under the pen name Currer Bell in 1853. "Villette" refers to a little city, English people usually refer it to the capital of Belgium, Brussels. Charlotte's experience in Brussels provided much material for her novels, which were depicted in detail in *The Profess* and *Villette*. If *The Profess* is the way out of female literature that Charlotte tried to explore, then *Villette* is the result of her quest.

This novel told readers a struggling story of the heroine Lucy Snowe, a young orphan girl who fought her way in the world with her intelligence and strong will. Without money, beauty, relatives or friends, after the death of her employer in England, Lucy went to the continent to look for a job, and finally obtained a post as an English teacher at a girl's school in the city of *Villette*. In the beginning Lucy felt affection for Graham, son of her godmother. But she knew it was impossible for them to marry. This love was only a hopeless one. After a period of time, Lucy found her true love. It was Paul Emanuel, the professor of literature who paid attention to her since the first time when she came to the school. But good times didn't last long, this novel ended with the tragic accident that Paul was lost during a storm at sea while Lucy ran her school all by herself [4-6].

1.3 Literature Review in China and Abroad

The direction for the study of this novel in China and abroad is quite various. Firstly, focusing it in China.

From the perspective of space theory: Li Miaomiao, a master in Zhengzhou University, pointed out the three spaces and its respective meaning embodied in this novel at first: "perceived space" showed Lucy's life experience as an orphan; "conceived space" reflected Lucy's delicate changes of psychology from restraint to revolt; "lived space" embodied Lucy's pursuit of independent career and equal love. Then she proved that space was not a stiff object, but a social space closely related to human psychology.

From the perspective of feminism literary criticism: Liu Guohong and Wu Qinghong from Jiangsu University criticized this kind of phenomenon: Under the domination

of male dominated society in Europe, the dominant literary image of women has been molded into the “angel” or “devil” with the absence of the main attribute. Their thesis also revealed that the female writer Charlotte, who was in the male dominated society, boldly took the woman as a “person” to write the unique female perspective and female consciousness.

From the narrative strategy: Gong Zhiru, a researcher in Hohhot Vocational College, carried out a brief analysis about the reticence in the way of narration in this novel. From analysis, people can know that the reason for Charlotte Brontë’s reticence was just like the protagonist Lucy Snowe, her past and sufferings were too painful to narrate, so with reticence Charlotte shrouded sufferings and the painful past in mist.

From the psychoanalysis analysis: Ma Xiaoping, a master in Shandong Normal University, made a discussion on self-actualization and individuation theory of *Villette*. All the plots and characters were set to show writer’s psychological development. Lucy/Charlotte’s anxiety, fear and excitement were all symbolized either with other characters or with settings, which can be divided into four terms: shadow, animus, archetype and self. In this way Charlotte’s deep meditation of her soul, in other words, the self gradually displayed.

The study of this work in the western countries:

From the perspective of criticism: American women’s studies professor Sandra Gilbert & Susan Gubar issued their “The Madwoman in the Attic: The Women Writers and the Nineteenth Century Library Imagination” in 1979, in they mentioned that Charlotte reveals patriarchal culture under the aesthetic Principle in *Villette* and condemned that the existing economic, social and political system imprisoned women’s self-development.

From the perspective of the aesthetics of existence: The famous French philosopher Michel Foucault used ancient Greece and Rome’s view to elaborate the aesthetics of existence. He commented that this theory can give insight into Charlotte’s living conditions. And there were two contradictions between characteristics, which can also make works clear suddenly, they were “rude, exaggeration, abrupt” and “noble, pure and simple”.

From the view of the gothic features: Robert Hellman, a famous researcher introduced the new gothic style of surrealism in *Villette*. It was not only conducive to the expression of the criticism of the traditional morality, the advocacy of the voice of women’s independence, but also highlighted the romantic features of the novel and showed the passion of the writer and the poetic real.

From the view of work report of this novel: British writer, philosopher and literary critic George Henry Lewes once said: “The book, in any case, is an original book, each page, each section showing a distinct personality.” (Lewes 68) Japanese writer, translator Kozumi Yakumo said: “*Villette* is better than *Shelley*, indeed, I am often tempted to think, it’s even better than *Jane Eyre*.” (Yakumo 98) Writer Margaret Lane said: “In many ways, this novel is more exciting, more mature, more

sophisticated, and it is the only one that shows almost all of Charlotte Brontë’s height at the best of times.”(Lane 154)

To sum up, Chinese study on this novel was concentrated mainly on form, religion, feminism, Marx, post colonialism and Neo Historicism, while the western study was primarily focused on the analysis of the theme of the work, the analysis and comparative study of the works of art. What they have in common was that both of them paid attention to the awakening of feminine consciousness in this novel.

2. COMPARISON BETWEEN MALE AND FEMALE TEACHERS

Because of the low treatment of female teachers, the majority of them have been marginalized in the state of existence. Therefore, associating with the plot of the novel, the comparison between male and female teachers can be learned from three main aspects in the novel: social status, salary and attitude of president and students.

2.1 Social Status

The male and female leading characters were both school teachers. The protagonist Paul Emanuel was short, dark, wearing a pair of glasses; he not only had an undistinguished appearance but also a violent temper. He was a school professor of literature and a cousin of Mrs. Baker. His duty at school was to teach and help Mrs. Baker manage the day-to-day work of the school. The heroine Lucy Snowe was dwarf, tolerant and humble; she was the nanny at the Baker’s family, the most unreserved female teacher of the boarding school.

In terms of status, in the school, Professor Paul enjoyed the supreme authority, organizing and presiding over the important fete day, he also organized all the subjects of the examination: “He is the school’s dictator, he put all kinds of power in his own hands” (Brontë 86). In school-run dance, Paul was the only teacher who was allowed to dance with the students. When the student answered his question and the answer made him feel dissatisfied, he would be shouted on the podium. Under the anger of Professor Paul, whether students or teachers, would melt like a snowman. In his class, everyone must remain absolutely quiet and he banned anyone or anything from disturbing him.

In this case through his classroom, the school teachers and students, regardless of individual or collective, feel that is a serious thing with the lives of women or girls...Baker herself if she has to get in and out of his classroom, she also need to hitch up her skirt, like a ship afraid of reefs, carefully from the terrible platform side slip away. (Brontë 405)

At dinner time, dinner made of bread and hot milk was brought in. Taking into account the presence of professors, to show respect, bagels and glasses are just on the table, but not immediately passed to everyone. Until the Paul said, “Come on, girl(Brontë 434)” could they start to eat. In the eyes of the students, Mr. Paul was the leader, sacred and inviolable, they were not only concentrating on listening to his speech, but also did things under Mr. Paul’s approval. It can be seen that Mr. Paul’s deterrence and status are so important in the hearts of students.

Lucy was also a school teacher, but compared with Professor Paul her situation was a world of difference. When Lucy first walked into the school as a teacher of Baker's family, she suffered contempt and rebellion from the children because they felt a nanny "do not deserve to be their English teacher" (Brontë 424). At the same time Lucy also suffered from Baker's autocratic monographs for school management and strict surveillance, "like a shadow as quietly" (Brontë 83). Even at the time of student's vacation, Lucy did not get relaxed. Every teacher and student left the school, only Lucy must stay in school and take on a job that was originally a servant's job - to take care of a student with a physical abnormality and low intelligence. In every lonely and long summer, she felt disheartened. Lucy was subjected to the supervision of Mrs. Baker, the criticism of the male teacher, and the bullying of the students and even the ridicule of the friend Ginevra Fanshawe. She was imprisoned in a completely unfamiliar monastery school, struggling, cautiously moved step by step forward to the future.

2.2 Salary

Female teachers are not only highly competitive, but also high demanding, yet got very low treatment, even cannot make ends meet, tutor's situation was more embarrassing in the employer's home. In the field of education, female teachers and male teachers engaged in the same work, or even more high-pressured, but the treatment was lower than the male teachers, female teachers accounted for 3/4 of male teachers, probation teachers accounted for 2/3 of male wages, this was an extremely common phenomenon. And female teachers were dismissed frequently due to poor performance. A considerable number of women engaged in tutor suffered long-term depression, fatigue or mental illness, later spending almost in a mental hospital.

After Mr. Paul visited the school built for Lucy by him, Lucy cried out, "How much trouble it has caused you! How much does it cost? Do you have enough money, Mr. Paul?" Mr. Paul replied, "I have a lot of money! I had a considerable amount of income when I took advantage of my extensive teaching relationship. I decided to use part of them to give myself the greatest enjoyment ever." (Brontë 649) In Baker's school, a large number of teaching arrangements work let Paul Professor has a chance to get a very considerable salary, his salary not only fed himself, but was also paid to take care of his late girlfriend's family, and finally he salted down enough money to rent a house and decorated into a simple, clean and warm school in suburbs for Lucy, at the same time he gave a fortune to Lucy before he had to leave her because of Mrs. Baker's tricks.

Compared to any male teacher in the school, Lucy's salary has an immeasurably vast difference. She was chosen by Mrs. Baker to replace Mr. Wilson as an English teacher at the Baker's school and she was no longer a nanny. Although the salary was increased, Lucy knew "She got three times more from her to Mr. Wilson's work, and the wages were saved half" (Brontë 97). In the boarding school, Lucy's dress was always

black gown and linen clothes and always needed to go through a lot of sewing. By comparing the living condition between Lucy and Mr. Paul, it is clear that the wages between female teachers and male teachers at boarding school has large disparity.

2.3 Attitude of President and Students

School students and teachers' attitude toward Mr. Paul was awe and love. At the time of Mr. Paul's holy day, all the students and teachers were carefully dressed up and prepared gifts for him. When Mr. Paul was in class, everyone strained nerves, listening carefully and never daring to violate classroom discipline, or else he or she would take Mr. Paul's furious temper. When he was going to leave because of Mrs. Baker's tricks, all the girls in the class were sad and crying, surrounding by half a circle to hold a solemn farewell ceremony for him.

The students paid great attention to Mr. Paul's whereabouts, stating that they were very attentive to Mr. Paul's class and were nervous about the arrival of Mr. Paul. Famous feminist Simon Beauvoir pointed out that they were only an object of existence, there was no free will. These women did not have real personal life, they were just a good but no independent life object. The female teacher Emily learned that Mr. Paul's arrival and began to mean well to Mr. Paul. From the author's description, readers can imagine the image of her exaggerated smile, strange twisted facial expressions, which was really ridiculous.

At the beginning, Lucy was subjected to a peeped insult: the president Mrs. Baker appeared in her bedroom late in the night, and even copied the room key after checking all her personal belongings. From then on, Lucy had no privacy at all. And, for Mrs. Baker, the interest was the whole thing in her life. In order to tie Paul to her interests, she blocked the love between Paul and Lucy. After the conspiracy failed, she finally sent Paul abroad to make his life and death unknown. The attitude of the students to Lucy Snow was also bad. An English female teacher before Lucy was dismissed by Mrs. Baker because she was bullied by the students and could not manage class discipline.

Miss Chanel did not keep them, just as the servants of the kitchen could not control them. She was weak, hesitant, neither experienced nor wise, decisive, nor majestic. For these girls, Miss Chanel is not enough." She continued: "You do not intend to get help from me, or from anyone, that I will immediately see you as incompetent." (Brontë 98)

Here readers can see Miss Chanel's tragic experience clearly: Mrs. Baker did not find the reasons from the students and even put all the faults to Miss Chanel. She also compared the divine occupation of the teacher with the servant of the kitchen. She used the derogatory words to describe the teacher, such as "weak nature", "hesitant" and so on.

When Lucy Snow began on the first class, the author described the students look and attitude, "Prynne, Ferguson and Angelique three young girls with series of idiot giggle and whisper started the battle. They soon raised their voices to mutter and laugh, and the students

who sat at the back of class were heard and responded more loudly” (Brontë 100). Here readers can see the students’ contemptuous attitude and disdainful expression. In Victorian period, domesticity and purity were the central tenets of true womanhood. Women should confine themselves to their homes, taking care of their children and husband. Otherwise, they would be considered as evil and demonic and without exception receive severe punishments.

Lucy overturned the traditional female image. As a young girl, she became an orphan because of some disasters. She had no one to depend on, and hadn’t gotten any inheritance from her family. Her life was full of peril and danger, instead of a place of peace. Therefore, she had to make a living all by herself. The loss of traditional domestic space paved way for Lucy to find her own value of life and to be a special woman different from the angels of the hearth. Whenever she came across difficulties, she always reminded herself of her loss of home. Lots of times she was sorrowful, while she had no choice but to carry on. In the Victorian era, women should act as the “Angel in the house”. As a young woman, Lucy lived a different life from other traditional women. She spent much time in improving her own skills. She attended M. Paul’s class to learn French. Finding it difficult to master German language, she took some lessons together with Paulina to learn it. No matter how tough it was, Lucy faced difficulties all by herself.

3. REVELATION

After comparing the status of men and women teachers in the novel, readers should be clear how to be a qualified teacher and realize the female consciousness that the author wanted to express in this work.

3.1 How to Be a Teacher

Teach man argued that the emergence of female teachers has challenged Victoria’s early standards of bourgeois women, that was, economic dependency and ease of life. But the importance of female teachers was far more than that, their appearance had a huge subtle influence on the entire social education concept. For the teacher’s role, Fenster Mach had such a statement: “teachers should lead by example, words and deeds, so that students can learn honest, fair competition, for the sake of others, tolerance, strong willpower and other quality from the teachers”(Mach 383). From the analysis of Lucy Snow’s teaching methods, readers can explore how to master the classroom, how to be calm and wise to deal with things as a stranger or outsider.

Only one of the girls behind the scenes with no diminishing energy to keep the riots. I stared at her tightly. I noticed that her seat was close to a small door, and I gently pushed the door and found it was concealed. For a moment, I suddenly attacked her, and then an instant, she was in that small room, the door was closed, the key in my pocket.

(Brontë 101)

Under the spy management of the principal, Lucy was also affected by the use of coercive means to discipline students. As in the first English class, her teacher authority was challenged, and the students were

provocative, and she had a provocative look, and she accidentally locked a student into the cupboard, making the classroom silent and resuming order. In order to deter the self-righteous student, she had to take the insult approach, picked up a tallest, most beautiful but the unruliest student’s writing, read the stupid fragments in the classroom aloud, and then tore the book in half to build her knowledge of prestige. Lucy used a serious and threatening way to discipline these disobedient students, a way that all teachers usually used to educate students. So teachers should be good at using the right skills to manage students, and the way varies from person to person.

Attitude determines everything, details makes success. In order to make people satisfied with the education, the premise depends on the teacher’s attitude to the work; depending on whether the teacher has a strong sense of professionalism, responsibility; depends on the teacher’s passion for work. On the Mrs. Baker’s Patron saint’s Day, Lucy saw four female teachers in the boarding school, and she described their character. The first one Lucy thought was honest, decent, yet narrow-minded, vulgar, selfish person. The second was a Parisian lady, she looked gentle, but moral corrupt, no devotion, no principle, no love. The third female teacher was very similar to the second one, a wretched humble person without personality. The last one had another prominent feature, that is greed. As long as she saw the gold, her eyes would flash green light. From the characteristics of the four teachers, readers can see that they were totally incompatible with the basic requirements of being a qualified teacher.

Being a qualified teacher must have at least three good qualities. First, job responsibility. It means to love and respect their jobs. As a teacher, teaching and educating people are the teacher’s professional characteristics. Second, social responsibility. Teachers have the responsibility and obligation to educate the students good; have the responsibility to let parents be assured and satisfied, have the responsibility to promote educational equity, building a harmonious society. Third, the spirit of selfless dedication. Teacher’s work is complicated, not just limited to class, which needs teachers to have selfless dedication of love. Teachers should not only try to understand students’ hobbies, talents, personality characteristics and their spiritual world, but also need to treat all students fair and justice, respect their personality and walk into the inner world of the students.

Mr. Paul will come to the classroom suddenly at a dusk. He will come up with a biblical book or a tragedy of Shakespeare, and then recite it to the class; or he will give us a glimpse of popular literature, pick a few paragraphs from a fascinating story and read to us.

(Brontë 431)

As a teacher, different from other experts, one needs to master all aspects of knowledge. A teacher with narrow knowledge is difficult to give students a sense of personality. The smaller the age of students, the greater their expectation of teachers, they often regard teachers as encyclopedia, in their eyes, the teacher is omniscient. If not, they will be very disappointed, the degree of trust and worship of teachers will be greatly reduced, it will also

directly affect the teaching effect of teachers. From the author's description of Mr. Paul, readers can feel that Mr. Paul is a teacher that knowledgeable, enthusiasm for literature and the spiritual world is extremely rich. He has the ability to bring students to a broader spiritual world. He is a good teacher for the students.

3.2 Be Brave to Utter Feminine Voice

From Lucy's encounter, readers saw the inequality in terms of social status and school status, as well as salary, and so on, because of gender differences. But what they bore were more than that. When Lucy was employed as a teacher by Mrs. Baker, the next day she was called by Mrs. Baker to help her dress up:

At noon, I was called to dress up for Mrs. Baker. (It seems that my position is a mixture between the governess and the maid.) Combing her hair makes me embarrassed. She saw that I felt embarrassed and said, "Have you ever been a maid in your own country?" Finally Lucy said, "Please note that this is my first and last time was called by her to help her dress up."

(Brontë 89)

Women who are engaged in teachers were born poor, unmarried or married in Victorian period. In order to support themselves or in order to subsidize the family, they had to survive in a completely lonely earth alone years and years. They were inferior in front of their employers and they were not only responsible for the students' every day dress, wash, education, diet, etc., but also must bear the hostess' requirements of the weaving, sewing, embroidery and other activities from time to time. However, Lucy made a revolt. First, she made a clear division of the teachers whom Mrs. Baker thought and the teachers she thought in her heart. Then, she showed embarrassment on her face and did not want to help Mrs. Baker comb her hair. Although Mrs. Baker patiently guided her, helped her, in the end she was compromised, and gave up letting Lucy help her again. When Lucy became a school teacher from a nanny (tutor), she contrasted the tutor and the school teacher, "but in general the payment was higher and I felt more relaxed than before being a tutor" (Brontë 25). Most families who employ tutors are socially high bourgeois families, and the child in this kind of family simply regarded the tutor as a nanny, there was no respect for the teachers. Miss Lucy was initially despised by the students also because the students knew that she had been a tutor, but then Lucy wisely succeeded in subduing the students who took the lead and got Mrs. Baker's affirmative "good", since then she really began a teacher career. In the following class, Miss Lucy, with modesty and sincerity, accommodated tolerance, and occasional mockery of goodwill, soon received respect and love as a teacher. Bunch of flowers would be sent to her desk by the students, and students would take a walk with her during the recreational activities. It can be said that although Lucy is not as good as Professor Paul's absolute leadership of the school, as a female teacher, she eventually won the approval of the female principal, the students' respect and love.

In the Victorian era, women were given a nice name

"family angel", who did not have their own will, completely subordinate to men. But as a woman, Mrs. Baker was in charge of a school, she has her own career, with absolute authority and status. In the eighth chapter of the novel, the narrator gave a detailed introduction to Madame Baker. She was a kindhearted woman who had done a great deal of charitable things. And she was of high "administrative powers" so that she could take charge of all the affairs in this school, including four teachers, eight masters, six servants and her three children. Madame Beck, with her efforts, uttered women's voice forcefully in male-dominated society.

4. CONCLUSION

Villette, a semi-authored novel titled by Currer Bell (Charlotte Brontë's pen name), was first published in three volumes in 1853. Based on the author's own experience in Brussels, this novel told the work and life experience of the poor young girl Lucy Snow in a Belgian boarding school. Compared to her first few works, Charlotte expressed a more mature view of life, love, marriage and more deeply concerned and thought about women in this work.

Based on the background of British social transformation and patriarchy in the 17th and 18th centuries, this paper made a thorough analysis of different status of male and female teachers in *Villette* from social status, salary and attitude of president and students. Male teachers had the supreme status and power, free and easy working environment, which was the Victorian men's typical image. While in this period women usually took a back seat. Female teachers were running alone in the world of incompetence and helplessness. They can be arbitrary trampled by anyone. With long working hours, poor working environment, low wages and be regarded as nannies. Revelation could be gained from this work, that is how to be a teacher and how to issue the strongest female awareness. This article saw the suppression toward women under the patriarchal system, and then called on women to actively resist and establish a benchmark for themselves in the new era.

Of course, Charlotte, together with her novels, produced a revolutionary impact on literary writing and women's movement. And the comparative study of sexual gender discrimination still has profound social significance. Though women's status has risen dramatically over the past decades, they still face serious obstacles, especially in the countryside of China. So by this comparative study people may get some revelation on how to improve women's social status. Despite the limitations of *Villette*, its heroines' pursuit of identity and independence really exerts far-reaching influence on the progress of women's movement.

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A Freight Line Pricing Forecasting Model Based on GA-BP Algorithm

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Abstract: This is the answer to Question B on the official website of the Mathorcup Academy Mathematical Modeling Challenge 2020. In this paper, vehicle weight, conductor, total mileage and fuel prices as the main factor to predict prices, by using the genetic algorithm is not easy to fall into local optimal solution to search for the characteristics of the optimal weight and threshold value, improve the shortcoming of traditional BP network, improve the ability of searching the global optimal solution of the BP network, the training set for 15516 rows of data selected, subject to final 500 rows of data to do a GA - BP algorithm validity test on test set.

Keywords: BP Neural Network; Genetic Algorithm; Pricing Prediction

1. INTRODUCTION

The General Office of the Ministry of Transport issued the Opinions on Promoting the Pilot Reform and Accelerating the Innovative Development of VLCC Logistics, and preliminarily announced 48 VLCC pilot platforms. With the gradual rise of car-free carrier industry in China, the scientific pricing of car-free routes is an urgent problem for many car-free carriers platforms. In this paper, the problem of freight route pricing is taken as the research object, and from the perspective of carrier-free carriers, the BP neural network model based on genetic algorithm (GA-BP model for short) is used for research [1].

Note: subject to Mathor Cup college mathematical modeling challenge website

<http://www.mathorcup.org/prize> to download

2. MODEL CONSTRUCTION

2.1 Principle and deficiency analysis of BP algorithm

BP neural network is as Rumelhart and scholars put forward in 1986, due to have a kind of error back propagation characteristics of its name, in this algorithm the weights and thresholds adjustment error back propagation, mainly through training by the training sample, can more efficiently cumulative value and threshold and reduces the output error of the algorithm, the algorithm can be applied to nonlinear problem very well. Because shipping line pricing problem itself is very complex, most of the are nonlinear relationship between influence factors and the freight rate, large amount of data and complex, data internal law is difficult to find, based on the advantage of BP neural network for nonlinear relationship also has a strong applicability, able to look for patterns from large amounts of complex data [3], this

paper will use BP algorithm to study the pricing problem for shipping lines. Figure 1 below shows the basic steps of BP neural network algorithm.

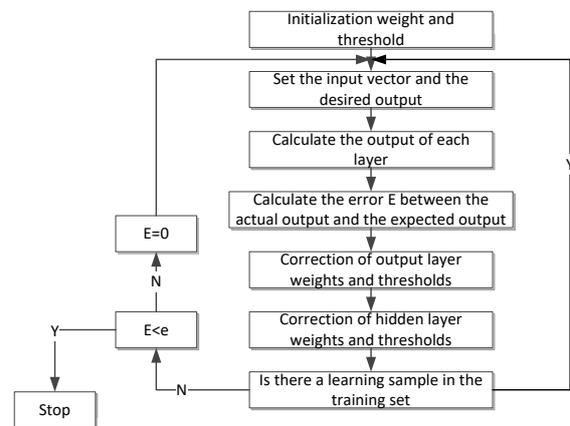


Fig. 1 Basic steps of BP neural network algorithm

Although BP neural network has the advantages of strong applicability to nonlinear relations and clear algorithm derivation, BP network also has obvious limitations in practical application. On the one hand, the convergence speed is slow, and on the other hand, the setting of initial value is easy to lead to the local optimal solution [2].

For the problem of slow convergence, some scholars have studied it, and the LM algorithm can be used to optimize the BP neural network. In this way, the convergence performance of the algorithm has been greatly improved, but the BP network still has the defect of falling into the local optimal solution [3]. This paper makes full use of the heuristic global search feature of genetic algorithm which is not easy to fall into the local optimal solution and does not require the continuity of function differentiability. The genetic algorithm is used to search the optimal weight and threshold, and the shortcomings of the local optimal solution of the traditional BP network are improved, so as to improve the ability of BP to search the global optimal solution.

2.2 Model construction based on GA-BP algorithm

Through the analysis of the BP neural network and genetic algorithm, while BP network has strong plasticity, but because the BP algorithm is based on the gradient method, because this often trap into local minimum point, and the genetic algorithm is one of the biggest advantages to use only evaluation function, even for a variety of forms and discontinuous function has stronger ability to obtain the global optimal solution [4]. GA is not restricted by

differentiability and continuity of functions, and it is easy to reach global optimization, so this paper chooses GA to find the optimal weight and threshold of BP network. In this paper, genetic algorithm is used to find the optimal initial weight and threshold of BP network, which greatly makes up for the shortcoming that BP neural network is easy to fall into the local optimal solution, and at the same time ensures the ability to search for the global optimal solution and improves the performance of BP network. Figure 2 below is the process of implementing the GA-BP neural network.

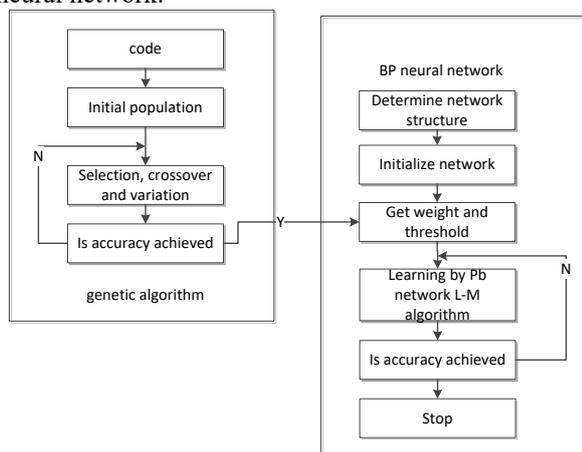


Fig. 2 Process of GA-BP neural network

The optimization of BP neural network by genetic algorithm is mainly divided into the following three parts : (1) the determination of BP neural network structure. The determination of BP neural network is calculated according to the output of samples and the number of output data. When the network structure is determined, the number of weights and thresholds that need to be optimized is determined.

(2) genetic algorithm to optimize weights and thresholds, the network structure is determined, will determine the number of weights and thresholds, is mainly because of the genetic algorithm to optimize the BP neural network algorithm optimization algorithm of the initial weights and threshold, the BP network's initial weights and threshold setting between [0.5, 0.5], the initial weights and threshold value had a great influence on the effect of the algorithm finally, but also to obtain through experience accurately, by setting the same initial parameters, training the network is the same, therefore, to determine the number after can determine the length of the code.

(3) Training of BP neural network. After obtaining the optimal initial weights and thresholds, the network can be trained just like traditional BP neural network. And we can also get the optimal network under the same network structure.

3. TEST OF THE MODEL

In this paper, a freight pricing model based on GA-BP algorithm is proposed to solve the problem of freight route pricing [5]. By analyzing the historical transaction data of freight routes provided by the VCarrier platform, the model is used for solving and verifying. By analyzing and comparing the predicted results of the model with the actual transaction route prices, the effectiveness of the BP

neural network algorithm based on the genetic algorithm adopted in this paper is demonstrated.

The data of vehicle weight, vehicle length, emergency degree, total mileage, route guide price and fuel price, which are closely related to pricing, are selected in Annex 1. Considering that there is no route guide price and emergency degree in Annex 2, vehicle weight, vehicle length, total mileage and fuel price are the main factors to predict the price in this paper.

15, 516 rows of data are selected as the training set, and the last 500 rows of data are used as the test set to test the effectiveness of GA-BP algorithm. If the error is large, this algorithm will not be used to predict the line guide price.

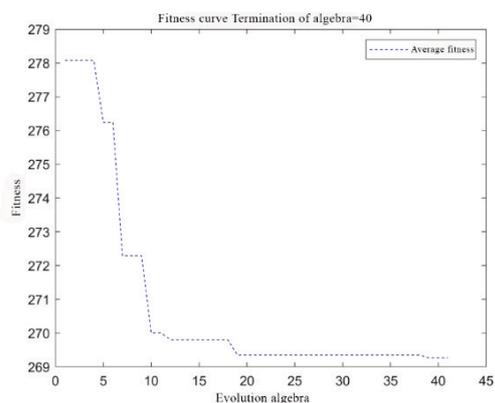


Fig. 3 Convergence curve of sample guide price

Figure 3 shows the fitness curve of a line guide price sample. It can be seen that it has tended to be stable and has convergence after 20 generations. The optimal value of the population is obtained, and the shortcomings of slow convergence and slow running speed of BP neural network algorithm are improved.

Below is a line chart comparing the actual sample guide price with the predicted sample guide price.

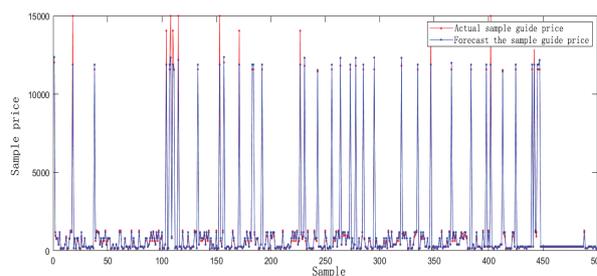


Fig. 4 Comparison diagram of sample guide price

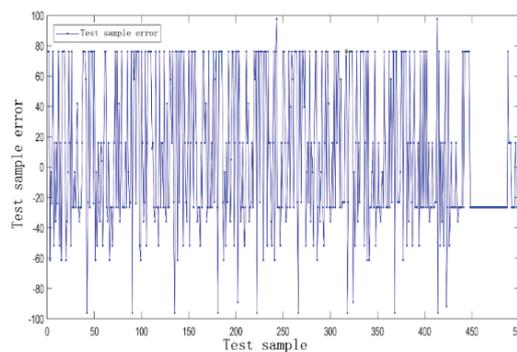


Fig. 5 Test sample error diagram

Can be seen from the Figure 4, the red and blue line fitting is better, most of them in actual sample pricing near, only a few have bigger error, with larger error of points, this paper argues that in the days when the larger influence factors, causing prices to deviate from the larger, and under normal circumstances should be predicted values fluctuate, because contain error points less, compared with normal cases, special circumstances occur probability is low, so in this paper, the error of 20 samples to delete.

Figure 5 shows the sample error after comparing the predicted sample guide price with the actual sample guide price. The maximum error was obtained by analysis and calculation: 97.7313; Total error: 22080; Average error: 44.1606. It can be seen that the fitting degree is good, with the maximum difference between the real value and the predicted value of each sample of 97.73 yuan and the average difference of 44 yuan. This paper believes that the fitting degree is good, and the GA-BP algorithm can be used to predict the line guide price.

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National Sustainable Higher Education Model Based on SGS

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Abstract: Higher education is the last optional stage after formal learning. Whether the national higher education system is healthy or not affects a country's talent development and reflects the country's development strength. The influence of higher education level on society is gradually significant. In order to make Chinese higher education better follow the modern education model, this paper puts forward a healthy and sustainable higher education evaluation model and discusses its promotion and application under the Chinese education model. This paper establishes an evaluation model of higher education, which evaluates the current situation of education in 12 countries in the world from three aspects of school, government, and society. This model adopts SGS framework, analyzes multiple factors that affect the level of higher education. Finally, the US is established as a model of health higher education. Then four different levels of countries are employed to get the point and ranking. Finally, the health model is applied to China, which needs to be improved. Through the evaluation results, it provides a theoretical basis for further promoting the development of Chinese higher education.

Keywords: Higher Education System; SGS; Topsis; Implementation Strategy

1. INTRODUCTION

In recent years, society has developed rapidly. Higher education has moved from an elite to a popular stage. Whether a person has received higher education is very significant. People with high IQ could preferable promote social development at the moment. So the national higher education system Soundness is an significant factor affecting the country's future development. Higher education is an significant boost and support for the development and improvement of various countries. The state needs to reform the evaluation of higher education. We divide it into three categories: government, society, and school for analysis [1-3].

The effect and extent of external entities' participation in university governance are major indicators that judges the quality of campus, governance, but, how the system operates in the most perfect state has not been confirmed, so this article establishes an evaluation model to analyze the optimality of the campus system In order to improve higher education policy in China, China's education system can meet healthy and sustainable development.

2. SGS FRAMEWORK

2.1 Basic SGS framework

A healthy and sustainable higher education model is invariable restricted by campus, gov, and society. Thus,

there is an important thing that we must pay attention to, which is to build a higher education system model, starting from the school level, the government level, and the social level to form an SGS framework, as shown in Figure 1. Based on the established basic SGS framework, the analytic hierarchy process is employed to define the importance of the three aspects.

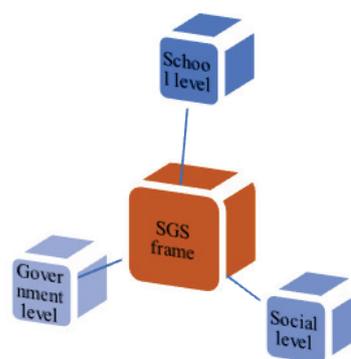


Figure 1 SGS framework based on health model

2.2 SGS framework based on AHP

However, schools, governments, and society have different influences on an idealized higher education model. The SGS framework, as a basic indicator of the health model, determines the weights of these three aspects, so that it can be known that these three aspects contribute to a healthy and sustainable higher education. The significance of the educational model.

Step1: Because the results obtained by directly comparing the weighting of various indicators are highly subjective, we compare the significance of the three SGS to a health higher education model by consulting the literature, and then apply the nine-point scale of the analytic hierarchy process Compare the significance of every two indicators. Step2: Compare the indicators pair by pair according to their significance to generate a comparison matrix.

Table 1: Results of comparison matrix

SGS	School	Government	Society
School	1	3	2/3
Government	1/3	1	1/3
Society	3/2	3	1

Step3: Check whether the weight of the matrix is sensible. Calculate the consistency ratio CR, as shown in Table 2.

$$CI = \frac{\lambda_{max} - n}{n - 1} \tag{1}$$

$$CR = \frac{CI}{RI} \tag{2}$$

Table 2: The Results of Consistency Test

	λ_{max}	Average	CI	CR
School	0.3715	0.3715		
Government	0.4868	0.4865	0.0091	0.0176
Society	0.1417	0.1419		

The above results can be drawn:

$$CI_1 = 0.0268, CR_1 = \frac{CR_1}{RI} = 0.0516 < 0.1 \therefore \text{If}$$

the test passes, the normalized feature vector can be applied as the weight vector [2].

3. HEALTH EDUCATION SYSTEM MODEL

3.1 Establishment of indicators

From the constructed SGS model, it can be seen that a healthy and sustainable higher education system model needs to consider the school level, government level, and social level. This SGS model contains multiple aspects, the so-called three-level indicators, as shown in Figure 2.

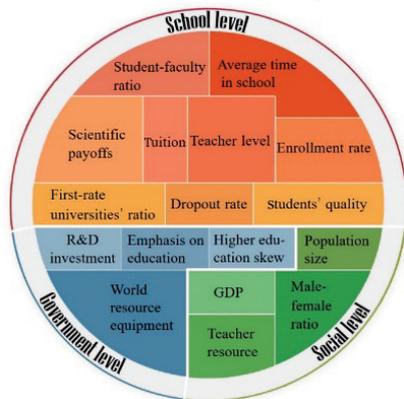


Figure 2 Sustainable higher education

Considering that the quality of students at the school level is a qualitative data that is not suitable for topsis model analysis, and because the academic reputation of a university reflects the basic qualities of a student, the academic reputation in the QS World University Rankings is applied as the quality of students. It makes the quality of students quantified, which is convenient for processing with topsis model.

3.2 Topsis model based on entropy weight method^[3]

Step1: We assume that there are n evaluation objects (countries) and m evaluation indicators. First, the m evaluations are normalized to obtain the normalization matrix:

$$A = \begin{pmatrix} a_{11} & \dots & a_{1m} \\ \vdots & \ddots & \vdots \\ a_{n1} & \dots & a_{nm} \end{pmatrix} \quad (3)$$

The second is to eliminate the dimensional influence of the data, and to standardize A. The standard formula:

$$z_{ij} = x_{ij} / \sqrt{\sum_{i=1}^n x_{ij}^2} \quad (4)$$

The standardized matrix of each indicator can be obtained:

$$Z = \begin{pmatrix} z_{11} & \dots & z_{1m} \\ \vdots & \ddots & \vdots \\ z_{n1} & \dots & z_{nm} \end{pmatrix} \quad (5)$$

Among the four indicators at the government level in the table, the US has the highest indicators. At the same time, the world-class resources and equipment make up the

largest ratio of these four indicators.

Table 3: Standardized results at school level

	A ₁	A ₂	A ₃	A ₄	A ₅	A ₆	A ₇	A ₈	A ₉
AU	0.00	0.36	0.26	0.02	0.74	0.09	0.11	0.19	0.30
JP	0.20	0.22	0.35	0.00	0.02	0.03	0.12	0.02	0.35
US	0.32	0.34	0.00	0.18	0.06	0.94	0.73	0.31	0.32
DE	0.31	0.32	0.06	0.24	0.03	0.11	0.17	0.35	0.26
CN	0.38	0.32	0.40	0.46	0.02	0.22	0.56	0.35	0.25
IN	0.37	0.12	0.18	0.34	0.00	0.00	0.13	0.00	0.41
GB	0.04	0.25	0.41	0.11	0.66	0.18	0.20	0.35	0.30
FR	0.29	0.25	0.33	0.26	0.00	0.05	0.11	0.10	0.24
IT	0.36	0.26	0.28	0.18	0.00	0.00	0.12	0.33	0.25
CA	0.20	0.36	0.31	0.07	0.07	0.06	0.12	0.35	0.28
EG	0.34	0.36	0.28	0.49	0.00	0.00	0.02	0.35	0.16
BR	0.33	0.18	0.30	0.48	0.00	0.00	0.08	0.35	0.25

It can be seen from the table that among the 9 indicators at the school level in 12 countries, the US accounts for the highest number of indicators, among which teachers are the dominant indicator.

Table 4: Standardized results at government level

	B ₁	B ₂	B ₃	B ₄
AU	0.41	0.38	0.17	0.02
JP	0.20	0.26	0.12	0.67
US	0.52	0.36	0.76	0.13
DE	0.10	0.35	0.23	0.25
CN	0.47	0.29	0.12	0.05
IN	0.04	0.22	0.17	0.51
GB	0.27	0.39	0.52	0.11
FR	0.34	0.38	0.00	0.03
IT	0.19	0.26	0.06	0.19
CA	0.16	0.13	0.06	0.26
EG	0.02	0.09	0.00	0.05
BR	0.20	0.11	0.06	0.30

Table 5: Standardized results at social level

	C ₁	C ₂	C ₃	C ₄
AU	0.05	0.34	0.28	0.30
JP	0.19	0.34	0.36	0.35
US	0.79	0.34	0.53	0.33
DE	0.14	0.34	0.33	0.31
CN	0.53	0.34	0.00	0.06
IN	0.11	0.34	0.07	0.33
GB	0.10	0.24	0.26	0.35
FR	0.10	0.24	0.26	0.17
IT	0.07	0.25	0.26	0.38
CA	0.06	0.28	0.26	0.39
EG	0.01	0.18	0.26	0.07
BR	0.07	0.00	0.26	0.14

Among the four indicators at the social level in the table, the US has the highest indicators. At the same time, the highest proportion of these four indicators is GDP

Step2: By calculating the proportion of the i-th sample under the j-th index, the probability matrix is obtained P:

$$p_{ij} = \frac{z_{ij}}{\sum_{i=1}^n z_{ij}} \quad (6)$$

Step3: Calculate the information entropy of each indicator, apply normalization to get the entropy weight of each indicator, and the information entropy calculation formula of each indicator:

$$e_j = -\frac{1}{\ln n} \sum_{i=1}^n p_{ij} \ln(p_{ij}) \quad (j = 1, 2, \dots, m) \quad (7)$$

After normalization, the entropy weight of each indicator can be obtained:

$$W_j = d_j / \sum_{j=1}^m d_j \quad (j = 1, 2, \dots, m) \quad (8)$$

Define the maximum and minimum values Z^+ , Z^- in the standardized matrix

Define the distance between the i -th evaluation object and the maximum and the minimum distance as:

$$D_i^+ = \sqrt{\sum_{j=1}^m (Z_j^+ - z_{ij})^2} \quad (9)$$

$$D_i^- = \sqrt{\sum_{j=1}^m (Z_j^- - z_{ij})^2} \quad (10)$$

Then the unnormalized point of the i -th evaluation object can be calculated:

$$S_i = \frac{D_i^-}{D_i^+ + D_i^-} \quad (11)$$

Finally get the normalized point:

$$\tilde{S}_i = S_i / \sum_{i=1}^n \tilde{S}_i \quad (12)$$

Employing the pattern to calculate the school points, social points and government points of various countries, next, to multiply the points of each indicator with the entropy weight, at once to sum up them, thereby assessing the health level.

Figure 3 shows the final point map. Through horizontal and vertical comparisons, it is found that the US has the highest points at the school level, government level, and social level, indicating that its higher education level is particularly outstanding.

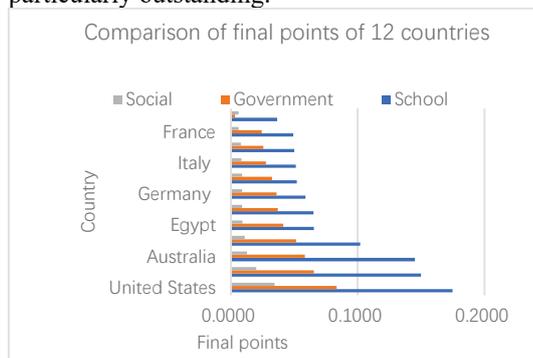


Figure 3: Comparison of final points

According to the points of each country at the SGS level and the weight of each part of SGS established, the final point is obtained. The ranking of the countries is shown in Table 6.

Table 6: SGS framework points and rankings

	school point	government point	social point	overall ratings	ranking
US	0.0649	0.0344	0.0833	0.0609	1
GB	0.0557	0.0091	0.0654	0.0434	2
AU	0.0539	0.0088	0.0370	0.0333	3
CN	0.0378	0.0200	0.0360	0.0313	4
JP	0.0136	0.0126	0.0585	0.0282	5
IN	0.0186	0.0084	0.0514	0.0261	6

DE	0.0219	0.0110	0.0413	0.0247	7
BR	0.0242	0.0060	0.0325	0.0209	8
CA	0.0193	0.0090	0.0278	0.0187	9
IT	0.0191	0.0088	0.0245	0.0174	10
FR	0.0182	0.0079	0.0256	0.0172	11
EG	0.0243	0.0060	0.0032	0.0111	12

From the chart, we can see that the points and rankings of the US are high, so the US was selected as the standard health model.

4. APPLICATION OF STANDARD MODEL

We randomly selected four unequal points of GB, CN, CA and EG from 12 countries as our research objects. After the topsis algorithm [3] based on the entropy method, the ultimate comprehensive points of the four countries are illustrate in Table 7 below.

Table 7 Points of higher education levels

	school point	government point	society Point	overall ratings	ranking
GB	0.1360	0.2415	0.0327	0.1367	1
CN	0.1183	0.1351	0.0537	0.1024	2
CA	0.0429	0.1099	0.0357	0.0628	3
EG	0.0743	0.0000	0.0199	0.0314	4

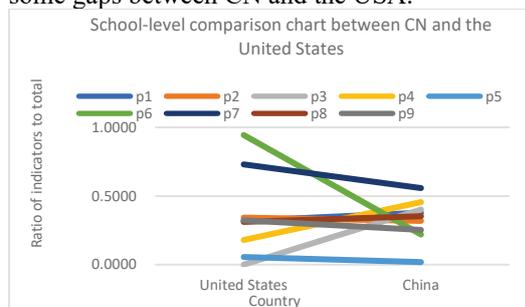
As you can see from the table above, higher education in CN system is slightly inferior to developed countries such as the UK in terms of school dimension, and the government's support investment under ideal conditions is significantly lower than the health index. CN has a unique achievement advantage at the social dimension. We can see that there is still much room for improvement in schools and governments in CN's higher education system. In these two aspects, there is a certain gap between CN and the ideal USA.

5. HEALTH MODEL TEST

Based on the ranking of the 4 countries above, our team chose CN, where there is room for improvement, as an example to test the health and sustainability model we created. After data analysis, a comparison table of three aspects between CN and the USA is drawn:

(1) School

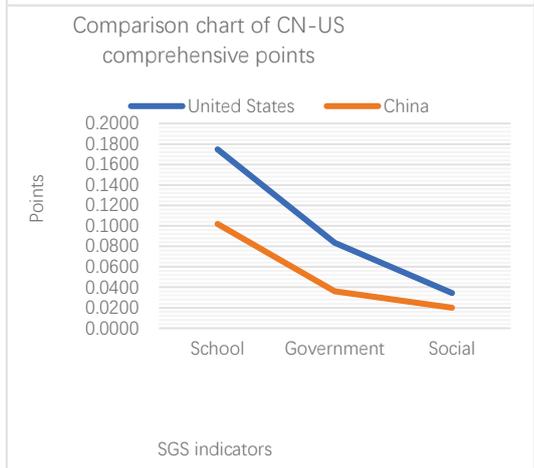
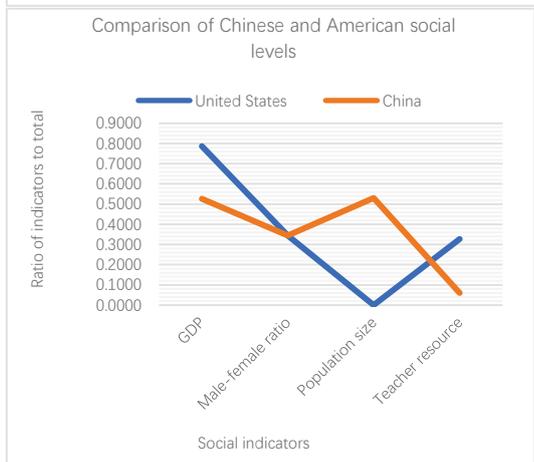
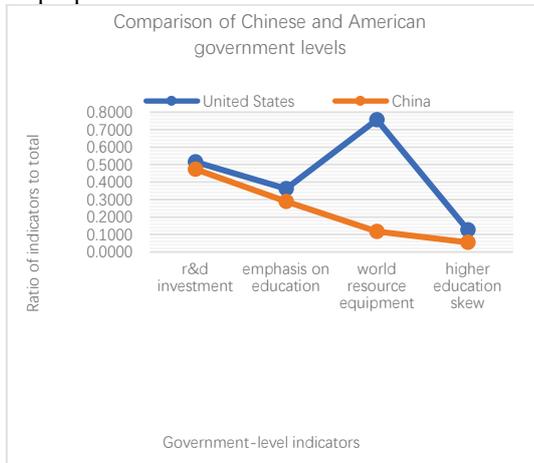
The average study time of Chinese college students is 11.3 years, slightly lower than that of the USA. Second, among the top 100 universities in the world, the proportion of Chinese universities is significantly unequal from that of American universities. In terms of scientific research achievements, CN's achievements are next to the USA, ranking second among 12 countries, and have certain advantages. In terms of teacher-student ratio, there are some gaps between CN and the USA.



(2) Government

Compared with the ideal health model, the USA, CN

invests less in scientific research, but the gap is very small. However, there is a big gap between CN's world-class laboratories and American laboratories, which highlights the fact that CN's scientific research expenditure is disproportionate to the harvest.



(3) Social aspects

Among them, the GDP gap between the US and CN is the largest. The difference between the standardized results of the two countries is 0.265. As for the male-female ratio, the USA is also close to the standard ratio. CN ranks penultimate when it comes to investing in teachers. In 2019, the investment of Chinese teachers was merely US\$1, 117, which was 7 times that of the country with the largest investment.

(4) Comprehensive point

In the above schools, government and society dimension, we already know the comparison between CN and the USA. The comparison table can precisely express the three-level comparison between CN and the USA. As can be seen meaning the US points higher than CN's, while the gap in school dimension is the largest and the social gap is even smaller.

6. CONCLUSION

Selecting the most representative 12 countries from the five continents of the world, we employ the SGS framework based on AHP to empower the three impact indicators of government, society, and schools, and then establish a topsis model based on the entropy method to obtain Out of the overall national rankings, we chose the number one US as a healthy HES(higher education system) model. Second, applying an established sustainable higher education model to higher education in CN and assessing the current state of the education in CN is consistent with the current state of higher education in CN. Therefore, the established model is a healthy and sustainable higher education evaluation model that can faithfully reflect the current state of higher education in the country.

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The Influence of Different Political Parties in The United States on China's Economy

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Abstract: 2020 is the year of the US presidential election. Contenders are Donald Trump from the Republican Party and Joe Biden from the Democratic Party. Currently, Biden has won the candidate to become the new President of the United States. The two candidates represent the interests of different parties, and their focus on China policy is also very different. This article selects China foreign exchange reserves in foreign trade, foreign exchange reserves, imports by foreign-funded enterprises, exports of foreign-funded enterprises, imports of high-tech products, foreign direct investment, and the number of newly established foreign-invested companies are six indicators. The monthly data of China during the Obama administration represent the trend of the Democratic Party influence on China, and the monthly data of China during the Trump administration represent the Republican influence on China. The trend of influence is analyzed by the results of principal component analysis to analyze the influence of different parties on the Chinese economy in this US general election, and the gray forecast model is used to predict the changes in China's total GDP in the next few years when different parties are in power.

Keywords: U.S. election; Main ingredient; Grey forecast; Sino-US Trade

1. INTRODUCTION

Both candidates have a hostile attitude toward China, and both want to hinder China's economic development. Trump confronted China on what he called a series of economic issues, advocated tough actions to protect the trade gap formed by the United States, and continued to deal with China in the new crown epidemic. Biden suppressed China in terms of values and worked with allies to put pressure on China more closely. [1] Analyzing data on China's relevant economic indicators during Trump and Obama's administration can draw corresponding strategies for my country to respond to the challenges of the United States in a timely manner.

2. EXPERIMENTAL

2.1 ANALYSIS

First, we need to select indicators that reflect the direct impact of relevant US policies on my country's related fields, and perform quantitative analysis on these indicators to find out the factors that have a greater impact on China's economy when different parties are in power, and establish predictive planning models to analyze different. [2] The impact of the candidates' taking office

on our country's economy. The specific indicators are selected as shown below:

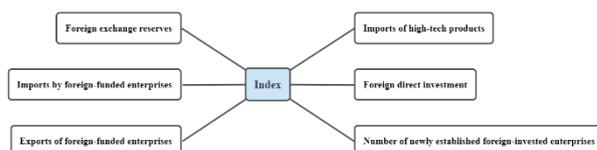


Figure 1: Foreign trade indicator system

2.2 PRINCIPAL COMPONENT ANALYSIS

(1) Standardized processing

Calculate the mean by column $\bar{x}_j = \frac{1}{n} \sum_{i=1}^n x_{ij}$ Standard

deviation $S_j = \sqrt{\frac{\sum_{i=1}^n (x_{ij} - \bar{x}_j)^2}{n}}$, Calculated standardized

data $X_{ij} = \frac{x_{ij} - \bar{x}_j}{S_j}$, get a standardized matrix.

(2) Calculate the covariance matrix of standardized samples

$$R = \begin{bmatrix} r_{11} & r_{12} & \cdots & r_{1p} \\ r_{21} & r_{22} & \cdots & r_{2p} \\ \vdots & \vdots & \ddots & \vdots \\ r_{p1} & r_{p2} & \cdots & r_{pp} \end{bmatrix} \tag{1}$$

$$r_{ij} = \frac{1}{n-1} \sum_{k=1}^n (X_{ki} - \bar{X}_i)(X_{kj} - \bar{X}_j) = \frac{1}{n-1} \sum_{k=1}^n X_{ki} X_{kj}$$

Calculate a standardized covariance matrix.

(3) Calculate the eigenvalues and eigenvectors of R

(4) Calculate the contribution rate of the principal component and the cumulative contribution rate

$$\text{Contribution rate} = \frac{\lambda_i}{\sum_{k=1}^p \lambda_k} (i = 1, 2, \dots, p) \tag{2}$$

$$\text{Cumulative contribution rate} = \frac{\sum_{k=1}^i \lambda_k}{\sum_{k=1}^p \lambda_k} (i = 1, 2, \dots, p) \tag{3}$$

Analyze the extraction of principal components and the amount of information extracted by principal components. The principal component analysis has extracted two principal components, and the characteristic root values

are all greater than 1. The variance explanation rates of these two principal components are 60.16% and 25.16% respectively. The cumulative variance explanation rate is 85.32%.

(5) Write the principal components

Table1: Principal component score coefficient matrix

Index	F1	F2
Foreign exchange reserves	0.146	0.472
Imports by foreign-funded enterprises	0.263	-0.199
Exports of foreign-funded enterprises	0.263	-0.196
Imports of high-tech products	0.224	0.302
Foreign direct investment	0.091	0.428
Number of newly established foreign-invested enterprises	0.243	-0.295

According to the above table,

$$F_1 = 0.146X_1 + 0.263X_2 + 0.263X_3 + 0.224X_4 + 0.091X_5 + 0.243X_6 \quad (4)$$

$$F_2 = 0.472X_1 - 0.199X_2 - 0.196X_3 + 0.302X_4 + 0.428X_5 - 0.295X_6 \quad (5)$$

The comprehensive model is

$$F = \sum_{i=1}^n a_i F_i = 0.705 * F_1 + 0.295 * F_2 \quad (6)$$

Among the main components extracted, the import and export of foreign-invested enterprises accounted for a larger weight in the first principal component, and the import of high-tech products and foreign direct investment in the second principal component accounted for a larger weight. [3] During the Obama Democratic administration, the import and export volume of foreign-funded enterprises had a greater impact on China's foreign trade. At the same time, because many of China's current high-tech products still rely on imports, the number of high-tech products imported is also relatively large.

In the same way, it can be obtained that the principal component analysis results of the Trump administration have extracted a total of 3 principal components. The variance explanation rates of these 3 principal components are 57.46%, 17.01%, and 15.33%, respectively, and the cumulative variance explanation rate is 89.80%

Table2: Principal component score coefficient matrix

Index	F1	F2	F3
Foreign exchange reserves	0.132	0.823	0.026
Imports by foreign-funded enterprises	0.269	-0.278	-0.095
Exports of foreign-funded enterprises	0.264	-0.296	-0.087
Imports of high-tech products	0.240	0.339	-0.034
Foreign direct investment	0.099	-0.082	1.017
Number of newly established foreign-invested enterprises	0.252	-0.112	-0.188

According to the above table,

$$F_1 = 0.132X_1 + 0.269X_2 + 0.264X_3 + 0.240X_4 + 0.099X_5 + 0.252X_6 \quad (7)$$

$$F_2 = 0.823X_1 - 0.278X_2 - 0.296X_3 + 0.339X_4 - 0.082X_5 - 0.112X_6 \quad (8)$$

$$F_3 = 0.026X_1 - 0.095X_2 - 0.087X_3 - 0.034X_4 + 1.017X_5 - 0.188X_6 \quad (9)$$

The comprehensive model is

$$F = \sum_{i=1}^n a_i F_i = 0.639 * F_1 + 0.190 * F_2 + 0.171 * F_3 \quad (10)$$

Among the extracted principal components, the import and export value of foreign-invested enterprises in the first principal component are more weighted, the foreign exchange reserves in the second principal component are more weighted, and the number of newly established

foreign-invested enterprises in the third principal component is relatively large [4]. During the Trump Republican administration, Trump intensified the Sino-US trade war, so the import and export volume of foreign-funded enterprises in foreign trade has a greater impact on China's economy. At the same time, China also pays more attention to foreign exchange reserves in terms of international reserves. [5] During this period, the number of foreign-invested companies also decreased. If Trump is still in power, the tone of China's policy will remain unchanged.

2.3 ESTABLISHMENT AND SOLUTION OF GREY FORECASTING MODEL

Because it is necessary to separately solve the influence of the Republican Party and the Democratic Party on the Chinese economy, the gray model is used for prediction. The advantage of this model is that it can easily and quickly predict the influence of the Republican Party and the Democratic Party on the Chinese economy. The specific construction is as follows:

First list the original time series of China's GDP growth $X^0(k)$ Then accumulate the sequence and get its mean sequence. Thereby establishing GM(1, 1) Grey differential equation model, the formula is as follows:

$$X^0(k) + az^1(k) = b \quad (11)$$

In the formula, a is called the development coefficient, and b is the gray effect. And a and b satisfy the whitening equation, as shown below:

$$\frac{dx^{(1)}}{dt} + ax^{(1)} = b \quad (12)$$

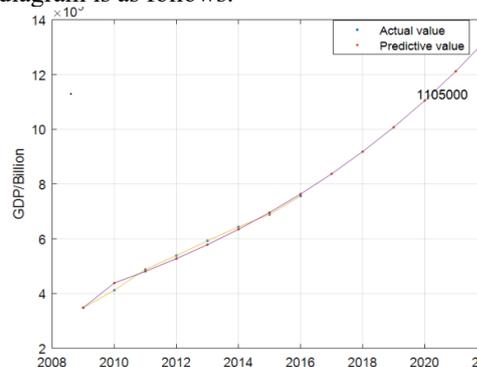
$\hat{a} = (a, b)^T$, Then the least square estimation parameter sequence of gray differential equation satisfies

$$\hat{a} = (B^T B)^{-1} B^T Y_n \quad (13)$$

$$B = \begin{bmatrix} -Z^{(1)}(2) \\ -Z^{(1)}(3) \\ \dots \\ -Z^{(1)}(n) \end{bmatrix}, \quad x_n = \begin{bmatrix} x^{(0)}(2) \\ x^{(0)}(3) \\ \dots \\ x^{(0)}(n) \end{bmatrix} \quad (14)$$

The final prediction model can be obtained by using the least square method and its corresponding formula.

Through the prediction result data we got, the prediction diagram is as follows:



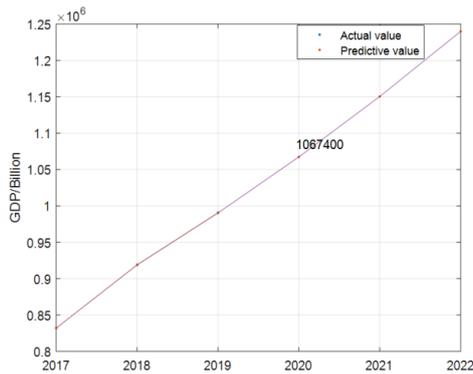


Figure2: Forecast of China's GDP as the Democrats and Republicans continue to be in power

3.CONCLUSIONS

Through the above analysis, it can be concluded that during the Obama administration and the Trump administration, the factors that are more important to my country's economy are mainly concentrated in the import and export volume of foreign-funded enterprises in the field of foreign trade.

If Biden, a Democrat, won the election this time and Biden came to power, the overall suppression of China should not change. As the president of the Democratic Party, Biden will take a different approach to Sino-US economic and trade relations than Trump. Biden will return to multilateralism, work hard to repair the US allies damaged by Trump, and unite US allies to transform the WTO. At the same time, it will increase its control over high and new technology, take tough measures to prevent China from leading future technological development, and at the same time may launch a financial war. Under such circumstances, China's total GDP is expected to reach 110.500 billion yuan in 2020.

If the Republican candidate Trump wins the election this

time, it will increase the protectionist policy towards China, and the probability of restarting the trade war with China is relatively high. Although the situation of the US general election has brought certain fluctuations to the external situation of China's economic operation, the result of the general election will not reverse the tone of the US's competition-oriented China policy. At present, China economy is still in the process of recovery. Under the background of building a new development pattern dominated by a large domestic cycle, economic growth is more dependent on the smooth flow of domestic industrial chains, supply chains, and the domestic market. The impact of China's economy is relatively controllable, and China's GDP is expected to reach 1,06740 billion yuan in 2020.

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The Impact of The U.S. Election on Its Economy

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Abstract: The U.S. election has recently begun. During this period, the U.S. itself and the global economy have been affected. How to analyze the influence of the ruling party on the U.S. economy has become the focus of attention of the whole society. This paper establishes an index evaluation model based on analytic hierarchy process and a time series forecast model. The two candidates represented the Republican Party and the Democratic Party in the past 30 years of governance, and found more important indicators for quantitative analysis. Through the hierarchical analysis of the selected indicators, a comprehensive indicator equation of US GDP was obtained, based on the Democratic Party and the ruling party. The Party's emphasis on economic policy has established a time series model to predict and predict the value of each small index, and substituting it into the comprehensive index equation to obtain the GDP value from 1978 to 2019, which fits the actual value, and the model has a high degree of fit. Based on this, the GDP growth rate of the Democrats and Republicans are respectively predicted, and the impact on the US economy is obtained. That is, the Democratic ruling is beneficial to the growth of the US economy, while the Republican ruling makes the economic development lagging behind.

Keywords: GDP; Level Analysis; Time Series

1. INTRODUCTION

The two candidates represent the interests of different parties, and their economic policies are very different. The most direct manifestation is GDP.

The different political positions and administrative plans of the two selected candidates have different effects on the US economy. The analytic hierarchy process can determine the weight of each index factor to GDP [1], and the time series model can predict the GDP value [2-3].

2. INDEX DETERMINATION MODEL

GDP is the main research object, and the selected indicators are quantitatively analyzed [4-5].

Step 1 Build a hierarchical analysis structure

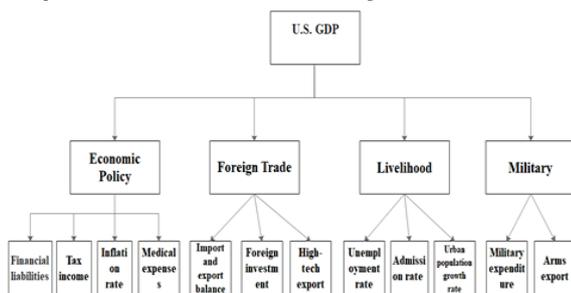


Fig.1 Hierarchy diagram

We can make it three levels, the first is the target level (the U.S. GDP M). The second is the criterion layer. In other words, economic policy C_1 , foreign trade C_2 , people's livelihood C_3 and military affairs C_4 are taken as the four quasi level indicators. Finally, there are 12 influencing factors: financial liabilities P_1 , tax revenue P_2 ... arms export P_{12} . As shown in the Figure 1:

The following analyzes the data found for each index factor to list the judgment matrix more accurately. Take foreign trade as an example.

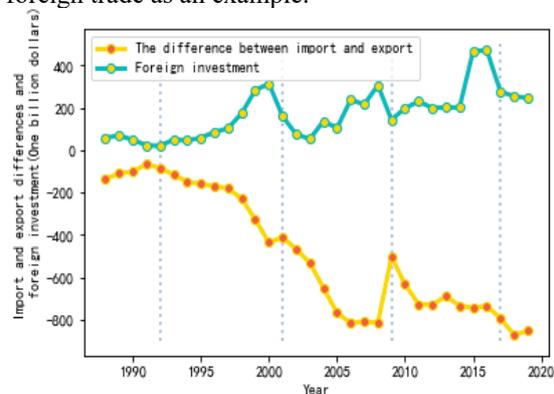


Fig.2 National Trade Index Value

As can be seen from the Figure above, the most important factor during the Republican administration is the import and export balance, while the most important factor during the Democratic administration is foreign direct investment. Use the same method to analyze other indicators.

Step 2 Model solving

Tab. 1 judgment matrix

Matrix	Vector
$M - C$	$W^{(1)} = (0.497, 0.178, 0.241, 0.085)^T$
$C_1 - P$	$W^{(2)} = (0.495, 0.310, 0.134, 0.061)^T$
$C_2 - P$	$W^{(3)} = (0.644, 0.271, 0.085)^T$
$C_3 - P$	$W^{(4)} = (0.614, 0.268, 0.117)^T$
$C_4 - P$	$W^{(5)} = (0.750, 0.250)^T$

The establishment of C_{ij} will be expressed by "1 to 9 scale method [6]". Taking the Republican Party i as an example, the model is solved.

➤ Construct the judgment matrix M-C

The four indicators in the criterion layer are compared in pairs:

$$\begin{bmatrix} 1 & 4 & 3 & 5 \\ 1/4 & 1 & 1/3 & 2 \\ 1/3 & 3 & 1 & 3 \\ 1/5 & 1/2 & 1/3 & 1 \end{bmatrix}$$

➤ Similarly, constructed judgment matrix

$C_1 - P, \dots, C_4 - P$

➤ Hierarchical single sorting

From MATLAB code, the eigenvectors of each judgment matrix are as follows:

➤ Consistency test

Consistency index calculation formula:

$$CI = \frac{\lambda - n}{n - 1}$$

λ is the largest eigenvalue, n is the sum of eigenvalues.

The consistency index $CI_1, CI_2, \dots, CI_{500}$ can be obtained by randomly constructing 500 pairwise comparison matrices A_1, A_2, \dots, A_{500} , using these consistency indexes bring in and get:

$$RI = \frac{CI_1 + CI_2 + \dots + CI_{500}}{500} = \frac{\lambda_1 + \lambda_2 + \dots + \lambda_{500} - n}{n - 1}$$

Tab. 2 MATLAB test results

	CI	CR
$M - C$	0.0359	0.0403
$C_1 - P$	0.0263	0.0295
$C_2 - P$	0.0268	0.0515
$C_3 - P$	0.0368	0.0707

The CR is less than 0.1, so the judgment matrix constructed by the model has passed the consistency test.

➤ Calculate the final weight

The corresponding multiplication of the two layers of weight is the final weight, as follows:

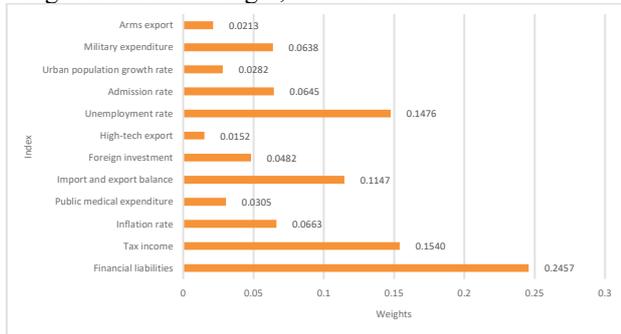


Fig.3 Republican Party Related Index Weight Use the same method to get the results of the Democratic Party.

➤ Establish comprehensive index evaluation equation Finally, based on the data of each indicator, combined with the weighted weights, a comprehensive value is obtained as the GDP value. The formula is as follows:

$$G = y_1 \times \varpi_1 + y_2 \times \varpi_2 + \dots + y_{12} \varpi_{12}$$

In the above formula, y_i represents the value of various indicators, ϖ_i represents the weight of each indicator.

3. TIME SERIES MODEL

In order to accurately analyze the impact of different candidates on the U.S. economy, a prediction model based on time series is established to predict the tax income in the next few years. The data is an unstable series. Therefore, we need to conduct differential processing on the data before modeling.

Based on the data of tax income in the United States, establish a differential autoregressive moving average model ($ARIMA(p, d, q)$ model), the model is as follows:

$$y'_t = \alpha_0 + \sum_{i=1}^p \alpha_i y'_{t-i} + \varepsilon_t + \sum_{i=1}^q \beta_i \varepsilon_{t-i}$$

$$y'_t = \Delta^d y_t = (1 - L)^d y_t$$

The model can be organized as:

$$\left(1 - \sum_{i=1}^p \alpha_i L^i\right) (1 - L)^d y_t = \alpha_0 + \left(1 + \sum_{i=1}^q \beta_i L^i\right) \varepsilon_t$$

L is the lag operator, which satisfies:

$$(1 - L) y_t = y_t - L y_t = y_t - y_{t-1}$$

After the differential processing, the stationary time series has been obtained. In order to obtain the ACF and PACF of stationary time series respectively, the best rank p and order q are obtained by analyzing the autocorrelation graph and partial autocorrelation graph.

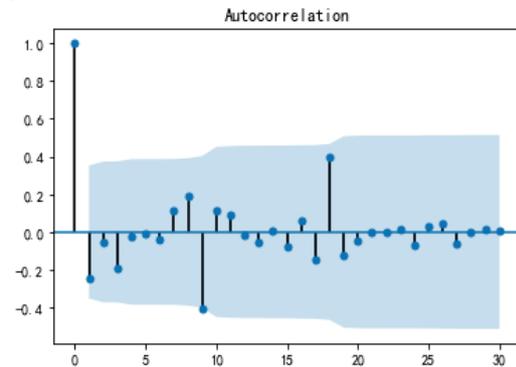


Fig.4 Autocorrelation coefficient

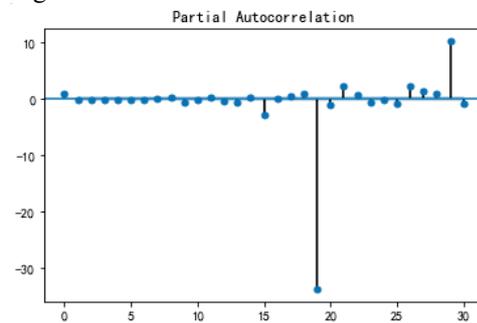


Fig.5 Partial autocorrelation coefficient

Through observation, the ACF of the first-order difference sequence shows the first-order truncation, and the PACF graph shows the second-order truncated. So $p = 1, q = 2$, the model is fitted to the first-order difference sequence, that is, the $ARIMA(1, 1, 2)$ model is fitted to the original sequence.

To predict the data, the established model is $ARIMA(1, 1, 2)$, i.e. damping trend model. The model is as follows:

$$\begin{cases} l_t = \alpha x_t + (1 - \alpha)(l_{t-1} + \phi b_{t-1}) & \text{(Level smooth)} \\ b_t = \beta (l_t - l_{t-1}) + (1 - \beta)\phi b_{t-1} & \text{(Trend smooth)} \\ x_{t+1} = l_t + (\phi + \phi^2 + \dots + \phi^h) b_t & \text{(Prediction equation)} \end{cases}$$

Using python programming to achieve tax income forecast, In the same way, predict the data of the other 11 indicators, Use the data obtained by the model to fit the actual value, and it can be seen that the model has a high degree of goodness of fit. The result is as follows:

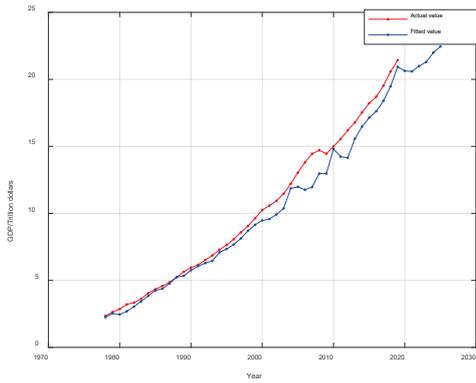


Fig.6 GDP fitting graph
Make GDP growth charts for the Democratic Party and the Communist Party separately.

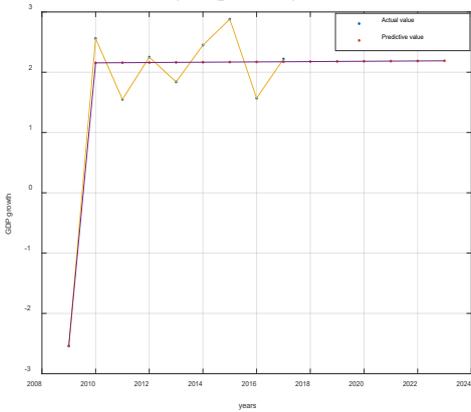


Fig.7 Democratic GDP growth rate

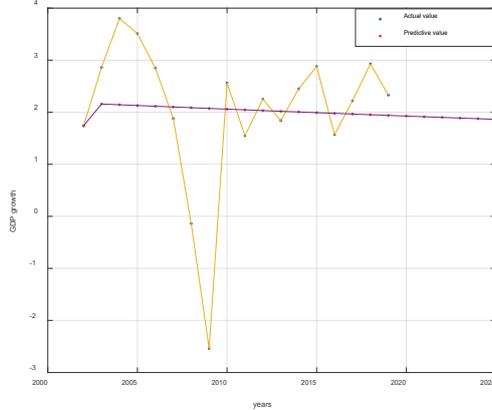


Fig.8 Republican GDP growth rate

From the above prediction chart, we can see that if the Democratic Party is in power, the US GDP growth rate will increase in the next few years. In addition to the changes in the US GDP growth rate previously predicted with all data, it can be seen that the Republican Party will reduce the US GDP growth rate.

4. CONCLUSIONS

Predicted by the model, if Trump is re-elected, it may inhibit the pace of US economic recovery. If Trump is re-elected, GDP growth in 2021 is expected to be only 1.8% under the effect of short-term fiscal stimulus. Biden's economic plan can push the US GDP growth rate to 2.2% in 2021, helping the US economy to recover the economic losses caused by the epidemic in mid-2021.

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Evaluation and Optimization of Grain System in Denmark

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Abstract: According to United Nations estimates, the world currently produces enough food to feed everyone, but the fact that some 800 million people around the world are chronically hungry demonstrates that the food system is not meeting the needs of a large segment of society, and that the current food system is leaving a huge environmental impact. Therefore, evaluating and streamlining the food system becomes critical. In this paper, a method of food system evaluation and optimization is proposed, which evaluates the Danish food system from four aspects: efficiency, profitability, sustainability and equity. The relationship of these four aspects was achieved by multiple fitting. The regulatory factors were identified according to the change rate of data before and after the release of relevant policies and laws in Denmark, so as to adjust the supply order of the food system and optimize the food system. The changes of the food system before and after the optimization were analyzed through the above relationship.

Keywords: Denmark; Food System; Evaluation Model; Entropy Weight Method; Multiple Fitting

1.PREFACE

Food systems are the networks required to produce, process, and ensure that food reaches consumers. According to the United Nations World Food Program [1] (WFP), about 800 million people around the world are chronically hungry, even though the world now produces enough food to fuel all of them[2]. In addition, the current

Table 1 Danish food system evaluation index system

Subsystem	Individual indicators	Unit	Weight
Efficiency (Ei)	Cultivated land x_1	people /hm ²	0.2582
	Agricultural labors x_2	10 ⁴	0.2584
	Average amount of fertilizer applied x_3	kg/hm ²	0.2445
	Government Agricultural Expenditure x_4	10 ⁴ dollar	-0.0194
	Total grain output x_5	10 ⁴	0.2583
Profitability (Pr)	Net grain importation x_6	10 ⁴	0.5348
	Grain price x_7	%	-0.0694
	Daily Food Supply x_8	g/ people	0.5346
Sustainable (Si)	Total fertilizer used x_9	kg/hm ²	1.0311
	Air pollution index x_{10}	%	-0.5957
	Forest area x_{11}	hm ²	0.5646
Equity (Eq)	per capita share of grain x_{12}	Kg	-0.004
	Average supply of protein of animal origin x_{13}	g/(people *day)	1.0011
	Proportion of agricultural expenditure x_{14}	%	-0.008
	Prevalence of undernourishment x_{15}	%	0.0001

2.2 Determination of weights

food system has also left a serious environmental impact, and human beings have also been punished by unscrupulous use of the environment. Existing food system allows for relatively cheap and efficient way of production and distribution of food, it shows that at present the pattern giving priority to efficiency and profitability, and now this pattern is fragile, therefore, a comprehensive assessment of current food system, and for the sake of fairness and sustainable development ability of the food system optimization is very necessary.

Firstly, this paper establishes an evaluation model to evaluate the Danish food system, analyzes the efficiency, profitability, sustainable development and equity of the food system, and selects appropriate indicators to quantify these four aspects. The contemporary food system is then optimized to improve equity and sustainability, and how long it will take to implement the optimized food system is calculated.

2.FOOD SYSTEM EVALUATION MODEL

2.1 Food system

When evaluating food systems, we are talking about multiple factors. We consider four main areas [3]: efficiency, profitability, sustainability and equity. In order to assess these four aspects more comprehensively, we selected the most commonly used indicators according to the World Food Insecurity Development Report 2013 released by FAO [4]. Explicit evaluation indexes of the four aspects are shown in the following Table 1.

Index weight refers to the importance relationship of each

index under the same target constraint. In multi - index comprehensive evaluation, weight plays a decisive role. In this study, EWM [5] was adopted to give weight to food security evaluation indexes. The main steps are as follows: normalization: Due to the difference in dimension, order of magnitude and positive and negative orientation of each index, it is necessary to standardize the initial data. For

$$\text{plus or minus 2:} \begin{cases} x'_{ij} = \frac{x_{ij} - \min\{x_{ij}, \dots, x_{nj}\}}{\max\{x_{1j}, \dots, x_{nj}\} - \min\{x_{ij}, \dots, x_{nj}\}} \\ x'_{ij} = \frac{\max\{x_{ij}, \dots, x_{nj}\} - x_{ij}}{\max\{x_{1j}, \dots, x_{nj}\} - \min\{x_{ij}, \dots, x_{nj}\}} \end{cases}$$

x'_{ij} Is the value of each evaluation index after standardization. In order to facilitate, the normalized data is still denoted as x_{ij} , replacing x'_{ij} with x_{ij} .

Then:

$$p_{ij} = \frac{x_{ij}}{\sum_{i=1}^n x_{ij}}, i = 1, \dots, n, j = 1, \dots, m$$

According to the conception of itself information and entropy in information theory, the information entropy of each evaluation index can be calculated. Finally, the information entropy e_j of the evaluation index is obtained:

$$e_j = -\ln(n)^{-1} \sum_{i=1}^n p_{ij} \ln(p_{ij})$$

According to the information entropy, the weight of each evaluation index in the first four aspects is further calculated:

$$x_j = d_j / \sum_{i=1}^m d_j$$

After weighted by EWM, we can get four equations, which can respectively score and evaluate the efficiency, profitability, sustainable development ability and fairness of the food system.

$$\begin{cases} Ei = \omega_1 x_1 + \omega_2 x_2 + \omega_3 x_3 + \omega_4 x_4 + \omega_5 x_5 \\ Pr = \omega_6 x_6 + \omega_7 x_7 + \omega_8 x_8 \\ Si = \omega_9 x_9 + \omega_{10} x_{10} + \omega_{11} x_{11} \\ Eq = \omega_{12} x_{12} + \omega_{13} x_{13} + \omega_{14} x_{14} + \omega_{15} x_{15} \end{cases}$$

Indicators fitting

For a specific food system, its efficiency, the sustainable development ability, profit ability and fairness and so on four aspects interact with each other, give priority to the profitability and efficiency of grain at the present stage system if the optimized model give priority to fairness and sustainable development ability, its efficiency and profitability will be affected. In order to quantify the extent of this effect, we calculate the fitting equation between each indicator by polynomial fitting

3. OPTIMIZING THE FOOD SYSTEM

In order to achieve the goal of improving the sustainability and equity of the system, we introduce the regulation factor to adjust the supply order of the food system by determining the regulation factor according to the rate of change of data before and after the release of relevant local policies and laws

3.1 Regulatory factors

Due to different national conditions and cultures, local policies affecting the food system are also different. In order to describe different food systems more objectively and for the sake of equity and sustainable development,

we consider taking local specific policies as the index of regulating factors. Examples as follows

Cultivated land policy γ_1 \ Import and export policy γ_2 \ Food price controls γ_3 \ Poverty alleviation policy γ_4 \ Environmental policy γ_5

It will comprehensively affect the four indexes of the grain system, in order to quantify the regulatory factor γ_i We have a search policy for specific regions or countries, then put the data before and after the policy change of the slope as the value of $\{\gamma\}$. Then put the data before and after the policy change of the slope as the value of $\{\gamma\}$.

The optimized equation is as follows:

$$\begin{cases} Ei' = \omega_1 x_1 + \omega_2 x_2 + \omega_3 x_3 + \omega_4 x_4 + \omega_5 x_5 + \gamma_i \\ Pr' = \omega_6 x_6 + \omega_7 x_7 + \omega_8 x_8 + \gamma_i \\ Si' = \omega_9 x_9 + \omega_{10} x_{10} + \omega_{11} x_{11} + \gamma_i \\ Eq' = \omega_{12} x_{12} + \omega_{13} x_{13} + \omega_{14} x_{14} + \omega_{15} x_{15} + \gamma_i \end{cases}$$

The combination of $\gamma_i = \{\gamma_1, \gamma_2, \dots, \gamma_5\}$. Four aspects of the food system are affected by the combined effects of the five policies mentioned above.

3.2 Variation and fitting

Because the four aspects of a food system are interrelated and mutually restricted, for example, changing the cultivated land area that affects the system efficiency is bound to have an impact on the environment, thus leading to changes in some indicators of the system's sustainable ability. We use policies to optimize the system for equity and sustainable development. We calculated the score after optimization and compared it with the score before optimization. Analyze the benefits and costs when food systems prioritize optimization for sustainability and equity in conjunction with local policies.

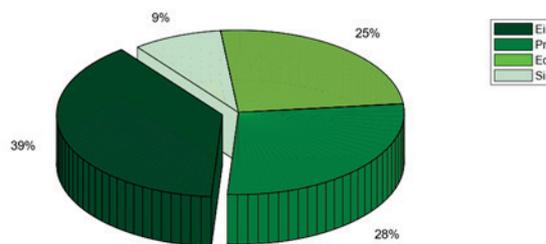


Figure 1.1

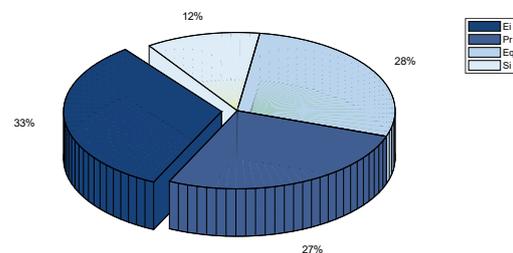


Figure 1.2

As you can see from Figure 1, the order of the Danish food system was: $Ei \ Pr \ Eq \ Si$ before adding the regulator.

The order of the Danish food system is: $Ei \ Eq \ Pr \ Si$ after you add the regulator

Through polynomial fitting, the functional relationship between profitability and fairness and sustainability is obtained. Similarly, the functional relationship between

productivity and equity and sustainability is also obtained Using polynomial fitting regression, we get the equation:

$$\begin{cases} Ei = con + \delta_1Eq^iSi^j + \delta_2Eq^iSi^j + \dots + \delta_nEq^iSi^j \\ Pr = con + \phi_1Eq^iSi^j + \phi_2Eq^iSi^j + \dots + \phi_nEq^iSi^j \end{cases}^{con}$$

 is constant, i, j is a natural number.

3.3 Predicting

We set the expected value of equity and sustainability of the Danish food system respectively, and used the optimized fitting equation to predict the changes in profitability and productivity. Through calculation, the optimized model can be realized in 2025. In order to verify the validity of the prediction model, we select the data of the first 15 years from the collected 20-year data and forecast the data of the next 5 years. The results show that the predicted data is close to the real data.

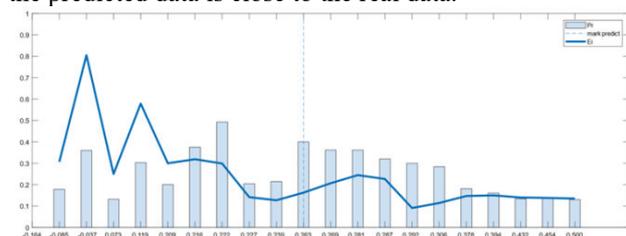


Figure 2 Denmark Fairness optimization before and after

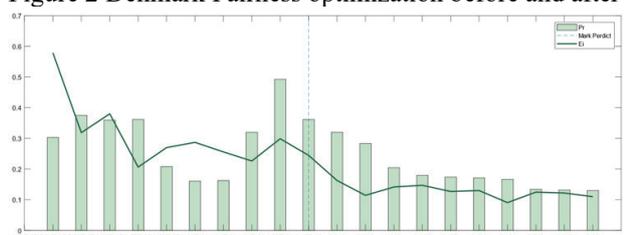


Figure 3 Denmark Sustainability before and after optimization

Denmark before left above the dotted line is to optimize the profitability of the food system and production efficiency with fairness sustainability (Figure 2) and (Figure 3) changing images, dotted line is the optimized Denmark right the profitability of the food system and production efficiency with fairness (Figure 2) and sustainability (Figure 3) changing the image (column is profitability, line is the production efficiency).

As can be seen from Figure 2 and Figure 3, when the moderator intervention is used to improve equity, the production efficiency has little fluctuation, and the profitability tends to be stable after a slight decline. When

moderator intervention was used to improve sustainability, both productivity and profitability decreased slightly and then stabilized.

4. CONCLUSION

For Denmark, its economic strength is relatively strong, its legal system is relatively perfect, its social welfare is good, and its people's happiness index is high. Since Denmark has strong financial resources and a sound legal system to support the implementation of the policy, changes in equity and sustainability priorities have little impact on productivity and profitability in the food system. To sum up, our model evaluation focuses on the original data and data analysis. At the same time, we use EWM to get the weight of each index, and the results are objective and reliable. The grain system assessment model analyzes the current situation of the grain system from multiple perspectives, and introduces regulatory factors to simulate and predict the impact of different policies on all aspects of the grain system. We also summarize the relationship function between the changes of fairness and sustainability and productivity and profitability. This paper makes an objective evaluation of Denmark's food system in all aspects and forecasts after the change of food system priority.

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Based on the US Presidential Candidates' Analysis of the Economic Impact of the US

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Abstract: The US presidential election is the most typical representative of electoral politics. The policy platforms of the different candidates are crucial to the economic and financial development of the United States. To solve the problem, we should first collect economic data covering the primary, secondary and tertiary industries in the US. In order to accurately judge the correlation between various fields and GDP, according to the results of data visualization and Shapiro-Wilke test, the Spearman correlation coefficient was selected and 7 evaluation indexes with strong correlation were determined. Then, gray prediction and interpolation prediction models were established to predict the economic impact of the two candidates in 2021 and 2022 by combining the evaluation indexes. Finally, the TOPSIS evaluation model based on entropy weight method is established, and the conclusion is drawn that the Biden administration is more beneficial to the US economy in the short term.

Keywords: Spearman Correlation Coefficient; GM(1, 1); TOPSIS

1. INTRODUCTION

2020 is the us presidential election year, with Republican Donald Trump and Democrat Joe Biden vying for the presidency. The election of a President of a country affects people from all walks of life, from the United States to other countries, from Americans to people of all countries, from American think tanks to think tanks of all countries, from online media to workers, peasants, politicians and businessmen. The United States has an important leadership position in the global economic field, while the candidates of the two parties have different political positions and policy programs in finance and trade, economic and financial governance and other key development fields. Whoever wins or loses will form different strategic patterns of global economic and financial development. The impact on the US economy and the global economy is even harder to gauge.

2.UTILIZATION OF PEARSON CORRELATION COEFFICIENT

Correlation refers to the objective and uncertain dependency relationship among various phenomena. In order to select the factors that are suitable for judging the influence of American economy, it is necessary to screen out the evaluation indexes with strong correlation. According to the data of GDP and economic conditions of various industries, a matrix scatter plot is made by using

correlation visualization, and the correlation between GDP and various factors is analyzed by combining with scatter plot, as shown in Figure 1.

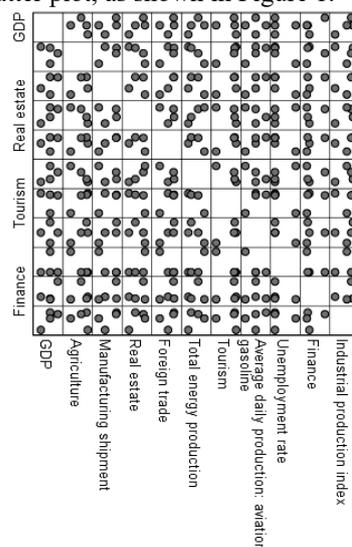


FIG.1 Pearson correlation coefficient

It can be seen from the Figure that the degree of correlation between each factor and GDP cannot be clearly distinguished. Due to the large number of variables and small amount of data, it is impossible to deny the linear relationship between variables and GDP. By calculating, it can be seen that the P values of the variable unemployment rate, tourism and financial industry are all less than 0.05, so the null hypothesis is rejected on the confidence interval, that is, it does not obey the normal distribution. Therefore, Pearson correlation coefficient cannot be used as a statistical method for the correlation coefficient among variables.

3.SPEARMAN CORRELATION COEFFICIENT

3.1 Calculating the Spearman correlation coefficient

The correlation coefficient is an indicator data commonly used in statistics to describe the degree of close correlation between two kinds of data[1-4]. The Spearman correlation coefficient is defined as the Pearson correlation coefficient between rank variables. Definition: X and Y are two groups of data, whose Spearman correlation coefficient is:

$$r_s = 1 - \frac{6 \sum_{i=1}^n d_i^2}{n(n^2-1)} \tag{1}$$

Where, d_i is the grade difference between X_i and Y_i . MATLAB programming was used to calculate the correlation coefficient between GDP and each variable:

Table 1 Spearman correlation coefficient

Agriculture	Manufacturing shipment	Real estate	Foreign trade	Total energy production
-0.3754	0.8399	0.8107	0.3126	0.5816
Tourism	Average daily production: aviation gasoline	Unemployment rate	Finance	Industrial production index
-0.1274	-0.0025	0.0404	0.6946	0.8500

Based on the sample size of 4, $4 \leq 30$, that is, the small sample. Put forward hypothesis $H_0: r_s=0$, and hypothesis $H_1: r_s \neq 0$. Therefore, by directly looking up the critical value table for analysis, we can get that the null hypothesis is rejected in the confidence interval and each evaluation index is related to GDP.

3.2 Determine evaluation indexes

In the analysis of Table 2, variables covering the first, second and third industries of the economy and having a great correlation with them were selected as evaluation indexes: agriculture, manufacturing shipments, real estate, foreign trade, total energy production, financial industry and industrial production index.

4.SOLUTIONS OF THE PROBLEM

4.1 Gray prediction model

Grey prediction is to predict the system which contains both known information and uncertain information. It is to predict the grey process which varies within a certain range and is related to time. For the variable of manufacturing shipments, first use MATLAB to make an intuitive line chart. Due to the discrete and irregular characteristics of the data, small sample size, and the length of the prediction, in order to apply the gray prediction model, it is necessary to test the quasi-exponential law before the gray prediction. Defines the $\rho^{(0)}$ smoothness ratio of the original sequence

$$\rho(k) = \frac{x^{(0)}(k)}{x^{(1)}(k-1)} \tag{2}$$

The quasi-exponential law test chart is obtained:

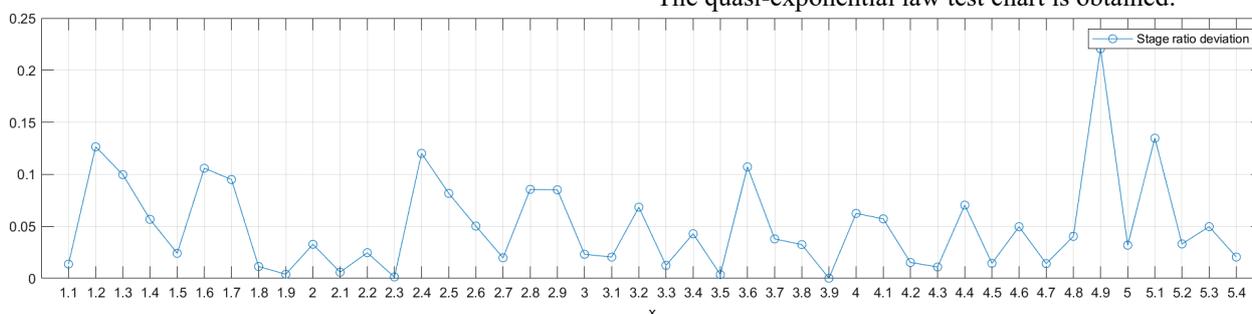


FIG.2 Quasi-exponential law test chart

It can be found from the Figure that in addition to the first two periods, the smooth ratio of more than 90% of the subsequent periods is less than 0.5. Therefore, the prediction of manufacturing shipments is applicable to the gray prediction model.

Set $X^{(0)}$ as the original data sequence, so $X^{(0)}$ is GM(1, 1) modeling sequence[2],

$$X^{(0)} = (x^{(1)}(1), x^{(0)}(2), \dots, x^{(0)}(n)) \tag{3}$$

$X^{(1)}$ is $X^{(0)}$'s 1-AGO sequence, because

$$X_k^{(0)} = x_k^{(1)} - x_{k-1}^{(1)}, k = 1, 2, 3, 4 \dots \tag{4}$$

$$X^{(1)} = (x^{(1)}(1), x^{(1)}(2), \dots, x^{(1)}(n)) \tag{5}$$

$$X^{(1)}(k) = \sum_{i=1}^k x^{(0)}(i), k = 1, 2, \dots, n \tag{6}$$

Let $Z(1)$ be the immediate mean value of $X(1)$ to generate a sequence

$$Z(1) = (z^{(1)}(2), z^{(1)}(3), \dots, z^{(1)}(n)) \tag{7}$$

$$Z^{(1)}(k) = 0.5x^{(1)}(k) + 0.5x^{(1)}(k - 1) \tag{8}$$

Then the grey differential equation model of GM(1, 1) is

$$x^{(0)}(k) + az^{(1)}(k) = b \tag{9}$$

Where, a is the development coefficient, b is the grey action, and the least square method is used to obtain the estimated values of parameters A and B . Solve the white differential equation

$$\hat{x}^{(1)}(k + 1) = \left[x^{(1)} - \frac{b}{a} \right] e^{-ak} + \frac{b}{a} \tag{10}$$

$$\hat{x}^{(0)}(k + 1) = \hat{x}^{(1)}(k + 1) - \hat{x}^{(1)}(k) \tag{11}$$

Finally, the residual error is used to test the fitting degree of the original data. The mean relative residual is 0.044844, and the mean grade ratio deviation is 0.050439. The results show that the model has a good fitting degree to the original data.

It is predicted that the overall shipments of manufacturing industry have increased significantly compared with that before Trump took office, which is related to Trump's efforts to promote the development of manufacturing industry. If Trump remains in office, the shipments of manufacturing industry will show a trend of first increasing and then decreasing in the future, with a gentle downward trend, with the average index around 468000.

4.2 Interpolation prediction model

Hermite interpolation is defined as the function value of the interpolation polynomial and the target function at the node is equal, and the derivative value of the two is also equal[3], which satisfies the following conditions:

$$\begin{cases} H(x_i) = f(x_i) = y_i \\ H'(x_i) = f'(x_i) = y_i' \end{cases} \quad (i = 0, 1, \dots, n) \tag{12}$$

The cubic spline interpolation is a process of obtaining the curve function group by solving the equations of three bending moments through a smooth curve of a series of shape points.

①Through the trump administration period of agriculture,

real estate, foreign trade, total energy production, financial industry, industrial production index of 6 indicators to predict two methods, selected the best. Among them, the interpolation prediction charts of agriculture, real estate, foreign trade and financial industry are listed as follows:

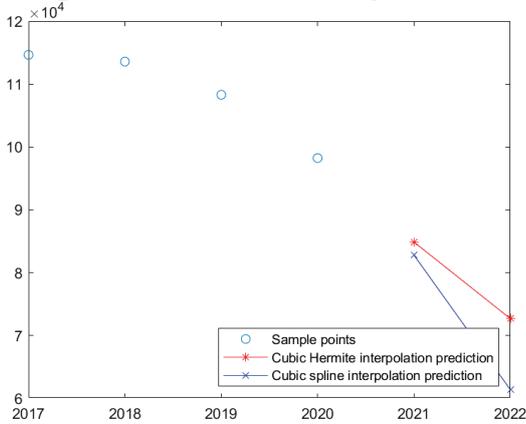


FIG.3 Agricultural interpolation prediction diagram

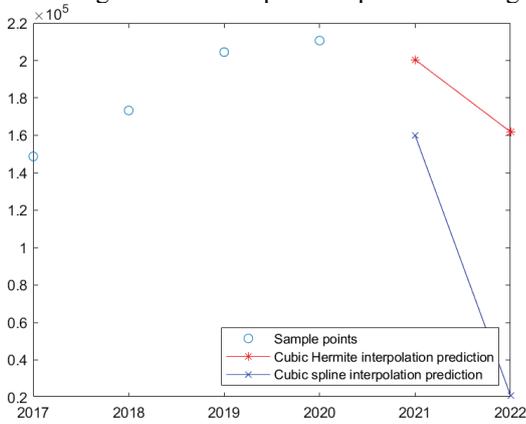


FIG.4 Interpolated prediction chart of real estate industry

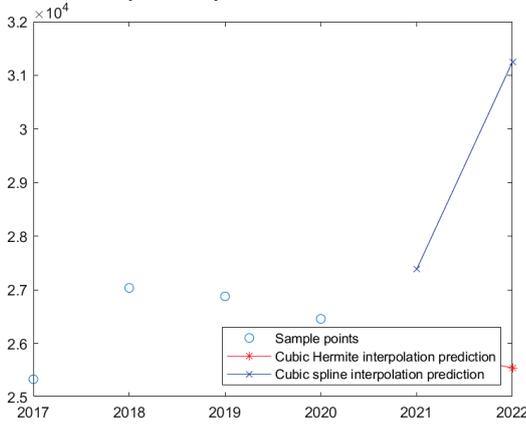


FIG.5 Interpolation prediction of foreign trade

Results analysis: If Trump continues to take office, his agricultural income may decline, and the strength of American agriculture will decline; Due to the epidemic, the output value of the real estate industry has decreased, but the overall trend of future increase. Foreign trade showed a trend of first increasing and then decreasing, fluctuating around 2, 400 million. The total energy production shows a linear increase, and the total energy production in the United States will increase in the next few years, which is related to Trump's core energy policy of vigorously developing fossil energy, oil, coal and steel

as trump's three major voting Banks. The financial industry showed a significant downward trend with a negative outlook in the future. The rapid growth of industry promoted the increase of the total income of the secondary industry.

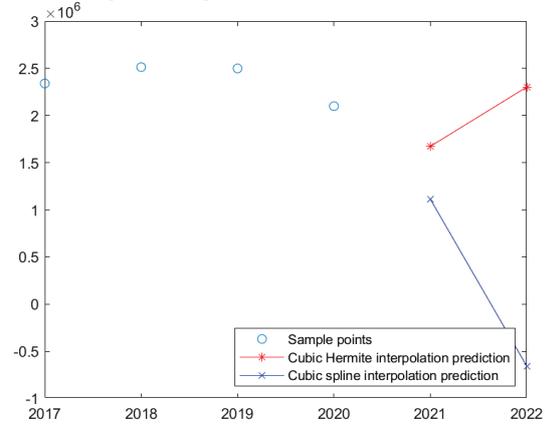


FIG.6 Financial industry interpolation prediction graph

②By collecting relevant data, we can get the conclusion that Biden's policies are similar to Obama's in office. Therefore, we can collect relevant data of Obama's in office in all fields of economy. Through the prediction of 7 indicators of Agriculture, manufacturing industry, real estate industry, foreign trade, total energy production, financial industry and industrial production during Biden's term, the following indexes are selected based on two methods.

Table 2 Predicted values of interpolation

Time/Year	2021	2022
Agriculture	1.4002	1.4606
Manufacturing shipment	6.1061	6.7464
Real estate	1.3979	1.2857
Foreign trade	5.2354	7.1030
Total energy production	4.0565	5.2745
Finance	1.5370	-1.3161
Industrial production index	4.1128	6.2035

Among them, the interpolation prediction charts of the agricultural and real estate industries are listed as follows:

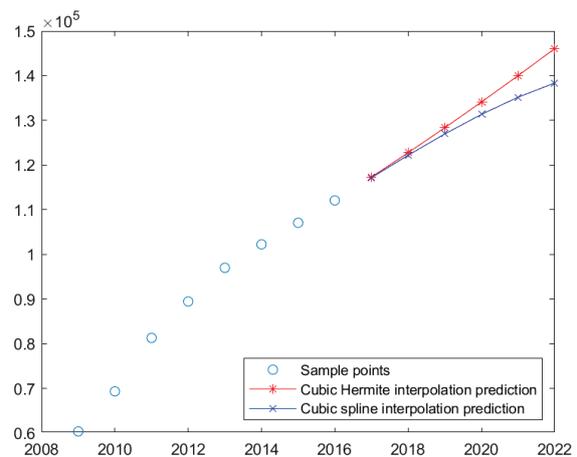


FIG.7 Agricultural interpolation prediction diagram

Results: The agricultural income showed a recursive growth trend, and the industrial level would be gradually improved in the first lifetime. The manufacturing industry as a whole tends to be stable with a small fluctuation, which is around 5000000. The real estate industry

fluctuates around 140,000, with a large fluctuation range and an overall trend of decline; The overall foreign trade shows an increasing trend, and the trend is small; Total energy production will increase to some extent in the future, but the growth trend is small; The fluctuation of financial industry is small, but there is a downward trend; The industrial gross domestic product (GDP) as a whole is in a stable state, mainly concentrated around 20,000.

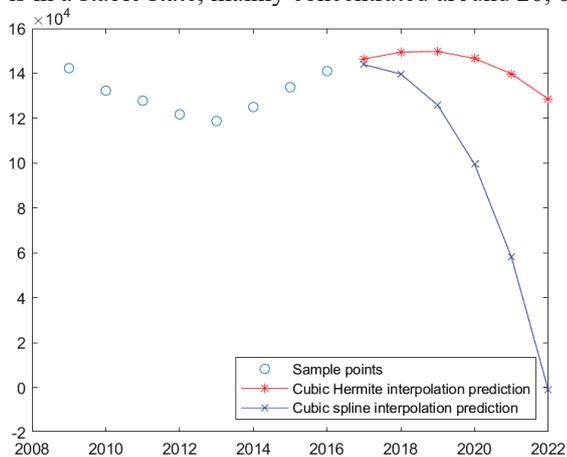


FIG.8 Interpolated prediction chart for real estate industry

4.3 TOPSIS model based on entropy weight method

TOPSIS method is a comprehensive evaluation method[4], which can rank the merits and demerits according to the proximity of a limited number of evaluation objects to the ideal target. The results can accurately reflect the differences among evaluation schemes and find the best evaluation objects. The entropy weighting method is an objective weighting method, which can be used to modify the TOPSIS model. Seven factors are selected as the evaluation indicators for the economic situation in the next two years: agriculture, manufacturing industry, real estate industry, foreign trade, total energy production, financial industry and industrial production index.

By using MATLAB to calculate, the weights of the 7 indexes are obtained as follows: 0.3111, 0.0653, 0.0311, 0.1149, 0.0637, 0.4100, 0.0128. So the normalized matrix is

0.4455	0.0833	0.7831	0.0899	0.6564	0.5316	0.0620
0.8953	0.9965	0.6219	0.9960	0.7544	0.8470	0.9981

Trump and Biden score: 0.0531, 0.9469. With Biden

scoring higher than Trump, Biden presidency would be better for the U.S economy in the short term.

5.EVALUATION AND PROMOTION OF THE MODEL

Spearman correlation coefficient has a wide range of applications, and the requirements on data conditions are not as strict as the product difference correlation coefficient. Regardless of the overall distribution pattern and sample size of the two variables, it can be used to conduct research.

The gray prediction model is applicable to the system with complex research mechanism, many levels, and it is difficult to establish accurate model for quantitative measurement. It has strong practicability.

Hermite interpolation can only be used when the function value and derivative value of the interpolating function at the interpolation node are known, which is difficult to realize in practical problems and has some drawbacks.

The model is simple and practical with strong portability; By optimizing the model layer by layer, the model ADAPTS to the more complex actual situation.

Using a variety of mathematical software, learn from each other, the calculation results are more accurate, clear, high credibility.

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Analysis of Changes in Blood Oxygen Saturation Based on Multiple Linear Regression

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Abstract: In medicine, pulse oximeter is usually used to monitor the blood oxygen saturation level of patients. According to the oxygen saturation data of 36 subjects about 1 hour combined with time series model, the participants' blood oxygen saturation model was constructed, and the stability, partial correlation coefficient and self-correlation coefficient of the data were analyzed. Finally, the blood oxygen concentration data of some participants were predicted. The main change mode was fluctuation near the mean value, and the mean and standard deviation were calculated. The difference between the two was used as the dependent variable to characterize the change of oxygen saturation. For the important medical conditions of the participants, including age, BMI, gender, smoking history or current smoking status, the independent variables were divided into two types of continuous variables and virtual variables. Age and BMI were continuous variables, and gender, smoking history or current smoking status were virtual variables. The regression equation of oxygen saturation was established by using multiple linear regression model. At the same time, the regression curve of general indicators was fitted by Matlab, and the basic function model was finally established by synthesizing all variables. Then the error was predicted and analyzed, and the model was tested by Stata regression analysis. Finally, for the problem of how age affects oxygen saturation, based on the above given oxygen saturation change model, the data are standardized, and the influence of age on blood oxygen saturation is considered separately when other factors remain unchanged. The regression coefficient of age is analyzed, and it is concluded that the oxygen saturation decreases by 0.035 per year of age, and the influence of age on blood oxygen saturation is the largest.

Keywords: Multiple Linear Regression; OSV; Diversity

1.PREFACE

In practice, oxygen saturation is a measure of human blood carrying oxygen capacity indicators. In addition to blood pressure, heart rate, respiratory rate and body temperature, pulse oxygen is also considered to be the fifth key health indicators. It is mainly characterized by the percentage of oxygen-bound hemoglobin in human blood in the capacity of all binding hemoglobin, but also an important physiological parameter in the immune process, respiratory and circulatory process, so it can monitor the physical condition of normal people. Firstly, the model of

blood oxygen saturation is described by establishing a mathematical model of time series. Secondly, using the known data and the given important indicators, using the multiple linear regression model and the relationship between the dependent variable oxygen saturation and various factors, the multiple regression curve is established to find the main mode of oxygen saturation change. Finally, significant variables were selected, and under the condition of ensuring that other factors do not change, the influence of age on blood oxygen saturation was analyzed separately. Each index was standardized, and then the regression was carried out again, and the standardized regression coefficient was obtained.

2.ESTABLISHMENT AND SOLUTION OF MULTIVARIATE LINEAR REGRESSION MODEL

Using mean and variance, standard deviation as a whole to represent each person's oxygen saturation data to establish a basic representation function: $U(x) = \overline{U(x)} * [1 + \epsilon - s]$ Based on the above analysis, it is found that the significant level of all data is $P < 0.05$, which proves that the data are stationary and the variance is close to the standard deviation. Finally, the average value is used to replace each person's oxygen saturation, and also represents their overall level.

At the same time, the data are descriptive statistics, so that the data can reflect the overall trend of concentration and discrete trend, and the variables are divided into quantitative variables and qualitative variables to get the following table 1:

The analysis of quantitative variables is as follows:

Table1: Descriptive Statistics on Age and Body Weight Index

Variable	Obs	Mean	Std.Dev	Min	Max
BMI	36	23.14	2.76	17.9	28.4
Age	36	33.89	16.10	19	70

The analysis of qualitative variables is as follows:

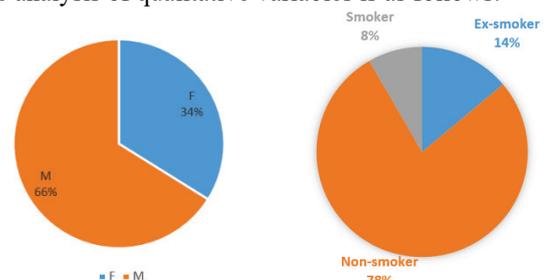


Figure1: Visualization chart of qualitative variables
2.1 Fitting of blood oxygen saturation with each index
By fitting all the data of blood oxygen saturation with age

and body height and body weight index, the following functional relationship is obtained:

$$\text{Age: } U_1(C) = 1711 * \exp(-0.004085 * C) - 1613 * \exp(-0.00435 * C)$$

$$\text{BMI: } U_2(B) = 95.14 * \exp(-0.001 * B) + 2150 * \exp(-0.3887 * B)$$

$$y = -0.0405 * (U_1(C)) + (-0.0353) * (U_2(B)) + (-0.5927) * g + \sum \delta_i B_i + 99.87$$

$$g = 0(\text{male})g = 1(\text{female})$$

$$S = \sum \delta_i B_i i = 1\delta_1 = 0i = 2\delta_2 = 36234i = 3\delta_3 = 2070605$$

Then, using the known data, the blood oxygen saturation of the top 10 people in the sample was predicted, and their specific parameters on BMI, smoking status, age, gender and other indicators were given. Then, they were compared with the actual results to analyze the error.

According to $S = \frac{1}{n} \sum_{i=1}^n (U_{i\text{True}} - U_{i\text{fit}})^2$ After real fitting of the data, it is finally found that the mean square error of the model is 0.2295, which proves that the final fitting result is well fitted with the original data.

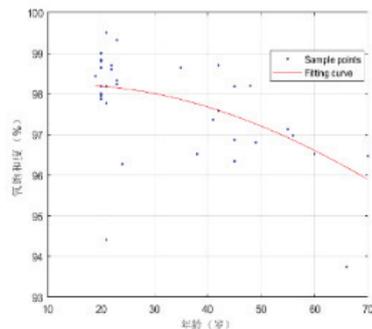


Figure 2: The fitting image of blood oxygen saturation and age

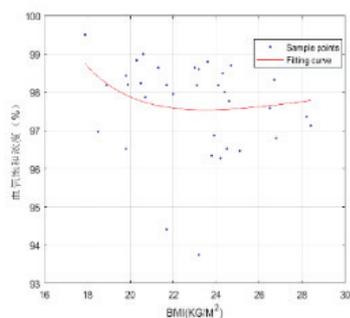


Figure 3: The fitting image of blood oxygen saturation and BMI

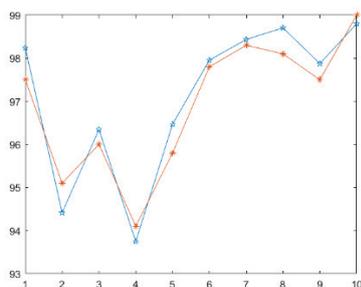


Figure 4: The comparison between sample data and fitting data of blood sample saturation

2.2 Model Solving

Based on the model established above, the specific characteristic function of bleeding oxygen saturation with respect to each index has been obtained. In view of this problem, the stepwise regression method is adopted. The main reason is that stepwise regression Eng can introduce variables into the model one by one, and F test and t test are carried out for each variable introduced. On the basis of the second question, in order to study the important factors affecting the evaluation (removing the influence of dimension) more accurately, the standardized regression coefficient is considered. Firstly, the data are standardized, that is, the original data are subtracted from its mean, and then the standard deviation of the variable is divided to calculate the new variable value. Here, the zero-mean normalization is adopted: the mean value of the processed data is 0, and the standard deviation is 1. Its conversion formula is:

$$x^* = \frac{x - \bar{x}}{\sigma}$$

Where \bar{x} is the mean of the original data and σ is the standard deviation of the original data. The regression equation composed of new variables is called standardized regression equation, and standardized regression coefficient can be obtained after regression. The greater the absolute value of the standardization coefficient, the greater the impact on the dependent variable. Stata was used for standardized regression analysis to obtain variance analysis table:

Table 2: Variance analysis table

Source	SS	df	MS
Model	17.03394	5	3.406789
Residual	38.00494	30	1.266831
Total	55.03888	35	1.572539

At the same time, the regression coefficient was statistically analyzed, and the regression coefficient analysis showed that there was a significant marker of age, the p value was less than 0.01. The absolute value of standardized regression coefficient of age was less than BMI index, but it passed the significance test, and BMI and other virtual variables were not passed. Therefore, age is the most important factor affecting blood oxygen saturation. Under the condition of controlling other variables unchanged, the average decrease of blood oxygen saturation is 0.035 when the annual leader increases by 1 year, which also shows that the influence of age on blood sample saturation is an important part.

3.MODEL TEST

F-test

The F-test is mainly used to test the variance. It is a test that the statistical value obeys the F-distribution under the null hypothesis. It is usually used to test the statistical model with more than one parameter. It is mainly used to measure whether the model is statistically significant. Its expression is as follows: $F = \frac{SSE/dfm}{SSE/dfe} = \frac{SSE/p}{SSE/n-p-1}$

This value can be calculated according to the contrast significance level α , freeness dfm and dfe work out at $F_\alpha(dfm, dfe)$, to determine whether the overall relationship of the fitting model is significant.

Table3: F-test

Source	SS	df	MS
Model	17.0339	5	3.4068
Residual	38.0049	30	1.2668
Total	55.0049	35	1.5725

Finally, F statistics=2.69, $p > 0.05$, through the significance test, reject the original hypothesis

$H_0 = \beta_0 + \beta_1 + \beta_2 + \beta_3 + \beta_4$ introduced the more independent variables, the goodness of fit will become

Table 4:T-test

SaO2	Coef.	Std.Err.	t	P>t	[95%Conf.Interval]
BMI	-0.04046	0.083807	-0.48	0.633	-0.21162 0.130692
Age	-0.03533	0.014468	-2.44	0.021	-0.06488 -0.00578
A1	-0.59274	0.413266	-1.43	0.162	-1.43674 0.251264
A2	0	(omitted)			
B1	0	(omitted)			
B2	0.36234	0.63053	0.57	0.57	-0.92537 1.650054
B3	0.207061	0.931039	0.22	0.826	-1.69438 2.108496
_cons	99.866	1.917562	52.08	0	95.94982 103.7822

P value less than 0.5, representing a significant difference from 0 at 90 % confidence level

Multicollinearity Test

Due to the high linear correlation in the model, their existence will bring serious consequences to the model, including:

- (a) Invalid regression coefficients obtained by least squares
- (b) Increased variance of partial regression coefficients
- (c) Model stability. Therefore, multiple linear tests are conducted for analysis.

Table 5: Multicollinearity test

Variable	VIF	1/VIF
B2	1.95	0.512108
B3	1.88	0.531435
Age	1.5	0.66712
BMI	1.47	0.678272
A1	1.21	0.826724
MeanVIF	1.6	

At the same time, since the total value of model Vif is less than 10, there is no multicollinearity. Subsequently, the test on the variance of error variance is carried out, and the results are as follows:

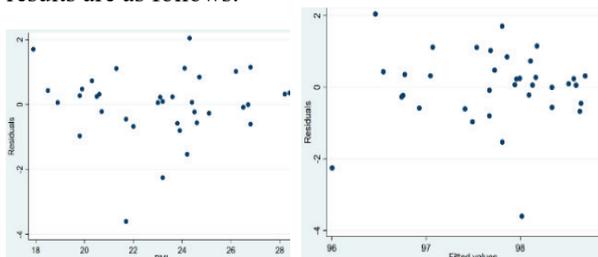


Figure 5: Residual fitting diagram of variance homogeneity test

larger. However, it tends to use the adjusted goodness of fit. If the newly introduced independent variables reduce SSE very little, the adjusted goodness of fit will decrease instead.

T – test

For the multiple regression problem, the individual significance of the equation does not mean that each explanatory variable is significant for the saturation concentration y of the blood sample. If an explanatory variable is not significant, it should be eliminated, so t test is also needed. The final test results are as follows:

It can be seen from the Figure that the residual fitting graph has very small fluctuation fitting, so there is no influence of heteroscedasticity. In order to ensure the accuracy of the test, the BP test and the White test are also carried out. The results show that the BP test and the White test of heteroscedasticity are consistent. The BP test results are 0.5747, and the White test results are 0.8689, $P > 0.05$. Therefore, it is more able to explain that there is no heteroscedasticity, and the test is passed. In summary, whether the variance, heteroscedasticity, or the linear correlation between variables, all ultimately indicate that the model is basically reasonable.

4. CONCLUSION

The oxygen saturation model described by multiple linear regression model can draw the following conclusions: oxygen saturation decreases by 0.035 per year of age, and age has the greatest impact on blood oxygen saturation.

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Credit Risk Study of Small and Medium-Sized Micro-Enterprises

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Abstract: The quantitative evaluation model of enterprise credit risk with known credit records and the credit strategy of banks when the total amount of annual credit is fixed is established. In this paper, factor analysis, Bartlett's ball test and KMO test are used to simplify the three kinds of risk indicators into indicators with higher correlation. Using the quantitative evaluation model of cg-bp neural network and K-means clustering analysis, the credit risk is quantized and divided into four grades, and the accuracy rate of the results is 96.8%. Then determine the bank's credit strategy. A multi-objective optimization credit strategy model based on genetic algorithm is established. Finally, the law of bank credit strategy is accurately reflected by the results of quantitative analysis of credit risk and the thermodynamic chart of expected return.

Keywords: CG-BP Neural Network; multi-goal optimization; K-means clustering; Genetic algorithms

1. INTRODUCTION

In recent years, in order to accelerate the market-oriented development of bank interest rate, banks constantly adjust credit policies to assist the rapid development of small and medium-sized enterprises. However, it is dangerous to the bank's principal guaranteed benefit, which leads to the sharp increase of the market risk faced by the bank's loan business. Due to the relatively small scale of small and medium-sized enterprises and the lack of mortgage assets, banks need to conduct a comprehensive evaluation of enterprises based on the credit policy, transaction note information of enterprises and the influence of upstream and downstream enterprises. According to the evaluation results, banks provide loans to enterprises with strong strength and stable supply-demand relationship, and give preferential interest rates to enterprises with high reputation and small credit risk, Give full play to the bank's own advantages and external opportunities, and improve the bank's risk management ability and comprehensive strength.

2. MODEL ESTABLISHMENT AND SOLUTION OF PROBLEM ONE

2.1 Simplify reputation risk evaluation index system

This paper uses the credit records of 123 companies as samples, and uses SPSS software to analyze the correlation of various financial indicators. Financial

indicators can be divided and retained in 3 categories [1], using SPSS software Bartlett sphere test and KMO test. The following table:

Table 1 Bartlett sphere test and KMO test

KMO and Bartlett's Test	the first sort	Second category	Third category	
Measure of sampling Adequacy	0.762	0.811	0.688	
Bartlett's Test of Sphericity	Approx Chi-Square Df sig	729.900	542.200	719.165
		52	8	14
		0.00	0.00	0.00

It can be seen from the Figure above that the significance P value of these three types of indicators in the Bartlett sphere test is 0.00, which are all less than the significance level of 0.01, and it can be known that the statistics are 729.900, 542.200, and 719.165; in the KMO test, the three types of KMO The coefficient ratios are all greater than 0.6, which are 0.762, 0.811, and 0.688 respectively. The above test shows that factor analysis can be performed. At the end of this article, the correlation of various indicators is obtained by the maximum variance method.

2.2 Model basics

Because the standard BP algorithm has the disadvantages of slow convergence speed, long training process, trouble finding the global optimal solution, and no feedback for each node of the neural network [2]. This paper first uses the Fletcher-Reeves linear search method to ensure that the best quantitative representation can be quickly obtained in the evaluation of the corporate reputation, and then improves the conjugate gradient algorithm to accelerate the convergence of the credit risk quantitative model, and finally establishes a conjugate gradient based The improved algorithm is a quantitative evaluation model of neural network, that is, a quantitative evaluation model of credit risk based on CG-BP neural network. The training process is as follows:

Step1: Select the initial $w^{(0)}$ point and the initial search direction $d^{(0)} = -g^{(0)}$;

Step2: The weight correction calculation formula of BP network is:

$$w(k+1) = w(k) + \alpha(k)d(k) \quad (1)$$

The above $\alpha(k)$ formula refers to the learning speed of

the convergent BP network: $d^{(k)}$ refers to the conjugate direction of the k th iteration $k = 0, 1, 2, \dots, n - 1$.

Step3: Obtain the gradient vector of the established credit risk quantitative evaluation model according to the above calculation method $g^{(k+1)}$.

Step4: If $k = n - 1$, use the value of $w^{(0)}$ instead of the value of $w^{(n)}$, The training process here needs to return to step 1, otherwise you need to perform the next step.

Step5: Calculate the conjugate direction $d^{(k+1)}$ of the $k+1$ th iteration among them

Step6:if $d^T(K+1)g(k+1) > 0$, use the value of $w^{(0)}$ instead of the value of $w^{(n)}$, This training process needs to return to step1, otherwise it needs to return to step2.

$$\beta(k) = \frac{g^T(K)g(k)}{g^T(k-1)g(k-1)} - Fletcher - Reeves$$

According to the above steps, the simulation result of the error curve of the reputation risk evaluation model based on the CG-BP neural network is shown in the Figure below.

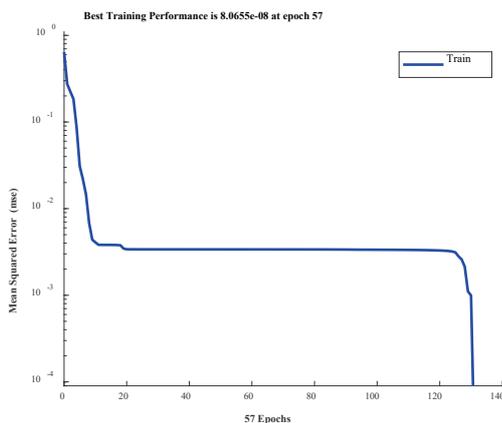


Figure 1 Simulation results of the error performance curve based on the improved conjugate gradient BP algorithm

2.3 Construct a quantitative evaluation model for credit risk
In order to make the CG-BP neural network credit risk quantitative evaluation model [3] established in this paper achieve the expected convergence effect, first of all, the relevant data of 123 companies must be standardized. The larger the index parameter, the more beneficial data, such as: Quick ratio (A1), sales profit margin (C1), etc., need to adopt the positive range transformation method; however, the smaller the index parameter, the more favorable data, such as the account receivable turnover rate, etc., need to use the negative extreme Difference transformation method. The calculation method is as follows:

$$x' = \frac{x - 0.95x_{min}}{1.05x_{max} - 0.95x_{min}} \quad (2)$$

$$x' = 1 - \frac{x - 0.95x_{min}}{1.05x_{max} - 0.95x_{min}} \quad (3)$$

In the process of using the established credit risk quantitative evaluation model of CG-BP neural network, this paper takes the above 10 indicators as input, so the number of neurons in the input layer of the credit risk quantitative evaluation model is set to 10, and the output layer only There will be a neuron that represents the result of quantitative assessment of credit risk. This article sets the credit risk evaluation scores as I, II, III, and IV [4]. Under normal circumstances, the credit risk evaluation results are within the range, and the larger the value, the higher the risk, and the smaller the value, the lower the risk; The credit risk indicators are subjected to k-means cluster analysis, and the credit risk levels are divided into 4 levels. Finally, the credit risk quantitative evaluation results are divided into four regions. The evaluation result classification table is shown in the Figure below.

Table 2 Classification of evaluation results

Credit risk rating	I	II	III	IV
g				
T	[0, 0.45)	[0.45, 0.85)	[0.85, 1.40)	[1.40, 2)

The BP neural network model for comprehensive evaluation of credit risk level is a 4-layer BP network with a hidden layer. Normally, the complexity of the model is proportional to the number of layer nodes. If the number of layer nodes is too small, the performance of the model will deteriorate, and too much will lead to the model. As the training time becomes longer, the calculation expression for the number of nodes is:

$$m = \sqrt{n + l} + \alpha \quad (4)$$

$$m = \log_2^n \quad (5)$$

In the above formula, a is the number of hidden layer nodes; n is the number of output layer nodes; l is the number of input layer nodes; a is an integer between 1 and 10.

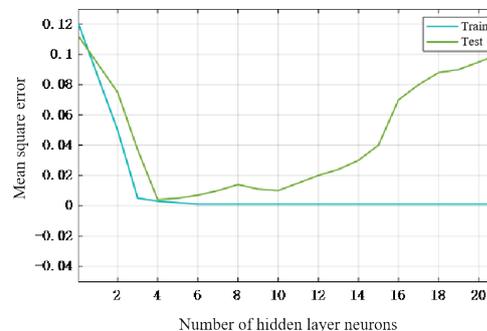


Figure 2 Error curve of neural network test
This article uses 123 companies' relevant data as samples, and divides the data into proportions based on the idea of cross-validation. Among them, 92 companies are training samples and 31 companies are test samples. Then, in the interval of 20 nodes, observe the training and testing

effects of the established model at 1 node interval. The following Figure shows the error test curve of the algorithm based on Bayesian regularization and combined with momentum gradient descent:

It can be seen from the above Figure that the algorithm can make the results have the best training and prediction effects, so that the mean square error of the test sample and the training sample is not much different, and when the number of hidden layer nodes is 4, the mean square error of the test sample is the smallest It is 0.00065, the target error is 0.001, and the normal distribution is used to generate noise to prevent the network from overfitting. The number of training is 50, 000.

In order to further improve the model, the test samples are tested in this paper. The data after the standardized processing uses matlab software, the learning accuracy is set to 0.001, and the maximum number of training times is 5000. Taking relevant data from 123 companies as test samples as input, after 276 learning and training sessions, the accuracy of the evaluation results reached 96.8%. Then the credit risk quantitative evaluation conclusion of the test sample is shown in the Figure below.

Table 3 Credit risk quantitative evaluation conclusions of test samples

Credit risk rating	I	II	III	IV
Enterprise code	E1	E2	E33	E75
	E24	E9	E79	E100
	E27	E13	E86	E111
	E42	E21	E92	E108
	E81	E30	E95	E114
	E85	E47	E97	E118
	E91	E64	E105	E120
	E93	E89	E106	

As can be seen from the above Figure, among the 123 companies that are at credit risk level I, the company has better credit conditions. Banks can give interest rate concessions to such companies with high credit risk and low credit risk; for credit risk at II, III Graded enterprises have good reputation, but banks cannot grant interest rate concessions to these enterprises. for enterprises with credit risk at grade IV, banks should refuse to lend because of the reputation of such enterprises Low and high credit risk. It can also be seen that banks are more inclined to lend to enterprises with high rates of return such as urban infrastructure, agriculture, forestry, animal husbandry and fishery.

3.MULTI-OBJECTIVE OPTIMIZATION CREDIT STRATEGY MODEL BASED ON GENETIC ALGORITHM

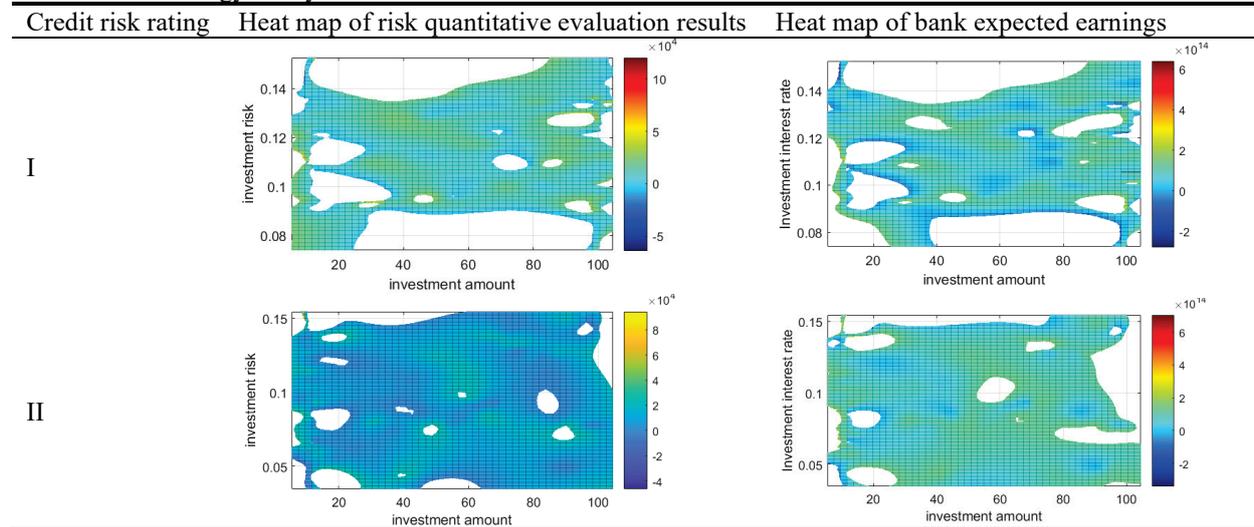
The NSGA-2 algorithm establishes the objective function and constraint conditions of the bank's expected return and reputation risk value between the loan amount and the interest rate in the bank's credit strategy [5]:

$$M = p_1 n_1 (1 + y_1) x_1 + p_2 n_2 (1 + y_2) x_2 + p_3 n_3 (1 + y_3) x_3 \tag{6}$$

$$Q = \sum f(y) M \frac{x}{X} \tag{6}$$

$$\begin{cases} 10 \leq x_i \leq 100 \\ 4\% \leq y_i \leq 15\% \\ \sum_{i=1}^3 n_i x_i \leq 1000000 \end{cases} \tag{7}$$

Table 4 Credit Strategy Analysis Chart



In the above formula, the objective function is the expected return of the bank and the value of credit risk. According to the credit risk classification in the above-mentioned quantitative evaluation model of credit risk for enterprises, this paper excludes the category with higher quantitative evaluation results of credit risk, because banks will not Lending to companies with low reputation

and high credit risk. Where $p_i, i=1, 2, 3$ is the probability of different credit risk levels; $n_i, i=1, 2, 3, 4$ is the central point after clustering; then M is the expected return of the bank, x_1, x_2, x_3 is the acceptable credit risk level reserved by the cluster, $f(y)$ is the

customer churn rate; Q is the credit risk value; This article assumes that the bank takes a fixed annual total credit of 1 million yuan. Finally, using the above-established genetic algorithm-based multi-objective optimization credit strategy model [6] to solve, the population competition results of the credit strategy can be obtained.

The above picture shows the credit strategies corresponding to different credit risk levels. The color depth indicates the expected return of the bank and the quantitative evaluation result of credit risk. The darker the expected return color of the bank indicates the better the strategy, and the lighter the color of the quantitative evaluation result of credit risk indicates the company The higher the credibility; when each enterprise applies for a loan from the bank, the bank first evaluates the credit risk of the enterprise and divides it into different levels. The loan amount of each level of credit strategy is not used, and the corresponding optimal interest rate is also different.

4.CONCLUSION

By simplifying the number of credit factors, we can reduce the workload of the training and reduce the impact of the training.

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The Ideological Guidance of Young College Students Through the New Media

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Abstract: Based on the relevant background of the ideological guidance work of young college students in the new era, combined with the author's own work practice, this paper deeply studies the construction of the new media platform for ideological and political education, from how to build the new media platform matrix, how to build the youth discourse system, how to construct the new media platform, and how to implant the ideological and political education. The idea leads you to say I listen and you teach me to learn in a rigid way. It further strengthens the ideal and belief of young students to listen to the party and follow the party. It is the first button in their life for the growth of young students.

Keywords: New Media; Young College Students; Ideological Guidance

1. INTRODUCTION

As President Xi addressed at the 100th annual gathering of the May Fourth Movement, “the youth is the future of the country, and of the world. The Chinese youth in the new age must have great expectation, love their motherland, carry the burdens of their time, dare to forge ahead, master excellent skills, cultivate moral cultivation, embrace the new, striving era energetically, and devote their youth to the country, to the people, to the nation, and to the mankind.”

Based on the close connection between the Youth League organizations and young college students, the writer used his free time after work, always kept viewing the work of the ideological guidance of young students as his top priority, and used the new media to build the ideological and political platform. Working among the young students, with the penetrability, focalization and convenience of the new media such as WeChat, Sina Microblog and TikTok, the writer used We Media platform to guide the ideological work among college students to fulfill the main responsibility of College Communist Youth League. The writer also built a discourse system of the Communist Youth League in a way that the students favor the most, changed the old, inflexible “you talk, I listen”, “you teach, I learn” pattern, and made the students follow the Communist Party’s advices and footsteps more firmly, to lay a better foundation for the growth of the young college students.

Firstly, building a micro-media matrix and synchronous auralization and visualization platform.

In the time of We-media, there are two basic characters of college students’ usage of the network.[1]One is more fragmented, that means that the students can use the internet anytime, anywhere, even in the moment of lowering their head or opening their eyes, they can also

search the internet. The other is the main source of the information the students gained comes from social platform. At present, the first choice to connect the students with the internet is their phones. Thus, how to use this to guide the students’ value, to shape their outlook on the values, is the most important thing to do to guide the ideological education of college students fully under the usage of We-media. Based on that, the Youth League Committee used their own promotion team such as youth media center, to make college students more positively, actively and creatively, and registered in the name of “Youth League Committee V of Zhoukou Normal University” on Sina Microblog, in the name of “Youth League Committee of Zhoukou Normal University” on WeChat and TikTok. Furthermore, the student union of the university, General Branch of the Communist Youth League Committee of all the departments, and some students’ associations also registered on WeChat and Sina Microblog. Owned by the Youth League Committee of Zhoukou Normal University, these Micro-platforms were used to gathering issues, providing information as soon as possible, and trying to solve problems in the most efficient way.

Secondly, using micro-media platform to build a special discourse system of the ideological guidance of young college students.

“When you are in Rome, you do like the Romans do.” That is a philosophic proposition, and practical proposition. Only by mastering the character and regular pattern of the objects, can we be more contrapuntally and efficiently in work. In order to do the ideological guidance well, we must grasp the character of the time and college students’ thoughts, to create a specialized discourse system.[2]When building and using micro-media platform, the Youth League Committee of Zhoukou Normal University focused on the building of the specialized discourse system for college students.

The first is to cultivate college students’ devotion to family and country in the way the students love to see and hear. Proceed to the reality and the demands of objects from work, the everlasting theme of work is to be more efficiently. [3]Based on that, the Youth League Committee of Zhoukou Normal University shot many short videos and cartoons. These works were with prominence topics, like “The 43th Annual Celebration of the Founding of Zhoukou Normal University”, “A Day at Zhoukou Normal University”, “All the Way North”, “Flash Mob on December 9th”, “Zhoukou Normal University Version of the Song ‘South of Mount Nan’”. The Youth League Committee of Zhoukou Normal University also promoted on the new media platform of the school, and set

interactive columns like “Hashtag of back-to-school days”, “Song-on-demand Program of the Youth League Committee” to make the students be more involved, know more about the current affairs, broaden their view, and strength their belief and devotion to family and country through unconsciously osmosis. Among these works, “Zhoukou Normal University Version of the Song ‘South of Mount Nan’” has garnered 9618 hits on WeChat and 24 thousand hits on QQ Video. The video “the 43th Annual Celebration of the Founding of Zhoukou Normal University” was shot on May 23rd, 2018, the day of the 43th anniversary, has garnered 4376 hits on WeChat, and 13 thousand hits on QQ Video. In 2017, the video “All the Way North” has garnered 509 thousand hits on MiaoPai, and 12 thousand hits on QQ Video. In 2019, the video “Honor the Memory of the May Fourth Movement’s 100th Anniversary” played 13 thousand times on the internet. In 2018, the Youth League Committee registered in the name of “Youth League Committee of Zhoukou Normal University” on TikTok, and has been followed by nearly 3 thousand people. After registered on TikTok, the Youth League Committee showed the style and features of the university and vitality of its students in a more efficient way. The first video posted on TikTok has garnered hundreds and thousands of hits, after that, videos like “Zhoukou Normal University in Dancing”, “Different Kind of Vitality at Zhoukou Normal University” had garnered more than 150 thousand hits and many followers in a very short time, and been popular among the students. The second is to enhance the adhesiveness between micro-media platform and the students. Combined the practical work with the character of young college students, the new media platform of the university set up online columns like “Youth·Thoughts Sharing”, “Youth·Sound of Footsteps”, “Micro lesson of the Youth League Committee”, and updated “Zhoukou Normal University with stories”, “Song-on-demand Program of the Youth League Committee”, “Striving Youth is the most Beautiful”, “The Style of the General Branch of the Communist Youth League Committee” regularly.^[4]These columns were very popular among the students. With the opening comments for all in the comments area, the activity and adhesiveness of user enhanced, and the students’ minds strengthened by authentic, proximity topics, and by the people and things around. Up to now, “Micro lesson of the Youth League Committee” was viewed more than 2000 thousand times, and became the feature module on official Sina Microblog of Youth League Committee. The other hits on official Sina Microblog is the hashtag of “The Spring Sports of Zhoukou Normal University” on the 15th track and field games of the university. The whole spring sports was live broadcast through pictures and articles posted on line. After the sports, more than 100 blogs were posted, and the hashtag was followed 1203 thousand times, discussed on line for more than one thousand times, and on top of the education hashtag lists on Sina Microblog. The third is to train “Online Opinion leaders of the Youth” and enhance the guidance of public opinions of the Youth League Committee. In We-media time, there are many

good or not-so-good opinions and comments posted on line, many college students may not know how to distinguish them. Thus, using young college students themselves to guide the thoughts of the students is very important in ideological guidance. The Youth League Committee focused on the training of “opinion leaders” of the students, and used the leaders’ actions or comments to deliver good information and positive energies. So far, the committee used the supporting policy of Sina Microblog for college We-media users to train some “Online Opinion Leaders of the Youth”, a former member of reporter station of the blog was certificated as “Local Information Blogger” by Sina, and another member was certificated as “Regional Media Man”.^[5]Besides, on Sina Microblog and WeChat, opinion leaders like “Liu Mingyang”, “Sweet Kyu u Chyan”, “The Spring Wind Intoxicates You, Me and the Distance” followed by more than 10 thousand people, they are quick-witted with high political quality and ability of network response, and could guide and adjust the trend of public opinions among the students in time.

The fourth is to keep on value orientation, to make sure the ideological guidance “overhaul”. The main purpose of the ideological guidance is to shape the students’ outlook on the world, life and values, to overhaul their thoughts. Based on the principle of “attracting but not grandstanding” and “lively but not off-topic”, the Youth League Committee set up columns and posted information on Sina Microblog and WeChat. In 2017, the media press of the Youth League Committee of the University on WeChat launched “Micro views of the Youth League Committee”. On activities like learning from Lei Feng, “learn and practice” educational practice of the Communist Youth League and etc, “Micro views of the Youth League Committee” gave some comments with both ideological content and guidance, like “carrying forward the spirit of Lei Feng from the inner heart”, “building the consciousness of League members practically”, and guided the young college students with the words they like to hear. Each year on some major juncture of time like “May 4th” and “December 9th”, combined with the carrying out of various commemorative activities of the whole university, “Micro views of the Youth League Committee” posted series information like “Youth·Striving for Success” in real time, and kept guiding the young college students to follow the Communist Party’s advices and footsteps. Before and after the 19th Communist Party of China National Congress, “Micro views of the Youth League Committee” posted information containing articles, pictures and videos on WeChat, Sina Microblog, and mobile clients. All these articles, pictures and videos can warm your heart, be in-depth and insightful, transferring the spirit of the 19th Communist Party of China National Congress to college students in a way they like, and making the students be more self-conscious in both ideology and actions. In the meantime, major activities like the National Flag Hoisting Ceremony, sports meeting and university-wide competitions were held and broadcast on line in the form of short videos and special bulletins in the name of

“National Flag Guard”, “Ritual Guard of Honor” and others. These activities tried to deliver the value of “Positive and Optimistic, Dedication and Striving” in the most vigor and beautiful image of college students.

The fifth is to keep combining online works and off-line works, to perfect the “two-dimensional” leading structure. Offline, there were fixed platform like “Intermediate Class of Marxist Youth Training Project” and “Advanced Class of Marxist Youth Training Project” to carry out the education on history and fundamental realities of the country, revolutionary traditions, ideas and convictions, to guide the college youth following the Communist Party’s advices and footsteps. Online, using new media platform matrix like the website “tuanwei.zknu.edu.cn”, official Sina Microblog, WeChat and TikTok account to lead the ideological guidance on line. And formed The “two-dimensional” leading structure as guiding the public opinions online in advance-practicing offline-summering post event in –depth online. Every time a new semester begins, a National Flag Hoisting Ceremony was hold. Before the ceremony, the Sina Microblog and WeChat account of the Youth League Committee and WeChat account of the student union of the university, will post news and articles to mobilize the students to participate, and keep posting series short videos and articles like “Hoisting the National Flag with the Youth League Committee”, “Reviewing the Oath of joining the Chinese Communist Youth League under the National Flag”. These news and articles further strengthened the atmosphere of patriotic and self-awareness as a member of the Youth League Committee as young college students. Furthermore, there are a series of voluntary social service practices like “Bring Scientific and Literacy Knowledge and Offer Medical Service to Rural Areas” in summer holiday, and many posted messages like “Youth Leading”, “Voluntary Service” online. These reports gave publicity to all kinds of activities in college, and played important role in remobilizing, recruiting college students to participate.

Thirdly, using “micro” platform to accumulate positive energies.

All the branches of the Youth League Committee of the university keep working on online ideological guidance. These works proved to be effective in brand construction, further developing and mind shaping.

One effective result is the Brand Effect. Youth media center keeps devoting to establish branch centers in many universities, and has participated in many new media exchange conferences held in Henan Province. In the university media selection organized by youth.cn, the official WeChat account of the Youth League Committee and the student union of the university was elected as top 5 of College Youth League Organization in Henan Province.

2. ANOTHER EFFECTIVE RESULT IS THE FURTHER DEVELOPING

Effect. During the time after the end of the college entrance examination, and before the registered of new college students. [5] the student union of the university, Students’ Association Union and Youth Media Centre will

post basic information about faculty, accommodation and canteen of Zhoukou Normal University on websites and apps where freshmen would use like tuanwei.zknu.edu.cn, Sina Microblog, WeChat, Baidu Post Bar, QQ groups, and answer college candidates’ questions about admission and other information on line and offline. These acts provide positive energies to the development of the university.

The Third effective result is the Demonstration Lead Effect. The usage of “Micro” platform on the ideological guidance of young college students are not only on embodying the positive and optimistic of ideological status of young students, rich and colorful cultural activities in Zhoukou Normal University, but also on the further developing connotation construction of works of the Youth League Committee in college. The Youth League Committee of Zhoukou Normal University was commended by “May 4th Red Flag” - Youth League Committee of Henan Province for two years. On ideological guidance of young college students, one key project and one general project held by the committee were supported by National Project of Youth League Committee of universities. More than 20 projects were supported by Research Project of Youth League Committee of Henan Province, and 48 special projects of working on young college students were supported by Zhoukou Normal University. On the second re-election of council of Henan Youth Research Association, one full-time cadre of the Youth League Committee of Zhoukou Normal University was elected as one of the three council of Youth League Committee of colleges and universities in Henan Province. Another was appointed as the first group of specialists of brain trust of the institution of Study on Henan Teenagers.

The Youth Media Centre of Zhoukou Normal University keeps on practicing the lyrics of the song of the Chinese Communist Youth League, following the spirit represented by the flag of the Chinese Communist Youth League, and honoring himself as a member of the Chinese Communist Youth League. The center keeps strengthening the construction of the system, intensifying the 3-step-censoring system of all the grass-roots organizations of the Youth League Committee, improving the efficiency of the work, deepening the construction of “Micro” media platform of the Youth League Committee down to earth, to take all trivial details into consideration in the construction of new media platform from a long-term perspective, converging positive energies of the youth for the work of the Youth League Committee of Zhoukou Normal University.

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Research on The Modern Apprenticeship Training Mode of Computer Major in Higher Vocational Colleges

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Abstract: In the context of the rapid development of society, China pays more attention to the progress of education. The modern apprenticeship training mode has a wide application space in higher vocational colleges, and has achieved good teaching results. The adoption of modern apprenticeship can not only meet the development needs of current education, but also improve students' professional skills and comprehensive quality, and export more computer application-oriented talents for our country. Therefore, in the computer major of higher vocational colleges, we should reasonably adopt the modern apprenticeship talent training mode, improve the quality of excellent talent training, and promote the reform and innovation of higher vocational colleges. Therefore, this paper will focus on the modern apprenticeship talent training mode of computer major in Higher Vocational Colleges as the theme to carry out the analysis, systematically explore the weak links existing in the current work of modern apprenticeship talent training mode of computer major in higher vocational colleges, and put forward effective suggestions to promote the effective application of modern apprenticeship talent training mode according to the actual situation.

Keywords: Higher vocational colleges; Computer major; Modern apprenticeship; Talent training mode

1. INTRODUCTION

Higher vocational college is one of the main places to export professional talents for our country, and computer is the main specialty of Higher Vocational College. In order to promote the orderly development of teaching work, teachers should innovate and reform. The traditional computer teaching form based on theoretical knowledge teaching and talent training mode can not meet the relevant requirements of the current social development for excellent talents. Modern apprenticeship talent training mode has many advantages, compared with the traditional teaching mode, it is more professional Rationalization, rationalization and scientization can effectively make up for the defects in the previous teaching work. However, it is undeniable that the training mode of modern apprenticeship for computer majors in some higher vocational colleges is in the primary stage, and there are still various defects to be improved.

2. RESEARCH ON THE CURRENT PRACTICAL APPLICATION OF MODERN APPRENTICESHIP TRAINING MODE

Apprenticeship has a wide range of application space in China, but at the beginning apprenticeship is not applied

in teaching. With the progress of society, China's modern machines gradually replace the traditional handicraft industry, improve the convenience of production mode, science and technology, significantly improve the living standard, so the current vocational education based school education form also has a broader development Space, implementation and traditional apprenticeship are effectively integrated. The meaning of modern apprenticeship is to make rational use of the concept of traditional apprenticeship, and integrate the current form of education personnel training in the new period, to form a modern and professional high-quality personnel training mode, to realize the transformation of the original theoretical teaching into the teaching form based on practical knowledge, and to combine the theoretical knowledge with practice, so as to provide a reference for our country More excellent talents with professional skills and comprehensive quality will be produced. For some developed countries, the modern apprenticeship system has been widely used in the computer major, and a large number of skilled talents have been exported, forming a relatively mature and standardized education and training system. The modern apprenticeship training mode of computer major is mainly to carry out theoretical knowledge learning by classroom teaching, to strengthen the mastery of professional skills in enterprise practice, to implement the reasonable allocation of training and learning time, and to use modern network technology for online communication. At present, the modern apprenticeship system is widely used in the computer major of Higher Vocational Colleges in China, such as order training, integration of teaching practice, school enterprise cooperation and so on. However, the above-mentioned excellent talent training mode is only the primary stage of the application of modern apprenticeship, which requires that the computer major of Higher Vocational Colleges in China can deeply study and analyze the modern apprenticeship, increase attention, and implement reform and innovation [1].

3. THE FEASIBLE COUNTERMEASURES TO GIVE FULL PLAY TO THE APPLICATION ADVANTAGES OF THE MODERN APPRENTICESHIP TALENT TRAINING MODE

3.1 Establishment of professional pilot

We should pay attention to the construction of professional pilot projects, with higher vocational colleges as the leader, departments or colleges as the direct responsible person, and the backbone members of computer teaching and research section and enterprise

professionals as the team to carry out the pilot innovation work. In this process, we should consider the personalized needs of enterprises and Society for excellent talents, and formulate a professional modern apprenticeship excellent talents training plan Outline. In addition, it is necessary to clarify the training objectives and tasks of talents, formulate and improve the evaluation system, and provide a guarantee basis for achieving the ideal teaching effect [2].

3.2 Case Teaching

In order to promote the smooth implementation of modern apprenticeship training mode of computer specialty in higher vocational colleges, we should also pay attention to case teaching. It is required to cooperate and exchange with relevant enterprises in the actual curriculum design work, and jointly set up targeted post courses, so as to ensure the excellent talent training mode, improve students' own ability, adhere to the student-centered, integrate enterprise practice and project case teaching, and maximize the employment rate. As a computer professional teacher and enterprise technicians, they should also play their own functions, give appropriate help to students, drive students to actively participate in various practical activities, apply the theoretical knowledge to practice, and improve the practical level [3].

3.3 Improving teachers

Teachers are the guides and assistants of students, so teachers' abilities will determine the teaching results. Therefore, teachers should strengthen their learning and have the awareness of lifelong learning, and the managers in higher vocational colleges should also give teachers more training opportunities and pay attention to the construction of teaching staff. At the same time, we can invite high-tech talents from enterprises to join the teaching team of computer major in higher vocational colleges. As a higher vocational college, it should meet the requirements of the new curriculum reform, pay attention to the construction of computer professional double teacher team, and master the requirements of enterprises for excellent talents. In addition, we should also let the enterprise technical backbone personnel play their own advantages in school, and make use of their own work experience to improve the practicality and professionalism of course teaching.

In higher vocational colleges, we should pay attention to the competition related to computer skills, and actively encourage students to participate, invite enterprise technical backbone personnel as the judges of various competition activities, realize the enterprise technical standards as the key evaluation index, so that students can constantly improve themselves in the competition, understand the current cutting-edge computer knowledge and specific work content and norms, and improve their skills Energy level [4].

4. FOR THE CONSTRUCTION OF PERFECT AND PROFESSIONAL MODERN APPRENTICESHIP PERSONNEL TRAINING MODE

In the context of the deepening of the new curriculum reform, at present, in the computer major of higher vocational colleges, teachers are required to always have

a sense of innovation, optimize teaching methods, adopt diversified teaching forms, strengthen policy support, reasonably use modern apprenticeship in the computer major of higher vocational colleges to carry out talent training, which will output more computing power to the society and enterprises. However, it is unrealistic to rely solely on Higher Vocational Colleges to seek enterprise cooperation to carry out modern apprenticeship personnel training, and it is difficult to achieve the ideal teaching effect. As government departments and leaders, they have the responsibility and obligation to formulate professional policies, support and guide various institutions to integrate into the teaching of computer major in higher vocational colleges, implement joint exploration of cooperation points, and carry out deep cooperation and exchange.

Higher vocational colleges should organize a double qualified team with strong professional skills and high comprehensive quality, introduce excellent teacher resources and enterprise technical backbone personnel to engage in teaching work in computer major of higher vocational colleges, optimize and improve the management system, formulate professional reward and punishment system and training plan, so that students can accept more professional learning and master the theory Knowledge, improve learning efficiency, strengthen practice in the guidance of enterprise technical backbone personnel.

In the teaching work of modern apprenticeship, teachers should integrate classroom teaching and enterprise education, so as to promote talent training and promote the leap forward management of Higher Vocational Colleges and enterprises. In other words, enterprises should actively and enthusiastically integrate into the whole process of school classroom teaching, and teachers should also participate in the work of enterprises to learn and visit. It should be noted that under the background of modern apprenticeship education mode, students will accept dual management, that is to say, they will accept school and enterprise management. Therefore, in enterprise practical learning, students should timely adapt to the whole process tracking service of enterprises, and as managers of enterprises, they should always pay attention to the problems existing in students' learning and life just like higher vocational colleges. In addition, while guiding students to carry out practical work, enterprises also need to formulate reward and punishment systems that are compatible with modern apprenticeship and their own development, so as to make students have enthusiasm and initiative, and reserve more computer talents with strong professional skills for enterprises, so as to realize mutual benefit and win-win [5].

The ultimate goal of modern apprenticeship education and training is to enable students to improve their practical skills, tap their potential, and have the ability of innovation and professional comprehensive quality. Therefore, teachers of computer major and key personnel in enterprises should work in two ways. Higher vocational colleges and enterprises should negotiate according to the differences existing in the current social environment and conditions, realize flexible decision-making process and

means, and take effective measures Targeted teaching forms, such as "2+1" teaching mode, "1.5+1.5" teaching mode and "2+5" teaching mode, the so-called "2+1" teaching mode requires students to study in Higher Vocational Colleges for two years, and then to study in enterprises for one year; "1.5+1.5" teaching mode requires students to study in Higher Vocational Colleges for one and a half years, and then to study in enterprises for one year In the "2+5" teaching mode, students are required to use five days a week to learn various technical skills in enterprises, while the other two days require them to receive professional education in Higher Vocational Colleges [6].

5. CONCLUSION

Through the analysis of the above problems, we are fully aware of the importance of implementing the modern apprenticeship talent training mode in the computer major of higher vocational colleges. In order to better promote the rational use of modern apprenticeship in the training of computer professionals in Higher Vocational Colleges and reflect its advantages, higher vocational colleges are required to carry out in-depth exploration and optimize the modern apprenticeship, and improve relevant policies to reflect the leading role of the government. At the same time, it is necessary to strengthen cooperation and exchanges with enterprises and expand the scope of cooperation to the greatest extent. Therefore, higher vocational colleges should carry out modern apprenticeship pilot work, carry out case teaching, improve teachers, and build a perfect modern apprenticeship training system, so that students can receive more professional education, and ultimately improve the training level of skilled talents in higher vocational colleges, so as to promote the development of

students and lay a solid foundation for the all-round development of China's economy.

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A Multi Perspective Study of College English Teaching Practice

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Abstract: This paper first analyzes the practical strategies of College English teaching from the perspective of graded teaching from the aspects of class, grade, test paper, assessment and evaluation, then analyzes the practical strategies of College English teaching from the perspective of micro class from the aspects of cognition, dominant position, assessment and evaluation mechanism, and finally analyzes the practical strategies of College English teaching from the perspective of flipped classroom from the aspects of teachers, environment, process, assessment and evaluation. This paper analyzes the practical strategies of College English teaching.

Keywords: College English teaching practice; Graded teaching; Micro class; Flipped classroom

1. INTRODUCTION

College English teaching has always adopted the exam-oriented education method, which cultivates students' strong English writing ability and weak English listening and reading ability. As a result, college students' Comprehensive English level is generally low, and their competitiveness is declining in the increasingly complex employment environment. Therefore, College English teaching methods must be adjusted, otherwise students' English level cannot be guaranteed to meet the requirements of employment units.

2. PRACTICAL STRATEGIES OF COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF GRADED TEACHING

2.1 Grade the class according to the entrance scores

From the perspective of graded teaching, English Teaching in Colleges and universities should grade the students in each major. The grading standard can be divided according to the students' English scores in the college entrance examination. In this way, the students can be divided into upper and lower levels. The upper and lower levels of students are taught in different classes. If colleges and universities adopt the small class teaching method, they can divide the students of the upper and lower levels again, and the number of classes divided by the upper level is the same as that of the lower level, so as to lay the foundation for Graded Teaching [1].

2.2 Adjust class according to students' real-time performance

From the perspective of graded teaching, College English teaching is graded according to the upper and lower levels, and then a semester is divided into two stages, with the mid-term examination as the boundary to assess the students' phased English learning achievements. If the test results of the students in the upper-level class are not as good as those in the lower-level class, the students in the upper and lower level classes will be exchanged according

to the results, so as to ensure that the students' academic performance is consistent with the class classification standard. In order to ensure that students' grades will not be affected by the class adjustment, teachers of upper and lower classes should make examination papers according to the class classification in 2.3

From the perspective of graded teaching, College English teaching needs to make the same test paper in the mid-term examination to adjust the class according to the students' English achievements. But in order to reflect the students' final learning achievements, teachers must make the test paper according to the different levels of the class in the final examination, so that teachers can roughly grasp the students' English learning achievements. At the same time, the students in the lower class can choose to take the exam together with the upper class. If the exam result exceeds the upper class, the students can enter the upper class to study in the next semester.

2.4 Implementation of multi-stage evaluation method

From the perspective of graded teaching, in the past, College English teaching was based on classroom performance and final examination results to evaluate students' English learning performance, but this evaluation method can not reflect students' progress. Therefore, the multi-stage assessment method can be used in College English teaching. The students' classroom performance and mid-term and final scores can be comprehensively assessed according to the first half and the second half of the semester, so as to improve the accuracy of the assessment results.

3. PRACTICE STRATEGIES OF COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF MICRO CLASS

3.1 Strengthen teachers' and students' cognition of micro class teaching mode

From the perspective of micro lesson, the way of College English teaching has changed fundamentally. In the past, teachers mainly taught students through the classroom, but after the application of micro lesson teaching mode to English teaching practice, students mainly learned knowledge points through teaching videos. The main work of English teachers is no longer to guide students to learn, but to record students outside the development of a large learning framework Learning videos for each stage. Under the micro class teaching mode, students must first sort out the English knowledge points of each semester, and then complete the English learning tasks according to the framework. Finally, students can complete the learning tasks of each semester. Therefore, both teachers and students must understand the differences between the micro class teaching mode and the traditional teaching mode [2].

3.2 Change the dominant position of teachers and students in Teaching

From the perspective of micro class, the main body of College English teaching must be changed from teachers to students. After the teachers complete the recording of teaching video and the compilation of teaching framework, they should pay attention to ensuring the learning progress of students in each period of time, instead of allowing students to learn and formulate content in a specific time range. Therefore, students' learning selectivity is greatly improved and students' dominant position is enhanced. The overall intervention degree of teachers to students has declined.

3.3 Implementation of comprehensive assessment and evaluation mechanism

From the perspective of micro class, College English teaching achievements can be judged by the comprehensive assessment and evaluation system. The comprehensive assessment and evaluation mechanism no longer directly scores the students' English learning achievements according to the classroom performance and final examination results. The comprehensive assessment and evaluation mechanism needs to investigate the students' English learning achievements according to the knowledge points in each teaching video, and finally according to the English learning experience the learning framework is used to summarize the assessment scores of students' English knowledge points. In this way, teachers can get students' Comprehensive English learning results, and also can clearly feel the students' current lack of knowledge in English learning.

4. PRACTICAL STRATEGIES OF COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF FLIPPED CLASSROOM

4.1 Strengthen the construction of Teachers

From the perspective of flipped classroom, the flipped classroom practice of College English teaching has higher requirements for both students and teachers. Teachers must be clear about students' learning tasks and contents under and above the classroom, and students must have the ability of autonomous learning according to learning tasks. Therefore, colleges and universities must strengthen the construction of teachers in order to promote the practice of flipped classroom. Only small class teaching is suitable for flipped classroom.

4.2 Optimizing teaching environment

From the perspective of flipped classroom, the flipped classroom practice of College English teaching must ensure that the learning environment is comfortable

enough. Students should develop the habit of autonomous learning after class in the flipped classroom mode. Students need to actively interact with teachers in the classroom. If the teaching environment is more serious and boring, it is easy to eliminate students' enthusiasm for English learning.

4.3 Develop flipped teaching process

From the perspective of flipped classroom, in the practice of flipped classroom in College English teaching, teachers need to constantly improve students' self-study ability and research ability. First, teachers need to formulate teaching tasks, and then students learn autonomously according to the teaching tasks. When students encounter problems, they first consult the data to find the answers. Finally, students interact with each other to explore the problems that still have no answers. If the result is still not found, ask the English teacher for the answer.

4.4 Optimize the evaluation system

From the perspective of flipped classroom, the practice of flipped classroom in College English teaching mainly evaluates the performance and learning achievements in the classroom after class and in class. However, the evaluation of flipped classroom mainly focuses on whether students really understand the problems that can not be solved independently in the teaching process, and students' mastery of English knowledge is the most important evaluation standard for teachers.

5. CONCLUSION

To sum up, this paper mainly analyzes the practice of College English teaching from the perspectives of graded teaching, micro class and flipped classroom. The practice of College English graded teaching can make students realize the gap between each other and mobilize their learning enthusiasm. The practice of College English micro class teaching can make students make efficient use of fragmented time and reduce their learning cost the flipped classroom teaching time in Colleges and universities can enable students to combine the time in and after class, which plays an important role in improving students' autonomous learning ability.

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The Concrete Application of Higher Vocational Classroom Education Based on Multimedia Technology

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Abstract: With the continuous development of society, network information technology has been applied to all fields of people's life. It has an important influence on people's life. At present, multimedia technology is also used in the teaching of higher vocational colleges. This paper analyzes the existing problems in higher vocational education, and explores the specific application of multimedia technology in higher vocational classroom, hoping to promote students' learning and improve the quality of teaching.

Keywords: Multimedia technology; Higher vocational education; Classroom education; Application

1. INTRODUCTION

The popularization of multimedia technology in education is a new development of teaching in higher vocational colleges. With the reform of education, new requirements are put forward for teaching. The current teaching theme should be student-centered and pay attention to cultivating students' interest in learning. The application of multimedia plays an important role in this process.

2. PROBLEMS IN HIGHER VOCATIONAL EDUCATION

2.1 Students

From the current performance and comprehensive quality of students in higher vocational colleges, the level of students in higher vocational colleges is far behind that of students in undergraduate colleges. This is because most of the students in higher vocational colleges are students with low scores in the college entrance examination, and some of these students are required by their parents to study, so their enthusiasm for learning is not high. Moreover, most of the students who come out of Higher Vocational Colleges for employment are not taken seriously. From this, we can see that the majority of higher vocational students present the following characteristics: first, the academic performance of higher vocational students is generally not high. From the later education, we can also see that some students have poor learning ability and poor academic performance. Some students are not interested in learning, and they are always enthusiastic about learning for three minutes, so they can't stick to it for a long time. There are also some students who do not pass the score line of undergraduate college entrance examination, so they choose to continue to study in higher vocational colleges. Secondly, students' learning initiative is not high. Many students lack their own quality, and the main reason why they can't learn effectively is that they have no interest in learning. Many higher vocational

college students take it for granted that since they come to higher vocational colleges, they don't need to study hard. Moreover, before the college entrance examination, teachers always say that they don't need to study after entering the University, which has a certain impact on students' thinking. In the long run, students will give up learning. Third, students' self-confidence is insufficient. Students' scores in the college entrance examination are not high. After entering the higher vocational college, it also affects students' self-confidence to a certain extent. If it is serious, it will also have a negative impact on students' values.

2.2 Teachers

First of all, in higher vocational education, teachers pay more attention to the practice of students' education, but from the perspective of teachers' own application knowledge level, teachers are less professional in the teaching process, so they can't teach students better. And because students lack interest in class, not active enough, teachers in teaching will become a one-man show, the quality of teaching will be greatly reduced. Secondly, the current textbook knowledge is too old to meet the needs of modern development. In the process of teaching, teachers teach only one-sided theoretical knowledge, without deep construction of students. Moreover, the students of higher vocational colleges are also an important period to form values and outlook on life. If teachers do not cultivate them in time, students will not be able to better integrate into the society.

3. THE SIGNIFICANCE OF APPLYING MULTIMEDIA TECHNOLOGY IN HIGHER VOCATIONAL EDUCATION

In higher vocational education, the application of multimedia has brought great convenience to teaching. First of all, multimedia technology teaching stimulates students' interest in learning. Multimedia technology contains audio and video materials used in teaching, rich pictures and sounds will attract students' attention, teaching content is more diversified, students will actively integrate into the teaching environment, stimulate students' interest in learning. Secondly, multimedia technology can promote students' efficient learning. In the teaching of higher vocational education, there are a lot of theoretical knowledge content, and multimedia technology can directly show the theoretical content, which makes it easier for students to understand and master, and also deepens the students' memory and improves the quality of teaching. Finally, the application of multimedia technology in higher vocational classroom

can promote teachers to carry out effective teaching. Traditional teaching methods are taught orally by teachers and understood by students themselves. In this case, the quality of teaching is difficult to be guaranteed. The use of multimedia, vivid pictures will promote students' understanding of knowledge, students can also form a simple knowledge framework, integrate knowledge, deepen memory.

4. THE STRATEGY OF APPLYING MULTIMEDIA TECHNOLOGY IN HIGHER VOCATIONAL EDUCATION

4.1 Student centered multimedia teaching

The application of multimedia in higher vocational education, to a certain extent, has attracted students' attention and improved their interest in learning. It should be noted that multimedia teaching also changes the content of textbooks from teachers' oral instruction to the use of information-based equipment. If its essence is not changed, it will not have a great impact on students' learning. Therefore, in the use of multimedia teaching, teachers should also change the main body of teaching, the classroom center on the situation of students' education, more to promote the communication between teachers and students. First of all, in the multimedia teaching content design, to meet the interests of students, add more pictures and videos about this lesson, to attract students' attention. Secondly, we should also set more open questions for students to think about. The teacher guides the students to communicate with other students, enlivens the atmosphere of the whole classroom and promotes students' learning.

4.2 Situational teaching through multimedia technology

Situational teaching method is a kind of teaching method that teachers create a situation and guide students into the situation, so as to help students better understand the teaching materials and deepen the impression. The application of multimedia happens to be very helpful to situational teaching. Multimedia technology has a lot of audio and video teaching subjects, teachers can use this to create a situational teaching environment for students, bring students into the teaching content, enhance students' interest in learning, but also activate the classroom

atmosphere, students can actively enter the classroom, understand knowledge more deeply, and the quality of teaching will be significantly improved .

4.3 Optimize the design of multimedia teaching content

The use of multimedia technology can not only improve students' interest in learning, more profound understanding of the knowledge to be learned, it can also enable students to master learning methods. Multimedia can optimize the design of teaching materials. It can show the important and difficult points in the teaching materials one by one, so that students can form a mind map in their mind, and then master the learning methods. In addition, teachers can also design the content of students' learning layer by layer, and let students practice the difficult problems repeatedly. Help students master the learning methods in a planned and logical way.

5.CONCLUSION

To sum up, the application of multimedia is of great significance to the teaching of higher vocational colleges. It stimulates students' interest in learning, improves the quality of teaching, and also has a certain impact on the cultivation of students' values. As the main place to cultivate social talents, the application of multimedia not only enables students to better adapt to the social environment and find a good job. It has also become an important means of cultivating talents in higher vocational colleges.

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On Practical Teaching of Journalism and Communication Major in Higher Vocational Colleges

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Abstract: With the continuous development of our society, the teaching level of Journalism and communication in higher vocational colleges has also been improved. However, from the current development situation, there are still some problems in the practical teaching of Journalism and communication major in higher vocational colleges. In order to better promote the overall development of Journalism and communication major in higher vocational colleges, this paper analyzes the problems and puts forward some solutions. Hope to provide reference for relevant educators.

Keywords: Higher Vocational journalism and communication major; Practical teaching; Related discussion

1. INTRODUCTION

Higher vocational colleges have always been the base of cultivating professional and technical talents. At present, the demand of Journalism and communication professionals in China is also on the rise. However, there are still some problems in the practical teaching of Journalism and communication major in higher vocational colleges. Most of the teaching contents are based on the theoretical teaching of Journalism and communication major, ignoring the importance of practical teaching. This paper makes corresponding measures for the practical teaching of Journalism and communication major in higher vocational colleges, so as to solve the problems and promote the development of Journalism and communication in higher vocational colleges. The improvement of professional teaching quality and level.

2. THE NECESSITY OF PRACTICAL TEACHING IN HIGHER VOCATIONAL COLLEGES

With the rapid development of science and technology, news enterprises are rising rapidly, and the demand for news communication professionals is also increasing. As the base of cultivating professional talents, colleges and universities must strengthen the training of students majoring in journalism and communication, and cultivate professional talents suitable for social development according to the market demand. Moreover, China's current professional quality of Journalism and communication put forward higher requirements, students not only need to have solid theoretical knowledge, but also need to have professional practical ability. Therefore, higher vocational colleges in teaching should combine the current social needs, increase the teaching of students' practical operation ability, in order to comprehensively improve the overall professional quality of students.

3. THE PROBLEMS EXISTING IN THE CURRENT PRACTICE TEACHING OF HIGHER VOCATIONAL EDUCATION

3.1 Too much emphasis on theoretical education

From the current teaching of Journalism and communication major in Higher Vocational Colleges in China, theoretical knowledge education is still the main body in journalism major, and the attention to practical teaching is not high. From the current situation of teaching materials, the content of theoretical education of Journalism and communication major is not only single, boring, but also too backward. There is no theoretical education according to the current situation of social development. Higher vocational colleges begin to practice courses for students during the junior year. The content of practice mainly includes three steps: field interview, writing after interview and editing. But in the third stage of the students, are not interested in practical education, at this time most of the students are in a confused period, more urgent to find a good job. The enthusiasm of freshmen and sophomores is very high, but at this stage, there is no practical teaching of Journalism and communication major in higher vocational colleges, and the phased assessment only focuses on theoretical knowledge, which has a negative impact on the quality of practical teaching of Journalism and communication major.

3.2 Serious shortage of Teachers

Although most of the teachers in higher vocational colleges have bachelor's degree or above, there is no specific requirement for teachers to have certain teaching experience. Moreover, some higher vocational colleges recruit too few students majoring in journalism and communication, and fewer teachers have practical ability in journalism and communication. Most of the teachers enrolled in higher vocational colleges do not have long-term teaching experience. For freshmen and sophomores, they only pay attention to the theoretical knowledge education of the major, and they are not combined with the current development of journalism in China. Therefore, students' interest in journalism and communication will be weakened. With the interaction of these reasons, the practice teaching quality of Journalism and communication major in higher vocational colleges can not be improved, and the level of cultivating talents to meet the needs of society will also decline.

4. EFFECTIVE STRATEGIES TO STRENGTHEN PRACTICAL TEACHING IN HIGHER VOCATIONAL COLLEGES

4.1 Introduction of new teaching and assessment mode

In order to improve the practical teaching level of Journalism and communication major in higher vocational colleges, higher vocational colleges must be based on the current social needs, formulate suitable teaching objectives for journalism and communication major, combine the theoretical knowledge and practical content of Journalism and communication major, and jointly promote the development of Journalism and communication major. For the freshmen, we should not only carry out the theoretical knowledge education of Journalism and communication, but also increase the construction of practice content on this basis, so that students can pave the way for the formal practice content of junior, and arouse students' thirst for knowledge. In the theoretical teaching of freshmen, we can also appropriately join the examples of Journalism and communication major in our country, so that students can analyze and explore them. Teachers play a guiding role in it, so as to understand the teaching content of Journalism and communication and stimulate students' interest in learning. At the same time, the teacher can also group the students, brainstorm, and let the students analyze the cases and understand the students' views. Finally, the teacher can make a unified evaluation to help the students master the key and difficult points of the professional learning. In the introduction of a new evaluation mechanism, at the end of the semester, students can be assessed with theoretical knowledge and analysis of the contents of actual cases, and students are required to design relevant works and analyze them, so as to replace graduation thesis.

4.2 Strengthening teachers

As the training center of journalism talents, journalism major plays an important role in cultivating professional talents with social needs. Journalism and communication majors have high requirements for students' comprehensive quality. They need to have strong logical thinking ability, certain writing skills and sensitive perception of real-time hot events. Higher vocational colleges want students to be able to better study journalism and communication, improve practical teaching, we must have a strong team of teachers. Teachers of Journalism and communication major not only need to have solid theoretical knowledge reserve, but also need to have rich teaching experience and excellent professional practice ability. Schools can train the teachers of Journalism and communication before recruiting

talents, and cooperate with other schools to learn the experience of other excellent teachers, so as to comprehensively strengthen the effect of teachers of Journalism and communication [1].

4.3 Expand the internal and external training platform

In order to better improve the practical ability of students majoring in journalism and communication, higher vocational colleges must pay attention to the development of students, invest a lot of human and material resources, create a good learning environment, enhance the practical operation level of students, and comprehensively improve the quality of teaching. First of all, the school can set up a training base similar to the magazine in the school to improve the relevant equipment and materials for students, and be familiar with the practical operation steps. Secondly, the school can also cooperate with outside TV stations and newspapers to arrange practical training for students to help them master solid practical and theoretical skills and comprehensively improve their practical ability [2].

5. CONCLUSION

To sum up, higher vocational colleges pay too much attention to theoretical teaching while ignoring practical teaching, which leads to the decline of the overall teaching quality of higher vocational colleges. From the analysis of this paper, it can be seen that if higher vocational colleges want to improve the teaching quality, they must pay attention to the cultivation of students' practical ability, improve teachers' professional quality, and at the same time, they should establish a perfect training platform inside and outside the school, so as to cultivate talents and promote the development of China's journalism industry [3].

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Contemporary Tourism in a Challenging World: Take International Volunteer Tourism as an Example

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Abstract: This study will firstly discuss the specific definition of relative terms, such as volunteer, tourism, volunteer tourism, and international volunteering. Next session will present morality of volunteer tourism, because in one hand it encourages people to contribute to local area, while other hand, issues like colonialism still need to worry about. In the following two parts, there will be respectively negative and positive impacts on economic as well as culture, to see if local community really experiences a difference made by volunteer tourism, and if the volunteers are being appreciated by home residents.

Keywords: Volunteer; Tourism; Global

1. INTRODUCTION

With the great development of global tourism, volunteer tourism is considered to meet new demand of this weeping trend. Volunteer tourism combines two parts, volunteer and tourism. It indicates people flying to other countries while doing volunteer work at that time. In this challenging world, volunteer tourism exists as a contemporary popular tourism topic. In the host community, those people are tourists and volunteers, and they are having adventure in a new destination while also want to make contribution to this place. They learn different culture, discover themselves, and make local friends. Many countries are beginning to start volunteer tourism programmes, as Mintel (2005) noted that Asia has been the most popular destination of volunteer tourism programme at about of forty percent. While there are nearly two million travels per year for the reason of volunteering. Within this pattern, hosts and guests all get benefits from volunteer tourism, however, it also has negative aspects. For example, usually it could be short-term programme for those young volunteers who do not have complete qualified capabilities to participate in. Besides, some companies and organisations in this area start focusing on their revenue other than the sustainability and development of the programme.

2. DEFINITIONS

The beginning stage is to be aware of the expression "volunteer tourism". When talking about "volunteer", Holmes (2009) wrote that it is typically a conduction where the candidates' hours is important. It was also defined in a UK survey (2007) that volunteering could be "the activity which involves spending time unpaid, doing something which aims to benefit someone other than or in addition to close relatives, or to benefit the environment". Then, the word "tourism" has a long history since 19th

century. Hall (2009) noted it is basically something concerned with the people's activity from where they come from. For instance, recreation time, going to friends, business travel, religious travel, medical travel, and volunteer travel. A traveller is actually somebody who takes part in tourism activity.

While "volunteer tourism" was introduced by Wearing (2001). He wrote that "those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment." It gives a concept about this kind of tourism at that time. Meanwhile, this term was considered like "utilizing discretionary time and income to travel out of the sphere of regular activity to assist others in need" (McGehee, 2009). Wearing (2008) described volunteer within tourism as a representation of different sort of contemporary tourism which leads the rise of new ideas, for example, "alternative tourism" and "responsible tourism". In 2011, Wearing agreed that tourism combined with volunteering is a mix of offering voluntary support in destination regions as well as volunteers' self-improvement and influence on environmental, social and economic of the destinations.

As for "international volunteering", it is basically full-time, global travelling and includes a financial commitment on their part. Lewis (2006) takes international volunteering as the theme, presenting organizations that have developed volunteering fields that include community work, environmental preservation or cultural exchange. It exists around the world and is managed by sending organisations, claiming that each of the candidates may contribute by advancing "peace and change" (Guttentag, 2009). However, according to Guttentag (2009), one aspect that differs volunteer tourism from other long-term programmes is that most of volunteer tourism programmes do not have any qualification and requirement to apply for. Consequently, the volunteers are always unskilled and just stay a short time. While Wearing (2008) wrote that volunteer tourism would better be taken as "a development strategy leading to sustainable development". It is good for natives and visitors there.

3. MORALITY

Volunteer tourism is an ambiguous topic, which is believed to be good for local people and volunteer tourist due to helping improvement. Meanwhile, volunteer tourism could allow the volunteer tourist to show

themselves as acting selflessly to make a change in poor developed communities. As it says that “voluntary ethic is grounded in reciprocity” (Randel et al., 2004), having nothing desired tangible when they are making commitment in return. The experience raises values of trust and virtue. According to Callanan and Thomas (2005), it shows that what drive volunteers are selflessness and yearning for personal growth. All things considered, in spite of the fact that intentions may be sure and positive, those candidates might get no qualified skills and capability to get involved in the programme. Then again, from a critical point of view, there might be fostering colonialism, as well as making a reliance on almost unskilled voluntary job. As it was written by Devereux (2008) that the development of colonialism, strengthening an egotism by underlining short-period “helping over learning”.

4. NEGATIVE IMPACTS

From economic respect, volunteer tourism may be harmful due to having foreign volunteers to work, which may lower local working opportunities and advance reliance (Guttentag, 2009). According to this author, those candidates often “take works which local people are able to do as well”, while because they do not get paid, and might “undercut competing local labourers” (2009). So it disorganises development of the place as local community get to be reliant on the volunteer work. Additionally, exploiting the host countries through an excessive amount of commercialisation is frequently going towards benefit instead of real needs (Fitzpatrick, 2007). For example, volunteers are taken as the role of specialists despite the fact that they are typically needed to own any specific knowledge. Always, the volunteers do the works that local people are able to do as well.

From part of culture, because of the way the candidates and local people in lived in diverse environment, then this reason may create conflicts to friendship in the middle of hosts and visitors. Grabowski (2011) noted that there would be a larger number of issues than helps made by immaturity of visitors. Guttentag (2009) then focused on some negative impacts, like emphasized cultural differences may lead to envy and unrealistic desires. Raymond and Hall (2008) mentioned that there are cross-cultural misunderstandings if it is not well managed, and the positive effect of the experience is restricted, due to “even where cross-cultural appreciation happen at an individual level, this does not so much prompt changes in more extensive perceptions of cultures” (Raymond & Hall, 2008). Additionally, the candidates might feel the sense of cultural superiority due to many of them are from relatively developed places. Once there is contradiction appears between the locals and the candidates, the tourism industry may be blur and awkward (Grabowski, 2011).

5. POSITIVE IMPACTS

The positive economic impacts, for example, job opportunities, taxes, and local business. Correspondingly, the less developed countries are able to get money for the improvement and lessen the debt from other countries because of tourism, for industries related to tourism are accepted as strong supporters to the development of local

area (Hall, 2007). When volunteer tourists associate with locals, their infusions to assets are less spilled (McGehee & An-dereck, 2008). Economy increases more benefit from the travel cost of volunteer tourists, and the advantage basically is viewed from money paid by the candidates to run advancement extends in the host area. Likewise, as Fee (2011) noted that a great number of local people is signed to take a job in the community.

Then, the positive cultural impacts to the host country would be helpful in medical, training, environment, infrastructure, and human resources. Volunteers may create trust-based connections (Sherraden et al., 2008), and the cultural influence in communities could be seen fundamental because the tourism joins within host community (Ingram, 2011). Consequently, mutual understanding, enjoyment, admiration and relationship could be fabricated there (Holmes & Smith, 2009). Fee and Mdee (2011) discussed that volunteer tourists have the capacity to take efforts to the lives of orphans and abandoned children in many developing countries by providing them with love, consideration, passion and sympathy because lack of government funding. According to Hill (2009), volunteer tourism experience is extraordinary for the candidates in that it supports their sense of value, education and career development. It prompts self-fulfilment and comprehension of diversity. As Stoddart and Rogerson (2004) wrote that previous volunteers showed a great power to contribute to a change in view of their own countries and the friendship with people all around world. Volunteers would like to see it to be rewarding due to its concept of giving without the requirement for something paid back.

6. CONCLUSION

In conclusion, this study has discussed ideas of international volunteer tourism in the challenging world, distinguish its positive and negative effects on the home community, and come out a conceptual framework about volunteer tourism. The local community provides volunteers with knowledge and skills, self-improvement, experience, and cross-cultural relationship. Meanwhile, the volunteers play a role of making a change and difference, but they may potentially bring impacts on the home community in aspects of economics and culture. The volunteer programmes, as a bridge to connect the candidates with foreign community, still has an issue of concern that it could easily get off track due to only going for commercial profits.

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A Critical Learning Incident of Classroom Communication with Young Learners: An Example of a Chinese Oral Class in A British Primary School

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Abstract: This essay evaluates the importance of classroom communication through analysis of personal experience of a critical learning incident in the researcher's Chinese Mandarin class in a British primary school. Critical learning incident refers to an unexpected condition which occurred in the classroom, reflection upon which is regarded as a personal developmental tool for teachers. A specific description of the critical learning incident will be introduced with an analysis of the issues therein with support of theory discussed earlier including Chinese teachers' belief of classroom communication and their unfamiliarity of young language pupils. This essay also discusses implications for personal future classroom communication with some related solutions for improvement to take into future teaching.

Keywords: TCSOL; Classroom communication; Young language learners; Critical learning incident; Novice language teachers

1. INTRODUCTION

In the teaching process, communication with students plays an essential role in language classrooms [1-10] (Fashiku, 2017). Classroom communication in this essay mainly refers to verbal interaction with young pupils during lessons. Communicating with young pupils can reflect that their feelings and needs are cared for, especially facilitating the teacher-pupil relationship during the process of teaching [3] (Zwozdiak-Myers and Capel, 2005). Therefore, faced with young pupils, classroom communication is indispensable for teachers to manage whole classes and improve the efficiency of teaching.

It is challenging for young pupils to control their emotional needs, especially their curiosity, during the class, therefore, teachers require strategies to control the whole class [31] (Pinter, 2017). In this case, verbal communication with young pupils can present teachers' caring and understanding and develop a friendly teacher-pupil relationship in the teaching and learning process, which is helpful for controlling students' emotion and motivating their interests in learning [3] (Zwozdiak-Myers and Capel, 2005). Before studying the module on Teaching Languages to Young Learners, I was unaware that the classroom communication consists two parts: "delivering" and "receiving" [3] (Zwozdiak-Myers and Capel, 2005, p. 105). In lessons, more attention was paid to the process of delivering the knowledge to students

whilst ignoring the essential aspect of receiving the information by students which lead to a particular critical learning incident in my class. Therefore, it is crucial to analyze and reflect on the communicative issue experienced, according to the literature, then present a significant personal reflection and development for my future teaching.

2. LITERATURE REVIEW

2.1 Characteristics of young language learners

It is indispensable for teachers to have deep perception of the characteristics of young learners in language learning [35] (Stakanova and Tolstikhina, 2014). First, there is an advantage for young learners to learn languages given the belief that the earlier they learn languages the better [31] (Pinter, 2006). Lightbown and Spada (2006) suggested that there is a specific, appropriate period for learners before the end of their adolescence for them to learn a new language when they are sensitive and interested in different languages and cultures alongside having a greater confidence as young learners [24]. Further, in 19 countries, the policy of language teaching and learning emphasizes that foreign language teaching should start as early as possible in primary schools [5] (Duff, 2008). However, age is not the only factor used to judge if pupils can acquire a new language successfully. Duff (2008) also pointed out learners' mother tongue influences the effect of their second language learning [5]. In this case, it is difficult for young English speakers to learn Chinese mainly because of the different language systems between English and Chinese [42] (Yang, 2015). For example, the pronunciation, grammatical rules, and Chinese characters are in no way connected to the English system (ibid.). Therefore, teaching young pupils Chinese in English speaking countries requires teachers to analyze and overcome issues using professional tools such as communicative skills [41] (Xhemajli, 2016).

Second, young learners have stronger emotions than adults in the learning process [35] (Stakanova and Tolstikhina, 2014). Stakanova and Tolstikhina (2014) suggested that young pupils are easily attracted by new and refreshing knowledge and then share it with their friends immediately during the class [35]. Therefore, it is necessary for teachers to be equipped with teaching strategies to handle the different conditions due to young pupils' excitable emotions [3] (Zwozdiak-Myers and Capel, 2005). As for other characteristics of young language learners, McKay (2006) conducted a study to

identify special methods of assessment for young learners [27]. He specifically emphasized that young pupils are “vulnerable to failure and criticism” [27] (2006, p. 55) in his study. Therefore, teachers should be friendly and caring to every young learner [40] [27] (Wragg, 1984; McKay, 2006).

2.2 Classroom communication with young language learners

2.2.1 The role of teachers in classroom communication

There is lots of research involving the analysis of teachers’ role in the educational arena. Classroom communication is a complicated process consisting of teacher-pupil interaction and pupil-pupil interaction [36] (Urea, 2013). This essay mainly focuses on teacher-pupil communication. Classroom communication pays attention to not only the contents, but also people’s emotions and attitudes while they are speaking [28] (Mcquail, 2010). Every communicator has their own function and roles to complete to facilitate the communication [36] (Urea, 2013) therefore it is necessary to recognize the roles during communication.

In Xhemajli’s study (2016), he emphasized that teachers are required to arrange interaction with their students during teaching, which is a basic competence required by teachers when organizing classrooms [41]. Teachers’ role in teaching has changed following the development of teaching methodology. In traditional classrooms, teachers are always regarded as providers of knowledge, which is considered ineffective for students to absorb information (ibid.). According to previous study, having communication with pupils is key to education. Therefore, teachers are required to play different roles to adapt the new teaching methods incorporating interactive elements. For example, a teacher should be a diagnostician analyzing the conditions in the classroom at any given time. Further, during communication with learners, teachers need to play the role of learners’ partners and friends and have equal conversations at their level to gain a deep understanding of their students (ibid.).

According to Zwozdiak-Myers and Capel (2005), classroom communication happens in the process of “explaining, questioning, and discussion” [3] (p. 109), in which teachers play multiple roles. Explaining and questioning needs to be presented effectively by teachers to achieve the goal of effective communication with students (ibid.). It is suggested that teachers are supposed to be designers and organizers (Zwozdiak-Myers and Capel, 2005) to make explanations and questions clear [3]. In discussion activities, it is necessary for teachers to know how to respect students’ ideas (Xhemajli, 2016) and encourage learners to critical thinking (Zwozdiak-Myers and Capel, 2005), as part of the teachers’ roles of motivator and listener [41] [3].

In Yang’s (2015) study, teachers’ role also depends on their teaching beliefs that different teachers from different language and cultural backgrounds have different understandings of their roles [42]. In Wang’s (2011) study, most Chinese language teachers prefer not to use Communicative Language Teaching (CLT) method, which is popular in UK for teaching language, opting for

more traditional and less interactive approaches, as due to the features of Chinese characters and grammar [37]. Yang (2008) also noted that Chinese language teachers tended to lead British students to develop rote practice and learn grammar as the main content of learning Chinese, therefore, with less communication [43]. Therefore, Chinese language teachers commonly do not play a role of communicators in the process of teaching, who normally prefer teacher-centered approach (ibid.).

2.2.2 Communicating effectively with young learners

According to Fashiku’s (2017) study, effective communication is a constant topic of educational debate [10]. This study explores in detail what is communication, why the teaching-learning process needs effective communication, and how to achieve effective communication. Thereinto, he emphasized that the process of effective communication is mainly started by teachers to transfer the information to students who can use their own understanding to express the information. As aforementioned, for teachers of young language learners, communicating with their students effectively is one of their key teaching skills [3] (Zwozdiak-Myers and Capel, 2005). To achieve the aim of being effective in the process of communicating with young pupils, nonverbal communication should be considered as is an appropriate way to save time [3, 30] (Zwozdiak-Myers and Capel, 2005; Nawankwo, 2014). Further, Nawankwo (2014) founded that using body language or postures in the classroom are clearer ways for teachers to deliver their instructions and can attract young pupils’ attention [30] [19] (Kershner and Ponton, 2000 cited in Hayes, 2009).

According to the aforementioned characteristics of young language learners, Hayes (2009) categorized the aspects of effective communication with young pupils and pointed out a number of strategies. He mainly focused on the teachers’ speech and the importance of teachers’ listening [19]. As for the pace of speaking, using appropriate pace is helpful for young learners to understand the information and be able to respond accurately and effectively. Appropriate pace means reasonable pauses during speaking to attract young students’ attention, which relates to the findings of Muijs and Reynolds (2001) [29]. In their study, different teaching contents needs different speeds and a three-second pause is regarded as an appropriate pause to provide a good effect. Returning to Hayes’ (2009) study, apart from the pace of speaking, listening is another crucial aspect required by teachers to facilitate communication with their young learners [19]. In the process of listening, teachers not only need to be fully engaged, but also sensitive to prepare for the responses, which may be a challenge for new teachers. As young pupils always have emotional needs in class [9] [14] (Ellis and Brewster, 2002; Fisher, 2005), listening carefully and being friendly can increase students’ motivation for learning and offer them an attentive image [19] (Hayes, 2009). As regards, strategies, Hayes suggested that to have better listening while interacting with young pupils may show a caring attitude towards young students’ vulnerable feelings and lead to smooth communication. For example, being happy and maintaining a positive attitude while

listening may show teachers' respect for their students, which is a good way to develop a good teacher-learner relationship. Moreover, when students make some mistakes in their comments or argument, teachers should continue to listen patiently, which is essential to protect young learners' confidence to speak in public [19] (Hayes, 2009).

In addition to listening, Hayes (2009) emphasized the necessity for students' involvement in the class while communicating [19]. Students are supposed to show their ideas and their understanding of knowledge openly during the class, as this is often limited by teachers (*ibid.*). Xhemajli (2016) suggested that having interaction with pupils encourages pupils to express their own opinions in public [41], as supported by Hayes's (2009) study. There are some practical issues related to high involvement of students (*ibid.*). For instance, young students tend to have a slower speed of speaking which can take up much time in class. It is therefore important for novice teachers to learn how to apply different teaching methods in different conditions (*ibid.*). Jin et al. (2019) pointed out that novice teachers can develop their skills by communicating with more experienced and skilled teachers [21]. However, in Farrell's (2003) research, it was found that, new teachers also have difficulty in communicating with their experienced colleagues [11]. It takes time for novice teachers to adapt to a new working environment and working pressure, often meaning that novice teachers prefer dealing with the new conditions in their own ways without reaching out for support (*ibid.*).

As for the novice teachers mentioned above, in Flores' (2005) study, he tested four inexperienced teachers to observe their behaviors and psychological states when they started their career of teaching [15]. The study found that teachers who preferred the communicative approach tended to focus on teacher-centered methods to manage the class, as novice teachers in their first two teaching years paid more attention to building up their leadership and coping with the problem of classroom management. Therefore, it is suggested that most new teachers potentially neglect classroom communication and students' involvement in their initial teaching experience [33] [15] (Richard and Pennington, 1998; Flores, 2005).

2.2.3 Motivating young learners

Capel and Zwozdiak-Myers (2005) pointed out the relationship between communication with students and students' motivation to learn [3]. They suggested that having communication with pupils can facilitate their sense of belongings in the class and confidence, which are positive to their motivation of learning. Similarly, Heinzmann (2013) and Duta, Panisoara, I and Panisoara, G (2014) conducted research on the relationship between classroom communication and students' motivation to learn. Heinzmann's (2013) study focused mainly on young learners' motivational dispositions in learning English as a foreign language [20]. It was found that young language learners prefer learning English when exposed to communication with teachers who are equipped with knowledge of different world cultures. Therefore, classroom communication can be regarded as

a significant motivator for young language pupils' involvement in the class when covering the knowledge of different cultures in the content of communication [20] (Heinzmann, 2013), which means that non-native language teachers have advantages to attract students' interest. As communicating with target language, teachers are an essential competence for learners [20] (Heinzmann, 2013). Duta, Panisoara, I and Panisoara, G (2014) mainly emphasized the teachers' communicative competence as an influencer of students' motivation [7]. In their study, they summarized Frith's (2009) study of the source of students' motivation to learn. Therein, students' curiosity and needs mainly contribute to their motivation, which are required to be stimulated through classroom interaction and communication ^[16] (Frith, 2009). Duta, Panisoara, G and Panisoara, I (2014) researched teachers' opinions of their communication skills and students' motivation and found that teachers with high levels of teaching experience are capable of using communication in listening, reading, writing, and speaking parts to help students develop motivation to learn [7]. It is therefore teachers' professional skill that attract students to the knowledge through receiving students' ideas and needs in the class. It concluded that an active learning atmosphere created by teachers is helpful for pupils to develop positive attitudes in learning and communicating (*ibid.*).

2.3 Classroom communication and teacher-learner relationship

Some researchers such as Hayes (2009) and Zwozdiak-Myers and Capel (2005) suggested there is significant interplay between a positive teacher-learner relationship and classroom communication, emphasizing the necessity of a good relationship between teachers and students [19] [3]. Further, some researchers like DuĜă (2015) researched the barriers of achieving effective communication due to the complex teacher-pupil relationship [6]. The further explanation of these two aspects will be presented as follows.

Research suggests that it is crucial to develop a mutually trustful and respectful teacher-pupil relationship, and that classroom communication requires teachers to be open-minded and create an active learning environment [3] [19] [23] [13] (Zwozdiak-Myers and Capel, 2005; Hayes, 2009; Liberante, 2012; Fenn, 2014). Further, teachers' patience in receiving students' ideas can facilitate satisfying feedback from students. Wragg (1984) found that young learners prefer teachers being their good friend and showing understanding of their feelings, which results in greater learner motivation [40]. Hart and Kindle Hodson (2004) suggested ways in which classroom communication depends on a "relationship-based classroom" [18] (p. 20), which means that teachers and students make effort to be equal, to share stuff and trust with each other to build up a harmonious relationship. However, there are some limitations to this argument, as it emphasized that students should not be blamed in a positive relationship with teachers, however, young learners often display unacceptable classroom behavior that influences the efficiency of teaching [17] (Garner, 2005). In this case, teachers need to focus not only on

developing a positive relationship but also establishing some rules to keep good discipline (ibid.).

As for research on the challenge of communicating effectively in a teacher-pupil relationship, Smith (2013) categorized the aspects of difficulty in communication [34]. Young students' unstable emotions may often influence the effect of communication, with some negative emotions lead to unsatisfactory communication between teachers and students [25] [34] (Lunenburg, 2010; Smith, 2013). Further, if students are taught foreign languages by foreign teachers, they have to face different cultures and languages in the class. In this case, teachers need to deliver the information clearly and be highly equipped with listening skills to understand what students want to express [34] (Smith, 2013). It is always challenging for young learners to understand the terminology which requires teachers to be patient and use L1 to explain in detail [6] (DuĜă, 2015). DuĜă (2015) found that teachers' failure to respond to students is one factor causing a negative teacher-pupil relationship [6]. In this case, students should be encouraged to continue communicate with teachers to share their thoughts, to which teachers should show understanding and provide more chances for students to speak in the lesson (ibid.).

3. A CRITICAL LEARNING INCIDENT OF CLASSROOM COMMUNICATION

3.1 Description of critical learning incident

The teaching context is an oral class for Year 4 British students of elementary level of Mandarin. The topic of this session is the culture and custom of Chinese New Year aiming to develop students' better understanding of this festival with basic expression of greetings in Chinese and students' interest in learning Chinese culture and characters for their future study. In the process of teaching, the knowledge was delivered using PowerPoint and a video related to a tale of Chinese New Year designed for young pupils. The main teaching methods used were Direct Method and Grammar Translation. For example, presenting some pictures of Chinese New Year to my students is a classical Direct Method, which is intuitive for young pupils to understand. Moreover, I prefer Grammar Translation when I taught some basic Chinese expressions such as "happy new year". It is better for young pupils to know the meaning of the expression before learning them. I was a novice teacher of teaching Chinese to British young pupils. The aforementioned video explored why Chinese people prefer using red stuff in New Year. Prior to watching the video, learners were asked one question: What are the three things the dragon monster is afraid of? After watching the video, students raised their hands and answered the question very well. According to the teaching plan and time arrangement, the lesson moved on introducing the Chinese zodiac. After a moment, my class was disrupted by a young boy unexpectedly crying out in class, which caused significant disruption. The activity was temporarily stopped and the class asked to review with other students what they had learnt so far whilst I investigated with the boy what had happened. The boy appeared to be somewhat "mad" and was unwilling to say or explain something. This was the first time as a novice

teacher that I had experienced this situation and my initial reaction was one of impatience and frustration. After the boy began to calm down, the lesson was resumed and the decision made to explore the reason for his outburst after class. I noticed that the boy did not pay attention nor did not give me eye contact for the remainder of the lesson. After class, with the help of a lollipop (allowed by the Headmaster as a reward or other suitable reason), I asked the boy why he had cried out in the class. He then explained that he was curious whether the dragon monster is real in China and had had his hand up for a long time which I had not noticed. I immediately realized that I had paid more attention to my teaching plan, trying not to delay the class and had missed this completely. This was my first experience of teaching Year 4 British pupils with limited experience of classroom management and interaction. As a consequence, it was evident how being attentive to young pupils' needs in the process of class is absolutely essential.

3.2 Analysis of issues in the incident

3.2.1 Mandarin Chinese teachers' beliefs of classroom communication

In language teaching and learning, having communication and interaction with students is regarded as an essential aspect [38] (Webster, 2007). Noticing student behavior and responding appropriately before moving on with the lesson is an important part of the teaching process. From the incident above, there is evident that the teacher had insufficient interaction with a student who then felt neglected. This resulted in him shouting out with frustration, bringing the class to a standstill, with no resolution and loss of attention and learning to this student. This disrupted both his and other learners' learning and enjoyment of the lesson and changed the atmosphere of the class. This relates to Wang's (2011) theory that Chinese language teachers' belief of using communicative approach is limited by their own education background and characters of Chinese language [37]. It is evident from this finding that Chinese teachers' belief did not allow enough thought for communicating with students during the teaching process.

The teacher in context is a novice Chinese language teacher who was unaware of what methods of teaching were suitable for and familiar to British young pupils therefore choosing to use Direct Method and Grammar Translation in the class. Relating to Flores' (2005) theory mentioned in Literature Review, new teachers are likely to focus on teaching contents and classroom management neglecting to observe students' emotion and needs with less communication with them [15]. According to Kim (2011), language teachers' belief also depends on their own learning habits when they were students themselves [22]. In China, students are educated to learn grammar-based knowledge in language learning to cope with exams [32] (Rao, 2013), so that native Chinese Mandarin teachers tend to use traditional approaches to teach language with little classroom communication in the class [1] (Borg, 2003). According to Flores' (2005) findings, it takes time for a novice teacher to adapt to this new environment and find appropriate teaching methods for

local pupils [15]. In the context, the novice teacher unknowingly ignored the classroom communication aspect with her students, focusing rather on delivering knowledge. According to the above analysis, as a novice Chinese Mandarin teacher and new to the Year 4 British learning environment, more time was spent on transferring knowledge to the students without realization of the necessity of classroom communication and the learning habits of British young pupils, familiar with the communicative approach [37] (Wang, 2011). This is further supported by Xhemajli's (2016) study, that suggested teachers are required to increase the chances of communication with pupils to create a positive learning environment and practice pupils' communicative competence, thus enhancing the effectiveness of learning and teaching [41]. Furthermore, communicating with pupils in class does not equate to a meaningless wasting of time which damages teaching plans, as highlighted by Fashiku (2017), as teachers need to communicate with students effectively in the class [10]. Communicating effectively requires teachers' outstanding instructional communication skill (Hayes, 2009) to lead pupils to express their ideas in the class, which can motivate students' learning and complete the education process [19]. The teacher in the context lacks the belief in the importance of classroom communication due to inexperience and cultural background, therefore, should aim to improve communicative competence and adapt appropriately to the local learning environment.

3.2.2 Teacher's unfamiliarity with characteristics of young language learners

In the context, the teacher was shocked and had not expected the condition that a young learner would cry out in this manner in class and was therefore had not considered young pupils' emotional behavior prior to teaching them. Teaching adults is totally different to teaching young pupils [19] (Hayes, 2009). As identified in the literature review in relation to characteristics of young language pupils, young language learners have powerful emotions and easily become curious of knowledge [35] (Stakanova and Tolstikhina, 2014), which a novice teacher should be familiar with, and aim to enhance their competence in controlling students' emotions appropriately [41] (Xhemajli, 2016). The boy cried out' as the teacher had ignored his willingness to express himself. It was therefore a serious mistake for the teacher to not respond to students' needs [19] (Hayes, 2009). Further, Hayes (2009) pointed out that an effective teacher understands the importance of caring and communicating with young pupils to know their different needs which can facilitate positive relationships with young pupils [19]. Young language learners need more teachers' attention to enhance their confidence and interest in the knowledge [3] (Zwozdiak-Myers and Capel, 2005). This is further supported by Heinzmann (2013) and Duta, Panisoara, G and Panisoara, I (2014), who suggested that skillful classroom communication can motivate pupils' learning [20] [7]. In the context, the boy subsequently lost his interest in learning Chinese culture for the rest of the session, showing evidence that responding to pupils'

needs is essential [3] (Zwozdiak-Myers and Capel, 2005). This relates to research into the importance of motivating young learners as an essential part a teacher's role, as young students easily become bored and distracted in class [35] (Stakanova and Tolstikhina, 2014). Moreover, building up positive teacher-pupil relationships is a good way to motivate students' learning and develop a trustful learning environment [19] (Hayes, 2009). Being friends with young pupils through friendly communication in class can make them feel valued and listened to [3] (Zwozdiak-Myers and Capel, 2005). As a novice teacher in the context, better preparation might have been achieved had the teacher communicated beforehand with expert teachers about the class and methods or researched some sources on the web [21] (Jin et al. 2019) to gain more knowledge of both the individual characters of the class and the characteristics of young pupils, which is discussed in detail in the next section.

4. IMPLICATIONS FOR FUTURE CLASSROOM COMMUNICATION

4.1 Responding to students' needs

In the context, the pupil showed his need to be noticed and to be able to express his confusion about the content, instead, he was ignored by the teacher, causing disruption of the teaching and learning and his loss of motivation and interest. Increasing classroom communication is indispensable, as supported by significant research evaluated in section two. Further, classroom communication emphasizes efficiency, and the teacher is required to be effective [19] (Hayes, 2009). Further, Hayes (2009) pointed out that one of standards of being an effective teacher is caring for students' needs with good classroom management, requiring teachers to be sensitive to observing students' situations [19]. Moreover, Zwozdiak-Myers and Capel (2005) supported the idea that teachers' effective communication with students to provide support can facilitate positive teacher-pupil relationships [3].

Hayes (2009) and Eke and Lee (2009) presented some strategies for teachers to pay attention to students' needs whilst maintaining the pace of lessons [19] [8]. First, observing some experienced teachers' classes to learn the strategies of listening to pupils' emotional or academic needs during the lessons. Here the emphasis is on it being appropriate for teachers to have brief conversations focusing on students' needs during sufficient teaching time. As aforementioned, it takes time listening to young pupils' expressions due to their slow speed, therefore, Hayes (2009) emphasized that experienced, skilled teachers are better capable of knowing how to instruct communicatively whilst effectively managing time [19]. Second, Hayes (2009) summarized earlier similar research by Kershner and Ponton (2000) who found that teachers who show a supportive attitude to young pupils' ideas and needs in the class can better attract pupils' concentration. Moreover, young pupils prefer their needs to be met clearly and directly [19] (Kershner and Ponton, 2000 cited in Hayes, 2009). Therefore, in the process of classroom communication, teachers should show themselves to be supportive of pupils' opinions using effective competence

to solve pupils' problems [19] (Hayes, 2009). Third, Eke and Lee (2009) pointed out that "differentiation" [8] (p. 104) is an essential competence for teachers, which means teachers need to observe students' different needs and use different ways to respond their needs. Before responding to pupils' needs, teachers are required to separate the different needs to identify which ones are better resolved during or after class, thus, teachers use time more efficiently to respond to students' needs (ibid.). Hayes (2009) further supported that students' needs that could be met after class, may be acknowledged in class with the use of teachers' non-verbal communication (Zwozdiak-Myers and Capel, 2005; Nawankwo, 2014) such as body language [3] [30]. Nonverbal communication can achieve the effect of efficiency and clarity in transferring messages to students [30] (Nawankwo, 2014).

4.2 Interaction between novice teachers and experienced teachers

The teacher in the context is a novice teacher with minimal teaching experience. An effective way to improve novice teachers' skills is for them to seek advice from experienced teachers, as supported by Jin et al. (2019) as discussed in section two. In the context, the Chinese teacher is presented with a class of young language learners from a totally different cultural background. Therefore, it would be helpful for the teacher to ask the local experienced teachers about their teaching system and the conditions of students (ibid.). As analyzed in the previous section, Chinese language teachers commonly have a low belief in the value of communicating with students during the process of teaching [43] [37] (Yang, 2008; Wang, 2011), which need to be supported and assisted by experienced teachers through training to foster a strong belief of classroom communication. Hayes (2009) and Cui (2012) both suggested that taking part in experienced teachers' class observations of the process of teaching and recording key points is an essential way for new teachers to develop professional skills and learn more about the students [19] [4]. Further, Zwozdiak-Myers and Capel (2005) pointed out another way for novice teachers to learn from experienced teachers: novice teachers could video their teaching classes and then, ask for advice from experienced teachers after class [3]. This would also offer new teachers an opportunity for self-reflection. In the incident, the teacher did not know the students well enough and ignore the characteristics of young pupils, highlighted insufficient preparation for communicating with local teachers to gather essential teaching information before the session. This is further supported by Farrell (2003) who pointed out that a problem with novice teachers in that they tend not to communicate with fully skilled teachers, preferring rather to resolve problems by themselves, often taking about two years to adapt and become familiar with the new teaching environment ^[11]. This finding emphasizes that in effectively seeking support from more experienced colleagues, also allows the novice teacher to build up positive relationships with other staff, therefore easing the pressure of their first teaching years.

4.3 Controlling session pace

According to Farrell's (2008) and Hayes' (2009) study, novice teachers tend to worry that the allocated teaching time is not enough for them to deliver their plans [12] [19]. Therefore, it is easy to neglect students' needs when rushing to finish the class under this time pressure. In reality, "lesson pace" [19] (Hayes, 2009, p. 106) is a crucial standard of effective teachers, and having a calm and steady pace of teaching can provide more opportunity for communicating with students to get to know their ideas and thoughts in a relaxing environment. Therefore, there are various specific strategies for controlling the speed of teaching. First, the teachers' voice is considered an essential aspect of teaching pace. Zwozdiak-Myers and Capel (2005) suggested that pausing in between sentences plays a crucial role in emphasizing the key points or creating time for pupils to have a brainstorm [3]. During the pause, students can create their own thoughts about the knowledge and wait for chances to express these in public. Furthermore, Muijs and Reynolds (2001) suggested that an appropriate pause can eliminate students' distraction in class to increase efficiency of learning [29]. Hayes (2009) provided some tips for ensuring teachers' voice sounds passionate and confident. For example, exercising the stability and the intonation of the voice can make it appear more attractive and friendly to young students, which, in turn, can motivate them to learn voluntarily. Second, teachers need to consider the quality of the content provided to students [19] (Hayes, 2009). Teaching content with good quality leads teachers to think about the speed of deliver needed to present the key points in the content, especially for young language learners, who can be easily attracted by high quality content with clear explanations delivered by teachers' calm pace.

5. CONCLUSION

In conclusion, this study mainly analyzes the importance of having classroom communication with young language learners, focusing on the characteristics of young learners, and teachers' strategies of communicating with students more effectively to create a positive learning environment and maintain good discipline in the class. The source of analysis for this essay is a critical learning incident according to the researcher's own teaching experience as a novice teacher, as a result of ignoring classroom communication. The analysis of the issues has presented the main reasons why the incident happened, supported by the literature. Thereafter, implications for future development of Chinese novice teachers of English in a British school has outlined strategies, also supported by the literature for communicating more effectively during the process of teaching. The limitation of this essay is that the focus of the study is a specific incident, which only allows for analysis that may not be generalized to other conditions. Further, personal teaching experience may be considered subjective as a context for analysis. Taken together, this is however useful, as classroom communication should be a general aspect of teaching in all classes. Teachers' professional competence in communicating with pupils may therefore be improved with reflection and analysis of specific teaching incidents and mistakes, which would be beneficial for novice

teachers to their own reflective development.

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Study on the Circulation Mode of Agricultural Products in Mianyang

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Abstract: 2020 is the year of building a well-off society in an all-round way and the year of ending poverty alleviation in China. Agricultural economy is the foundation of a country's economy, the foundation of national development, and plays an important role in the process of achieving the national stage goals. Therefore, in order to accelerate the development of agricultural economy, it is urgent to analyze the circulation mode of agricultural products and optimize the transportation structure. Firstly, this paper analyzes the relevant modes of agricultural products circulation at home and abroad through literature search and network survey, and grasps the general situation in the process of agricultural products circulation; secondly, it clarifies the related concepts of the research object and method, which lays the foundation for the following research; finally, on the basis of the mode, combined with the actual problems encountered in the current product circulation, it puts forward the corresponding countermeasures, Analyze the feasible strategy, put forward the opinion of feasibility study and draw a conclusion.

Keywords: Agricultural products; Circulation mode; Countermeasures and suggestions

1. RESEARCH BACKGROUND

In recent years, the variety of characteristic agricultural products in Mianyang City is relatively stable, the planting scale is expanding, and the quality is improving day by day, which has gradually become one of the important grasp points to improve the city's economy and increase farmers' income [1]. Therefore, in such a good situation, this paper analyzes the circulation mode of agricultural products to promote economic growth, promote people's employment is of great benefit, especially the employment of farmers, which can also ease the situation of a large number of migrant workers. It can not only promote the substantial growth of the local economy, but also ease the many changes and crises brought about by the Spring Festival. Therefore, this paper takes Mianyang area as an example to analyze the circulation mode of agricultural products, aiming at publicizing the agricultural products in Mianyang area, promoting the development of agricultural economy and promoting the employment and Entrepreneurship of migrant workers [1-4].

2. THE PURPOSE AND SIGNIFICANCE OF THE STUDY

Agriculture is the foundation of national development; it has brought great effect on the improvement of people's quality of life and social peace and harmony. Since the reform and opening up, the circulation form of agricultural

products in Mianyang City and even the whole country has been undergoing earth shaking changes, which has gradually become a key factor in the economic growth of Mianyang City and even China. There are many reasons for the change, which is not only closely related to the agricultural policies issued by the state and the government and the changes in the circulation mode of agricultural products, but also related to the trend of market economy. In order to improve the efficiency and quality of agricultural products circulation in Mianyang, and make it efficient and convenient, we should conduct in-depth analysis and Research on the original basis.

3. RELEVANT CONCEPTS

3.1 Agricultural products

Agricultural products refer to the relatively basic products produced in the agricultural production and consumption activities of planting, forestry, animal husbandry and fishery. Mianyang City has a very good climate and abundant resources, which is an important agricultural production base in our province. With the specialization and convenient circulation of agricultural products, the level of economic development and consumption level of the people in our city have gradually improved. When consumers purchase the agricultural products they need, the consumption preference is also changed from quantity type to quality type and from mass type to personality type.

3.2 Circulation mode

Commodity circulation refers to the exchange between goods and commodities which are carried out continuously through the use of currency as the medium. Therefore, circulation mode refers to a relatively stable mode in which the economic components and operation mechanism of a commodity remain relatively stable in a given social form. The general circulation mode includes three types: high plan centralization mode, decentralization mode combined with plan and market, and modern market economy decentralization mode.

4. SWOT ANALYSIS OF THE CIRCULATION OF AGRICULTURAL PRODUCTS IN MIANYANG

4.1 Advantages

With the development of economic technology and the continuous improvement of circulation equipment, the export of local agricultural products with smooth traffic in Mianyang has been basically guaranteed. On this aspect, it is due to the local government to implement the call of the Party Central Committee, to pay close attention to agricultural production, improve quality and promote the development of agricultural economy. On the other hand, Mianyang has good conditions. It has a pleasant climate and fertile land. It attracts many entrepreneurs to come

here for development. Therefore, many enterprises have set up a processing plant for crops here, which ensures better sales of crops, reduces circulation links, optimizes circulation channels, innovates circulation mode, and saves more efforts Cost. Mianyang has carried out many exhibitions and sales, and has achieved good results. It also made several appearances at the Green Expo, which increased the opportunities for agricultural products output.

4.2 Disadvantages

Many agricultural products in Mianyang City are mixed use of various circulation channels. Wholesale market plays an important role in the process of agricultural products sales, which makes retailers and farmers unable to directly connect. Therefore, there are still some stages of circulation, such as long time, more links, greater consumption, lower efficiency and poor efficiency. Moreover, the farmers' consciousness of scale economy is not strong, and they have no correct understanding of product circulation, but only self-sufficiency, lack of foresight and strategic height.

4.3 Opportunities

Science and technology cities recognized by Mianyang City are at the forefront of the times. If we increase efforts to develop high-quality production of crops and improve and strengthen regional circulation, it is a small task to develop agricultural economy and optimize industrial structure. With the natural brand of the town of science and technology, we can vigorously develop pollution-free vegetables and fruits and other crops. Nowadays, the pollution in various regions is serious. Mianyang is a livable city. If it can provide high-quality and cheap pollution-free vegetables for the citizens of the city and even the whole country, the problems in circulation will be solved by enterprises.

4.4 Threats

Agricultural industry is a relatively traditional industry, and agricultural development cannot be separated from high-quality environment. If we can not guarantee a balance between the two, the circulation mode is sound and the economic development can only be short-lived and not long-term. Most areas without pollution are inconvenient to traffic, cannot grow in large areas, and the thinking of farmers is more rigid. To break these obstacles, it also gives the government and enterprises a great challenge.

5. MEASURES FOR IMPROVING THE CIRCULATION OF AGRICULTURAL PRODUCTS IN MIANYANG CITY

5.1 Gather farmers to develop standardized emerging industries continuously

Unity is strength. Only by developing together can we promote the overall development of local regions. According to the development demand of agricultural market, we can implement the standardized production of agricultural products in a organized and disciplined way.

This will advance the production mode and management mode of products to a better direction, and achieve the high quality and low price of products, thus fundamentally solve the quality problems. Then, the standardized and systematic production mode is used to make agricultural products step into the sustainable development path of high-quality industry and brand.

5.2 Breeding representative key products and taking the road of brand

At present, there is a situation of oversupply of crops in China, and there is great pressure on farmers, middlemen and even retailers. People have a high degree of recognition for the brand. Generally, products with big brands will bring good benefits. Therefore, cultivating key characteristic products and taking the road of brand can bring market and development.

5.3 Reasonable layout and planning of agricultural products warehouse and circulation system

Under the condition of not polluting the environment and being able to adapt and accept by farmers, we should reasonably arrange and build agricultural product warehouses and improve the circulation system. Recently, the relevant departments in various regions of our city have vigorously promoted the construction of the circulation system of agricultural products, which has played a huge role in guiding production, promoting reasonable consumption, ensuring the stability of national life and improving the market system and mechanism.

6. CONCLUSION

From the national level, the agricultural economy is the top priority of the development of the real economy, and the real economy is an important pillar of national development, so in response to the call of the country, we must develop the agricultural economy. China is a large agricultural production country, whose agricultural planting area and various crop yields are in the forefront of the world. The sustainable development of an agricultural country often needs a healthy, standardized and dynamic agricultural means market as support.

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Financing Difficulties and Strategies of Private Enterprises

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Abstract: Since the reform and opening up, China's market economy has developed rapidly. In the process of economic system reform, China's private economy has gradually developed and expanded under the planned economy system, which not only brings continuous vitality to the economic market, but also improves China's market economic structure and better maintains the market economic order. This paper analyzes the financing status of private enterprises and the financing difficulties of private enterprises at this stage, and then discusses the internal and external reasons for the financing difficulties of private enterprises, and finally puts forward some strategies for private enterprises to solve the financing difficulties.

Keywords: Private enterprise; Financing; Enterprise development

1. INTRODUCTION

Private enterprises have also become an important engine of industrial innovation and a stable cornerstone of promoting employment in China. At this stage, with the development and transformation of the national and global economy, private enterprises are constantly developing and expanding themselves, and win more economic benefits for themselves through financing, enterprise management and industrial transformation. However, in the process of private enterprise financing, there are also many obstacles, due to the lack of national financial policy, private enterprise's own strength and other aspects. Therefore, it is necessary to conduct in-depth research on the financing difficulties of private enterprises and put forward corresponding countermeasures, so as to promote the rapid development of private enterprises. [1]

2. THE FINANCING STATUS OF PRIVATE ENTERPRISES

2.1 Financing methods of private enterprises

At present, in China's current economic environment, there are generally two ways for enterprises to obtain capital: internal financing and external financing. Internal financing refers to the capital generated in the process of production and operation, mainly including depreciation and retained earnings. It means that a company constantly uses its savings (especially depreciation, fixed liabilities and retained assets) to convert deposit income into investment cost. [2] External financing refers to the way that enterprises finance through fixed channels. It is financed by the acquisition funds of the third party. The main ways include issuing stocks, corporate financial channel loans, bank loans, etc. Compared with external financing, internal financing is more widely used, which can avoid the problem of information asymmetry in the

process of enterprise financing and save cost. However, external financing can help the society to allocate resources effectively and reduce the return on investment. Due to the small scale of production and operation, opaque financial information and other problems, private enterprises have high operational risk compared with large enterprises, so external financing can make private enterprises operate better.

2.2 Financing characteristics of private enterprises

Financing channel: private enterprises tend to carry out internal financing in the choice of financing channels. This is because the establishment of private enterprises in China started late, there is no perfect management mechanism like large enterprises in the operation process, and the economic operation is unstable; most of them lack good credit system; debt sustainability is relatively weak, and the amount of financing obtained through external financing is not high.

Financing mode: the primary characteristic of private enterprise financing is that the capital has strong liquidity, and the financing mode is short-term loan. This is because China's private enterprises are more flexible in production and operation. Compared with some large and medium-sized enterprises and state-owned enterprises, the capital turnover cycle is shorter. And because the shares of private enterprises are relatively small, the financing funds are generally short-term small loans from banks and other financial institutions.

Informal financing: compared with state-owned enterprises, Chinese private enterprises are more inclined to investment loans, commercial loans and other financing channels. With the development of the financial industry, they are more and more inclined to various informal financing channels, such as private credit institutions, network financing institutions, etc. Due to the emergency and seasonal characteristics of loans to private enterprises, the procedure of bank loans is very complex and takes a long time. In order to get the urgent financing funds in the short term, private enterprises will raise funds through some private financing institutions with low credit requirements. Therefore, at this stage, more and more private enterprises choose to use informal financing institutions for financing.

3. FINANCING DIFFICULTIES OF PRIVATE ENTERPRISES AT THE PRESENT STAGE

3.1 Narrow financing channels for private enterprises

At present, the most commonly used financing channels of private enterprises in China are internal financing and external financing. However, in recent years, due to the impact of economic downturn, the cost of private enterprises is rising, and the profits are gradually declining,

which makes the process of internal financing very difficult and the scope of internal financing difficult to expand. In terms of external financing, due to the weakness of capital strength, production technology and scale, and with the increasingly high degree of financing standardization in the financial industry, the newly started private enterprises have less choices in external financing, and it is difficult to make direct financing through the stock market and bond market. In addition, although Internet financing develops rapidly, it is difficult to provide long-term and stable financing sources for private enterprises due to a series of risks in the transaction process. Therefore, the single financing channel has become the primary problem of private enterprise financing.

3.2 The financing needs of private enterprises are difficult to meet

Most of the private enterprises are small in scale and short in average life span. They have weak ability to resist risks in the economic market and are easy to die prematurely in the process of development. Generally speaking, they belong to the bottom of the economic market industrial chain. In order to avoid investment risks, banks are afraid of lending to private enterprises, so most of the financing needs of private enterprises can not be met at this stage. According to the survey data of *Financing Gap of Small and Medium-Sized Enterprises: an Assessment of the Financing Shortage and Opportunities of Micro, Small and Medium-Sized Enterprises in Emerging Markets* released by the World Bank in 2018, the financing demand of China's private enterprises has reached at least about 4.4 billion dollars. However, the current financial market can only provide about 2.5 billion dollars for private enterprises, which is seriously hindered by the financing gap. It hinders the development of private enterprises. [3]

3.3 The financing cost of private enterprises is relatively high

Because most of the financing of private enterprises comes from informal channels, these financing institutions have great negotiation advantages in the process of lending to private enterprises. Facing the situation of high risk of private enterprises and sufficient bank funds, commercial banks usually raise the loan interest rate in the process of providing loans to private enterprises, and will float the loan interest rate up to 10%, some even up to 30%. However, private enterprises can not obtain financing funds from more formal channels. They can only accept high interest rate financing loans, which virtually increases the capital investment of private enterprises in financing, brings burden to the financial operation of enterprises, and the high cost of financing also hinders the pace of external financing of private enterprises.

4. ANALYSIS OF THE REASONS FOR THE FINANCING DIFFICULTIES OF PRIVATE ENTERPRISES

4.1 Internal factors

Non standard operation of private enterprises: first of all, as for small and medium-sized enterprises themselves, they are often affected by a variety of factors, leading to

financial crisis, and then have difficulties in financing, and their development is also restricted to a certain extent. These reasons are mostly caused by the poor management of private enterprises. Specifically, it mainly is reflected in the following two aspects: first, the financial system is not perfect. Although most private enterprises have established the corresponding financial system according to their own situation, the financial management system ensures the safe use and the liquidity of funds. However, after careful analysis, we can see that most of the existing systems in private enterprises have some shortcomings, such as the lack of information disclosure mechanism, the imperfection of some contents and so on. [4] Therefore, if the system can not play the greatest role, the ability of enterprises to deal with risks is not strong, which makes enterprises easy to be abandoned by the market and affects the evaluation of financial institutions. Secondly, in the process of development, most of the private enterprises have lagged behind the development concept, pay more attention to short-term interests and ignore long-term development, which also leads to low capital outflow rate and financing difficulties.

The quality of private enterprises is generally low: for private enterprises, the low quality also leads to the problem of financing difficulty. First, compared with large enterprises, the scale of private enterprises is relatively small; the market competitiveness is weak, and they can not compete with large companies. Due to the influence of this awareness, some companies do not focus on planning the long-term development of enterprises in the development process, but blindly develop and finance, but it is difficult to repay within the specified time, resulting in a large number of debts. Second, private enterprises in the process of financing did not take into account the market risk of financing transactions for lacking effective evaluation, resulting in the financing results difficult to achieve the desired goal. Third, in the same industry, the higher salary in a large company can produce greater attraction to talents in the face of the same position. However, private enterprises are unable to employ a large number of high-quality talents, which affects the development of enterprise work. Fourth, although many private enterprises are in good financial condition, they are still unwilling to repay the loans within the specified period, which makes them give bad impression to financial companies and affects the later financing.

4.2 External factors

Lacking incentive mechanism: financial institutions still lack perfect incentive mechanism at this stage, which needs to be improved to a certain extent. There is no good market structure in modern financial market. This kind of competition situation still makes the financial market a pure credit market. That is to say, as the financial institutions that issue loans in the whole credit market, they are in a dominant position and can make decisions independently and choose loan objects more accurately. From the perspective of economics, this phenomenon should not occur. In the credit market, every private enterprise should be able to obtain loans from financial institutions according to the corresponding market price.

If this situation is not achieved, financial institutions will reduce the amount of loans to private enterprises instead of the interest rate, which will make it difficult for private enterprises to obtain loans from financing institutions no matter how competitive they are. This is also a major reason for the financing difficulties of private enterprises. Policy factors: in addition to the factors of enterprises and financial institutions, political factors are also the main reasons for the financing difficulties of private enterprises. First of all, there is no perfect credit guarantee system in many areas of China, and many guarantee institutions are in a chaotic state, so it is difficult to have a perfect credit guarantee system to provide effective guarantee for small and medium-sized private enterprises. Secondly, the existing credit guarantee system is generally low level, insufficient and narrow in scope, which does not meet the actual requirements of small and medium-sized private enterprises. Generally speaking, in the process of guarantee, guarantee institutions need to protect the self-interest of private enterprises and share the risk and income with financial institutions. While in the process of lending to private enterprises, financial institutions need to pay attention to the maximum amount of loans, which conflicts with each other. [5] Finally, as an independent enterprise, the purpose of guarantee is to obtain higher income. Under the influence of this factor, they are more likely to guarantee for large companies with sufficient resources, which is another major reason for the financing difficulties of small and medium-sized enterprises.

5. STRATEGIES FOR PRIVATE ENTERPRISES TO SOLVE FINANCING DIFFICULTIES

5.1 To optimize the financing mechanism of private enterprises

First of all, the state should further improve the capital market at all levels, continuously improve the ability of scientific and technological innovation, continue to promote the reform of the emission and trading system of the new third board, actively promote investment forces such as angel investment and venture capital, and make early progress in improving venture capital investment. We should gradually improve differentiated supervision and tax policies, further explore the linkage mode of investment and loan, and promote the active cooperation between commercial banks and start-ups.

Secondly, it is necessary to build a new digital capital market serving private enterprises and build a platform based on blockchain, big data and artificial intelligence by using the Internet strategic platform thinking. Through the construction of Internet financing platform, private enterprises and investment groups are connected to create a transparent information platform about the development of private enterprises, so that investors can intuitively see the operation of private enterprises, safely share the fruits of economic development, and make crowd funding investment in private enterprises.

Finally, it is necessary to quickly promote the equity financing support tools of private enterprises. The People's Bank of China can introduce securities companies, commercial banks and financing enterprises that meet the industry standards, and create a set of equity financing

tools for private enterprises. The People's Bank of China can drive other financing institutions to invest capital by providing initial financing funds, and provide financial support for private enterprises with financing difficulties by formulating strict financing policies.

5.2 To broaden the financing channels of private enterprises

First of all, we can appropriately carry out venture capital. Private enterprises should break their own mindset and carry out all-round and multi-channel financing, so as to break the urgent demand for funds in the process of their development. [6] Private enterprises can develop by introducing a certain mode of venture capital according to their own strength. For example, many famous large-scale enterprises, such as Intel and Microsoft, developed rapidly from small to large and from weak to strong through venture capital in the early stage of enterprise development.

Secondly, private enterprises can establish a good credit system to make proper use of inventory and accounts receivable for financing. Generally speaking, this kind of financing can only be used when ordinary commercial loans are not available. Its disadvantage is that the default risk is high. However, its seasonal volatility is very suitable for private enterprises, which have weak economic strength and high financial leverage. Therefore, we can learn from the experience of developed countries, so that banks should deeply understand the industry of loan companies, establish a good reporting system, closely supervise the collection of inventory and debt financing, and take it as another financing channel for private enterprises.

Finally, the government should issue a sound financing policy for private enterprises to guide them to achieve better financing. It can also improve the trade process through policies, provide a good financing environment for private enterprises, and help them solve a series of problems in the financing process. Moreover, the government should actively introduce domestic and foreign investment institutions, encourage the development of local private enterprises, encourage high-quality private enterprises to enter the overseas financing market, and further broaden the financing channels of private enterprises.

5.3 To improve the development level of private enterprises

First of all, private enterprises should strengthen the system construction and establish a good credit system in the process of development and financing. On the one hand, private enterprises should formulate strict financial management system, abide by national economic and political policies, and avoid tax evasion. On the other hand, private enterprises should introduce more excellent talents to ensure the quality of the company's financial data, so that the financing institutions can affirm their operation and have confidence in the development of private enterprises in the process of evaluating the enterprises.

Secondly, the private enterprises themselves should also establish a positive business philosophy, recognize the role of enterprises in the development of market economy,

and formulate scientific development strategies for the future of enterprises according to their own positioning. Only by paying attention to the human resource management and brand building of the enterprise, combining the personnel supervision with the external market supervision, and constantly developing and expanding itself, can we gain more advantages in the financing process.

Finally, private enterprises should enhance the information transparency and build a financing service platform with other enterprises in the industry. In order to avoid the dilemma of information asymmetry in the process of financing, enterprises should improve the internal hardware system construction, do a good job in enterprise budget and enterprise capital plan management, do a good job in enterprise financial and investment management, and have the awareness of risk identification externally, so as to make the information transmission between private enterprises and banks more efficient and rich, and to choose the most suitable financing mode for enterprises in the later stage.

6. CONCLUSION

To sum up, although the proportion of private enterprises in China's economic market is increasing, and the development prospect is very bright, the financing difficulties of private enterprises at this stage have not been solved effectively, which is not only related to the development of private enterprises themselves, but also has an impact on China's macroeconomic development. On this basis, the state needs to introduce targeted economic and political policies to help the financing of private enterprises. Private enterprises also need to

improve their competitive advantages, strengthen cooperation with major financial institutions, overcome financing bottlenecks, and realize their own rapid and healthy development.

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On the Reform of Ideological and Political Education in Higher Vocational Colleges in The New Media Era

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Abstract: In the current social background, as a new way of information dissemination, new media not only provides great convenience for ideological and political education in higher vocational colleges, but also brings some new challenges to ideological and political education. Based on this, combined with the actual situation, this paper deeply analyzes the impact of new media on the ideological and political education in higher vocational colleges, hoping to play a certain reference significance for the development of related work.

Keywords: New media; Higher vocational colleges; Ideological and Political Education

1. INTRODUCTION

In the current society, new media develops rapidly. WeChat, microblog, video and other new media software gradually come into people's daily life, and increasingly occupy a more dominant position. This not only gives birth to the reform of Ideological and political education in higher vocational colleges, but also provides an opportunity for innovation. In addition, in the context of the new era, how to ensure the effectiveness of Ideological and political education in Higher Vocational Colleges in the process of rapid development of new media has gradually aroused the close attention of educators in higher vocational colleges [1-3].

2. IN THE NEW MEDIA ERA, IT IS NECESSARY TO EXPLORE THE REFORM OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 New media is fast and can provide a variety of learning information

The essence of new media is a communication form based on Internet technology to provide users with information and services. It can provide vocational college students with rich information resources, and help them understand social information and real-time politics more timely. The forms of new media are more abundant, such as videos and pictures, which can quickly attract students' attention and bring them more fresh audio-visual experience. Therefore, the organic integration of new media into the traditional ideological and political education can effectively enhance the enthusiasm of students to participate in learning activities.

2.2 New media can communicate quickly and enrich traditional teaching methods

Combined with the actual situation, with the arrival of the new media era, face-to-face teaching in the traditional teaching mode has also been a certain impact. This is

because, with the development of network technology, network teaching mode or online teaching mode has gradually entered people's vision. Compared with the traditional teaching mode, this kind of teaching mode has more convenient learning ways and more flexible learning methods Learning methods and more visual learning effect. Therefore, the traditional teaching classroom should also effectively integrate the characteristics of fast communication of new media, and then through the network teaching mode, let the students grasp the learning time independently [1]. In addition, in classroom teaching, teachers can also make use of diversified teaching methods, so as to improve the classroom interaction rate between students and teachers, so as to ensure the enthusiasm and enthusiasm of students to participate in the ideological and political education theory course.

3. THE INFLUENCE OF THE NEW MEDIA ERA ON THE IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 The openness of the network increases the difficulty of information screening

In the current era, with the rapid development of information technology, the speed of information dissemination has become very fast. The information that is far away can be quickly spread everywhere through the new media, which also makes the information dissemination volume of information media large and miscellaneous, and it is difficult to effectively identify the authenticity and value of these information. In the process of Ideological and political education in higher vocational colleges, the life experience of higher vocational students is still shallow. Growth is not mature, so there is an obvious lack in distinguishing the authenticity and value of information. The existence of such factors can easily lead to students' confusion in the process of development.

3.2 The diversity of network impacts students' values

Under the background of the new media era, network technology has been continuously innovated and developed, and the development of interpersonal communication activities is no longer limited to a certain social software, showing diversity and multiplicity. The emergence of this phenomenon makes some values and outlook on life which are not consistent with the socialist core values gradually rush to the students. Combined with the actual situation, although higher vocational students have their own relatively independent ideological characteristics, they can also more effectively accept all kinds of new things, but under the impact of ideological

diversification, some students' Outlook on life and values have been negatively affected, which is prone to serious loss of mainstream culture.

4. THE ERA SIGNIFICANCE OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN HIGHER VOCATIONAL COLLEGES IN THE NEW MEDIA ERA

4.1 Guide students to establish correct values

New media has the characteristics of digitization, personalization, interactivity, openness and transcending time and space, which makes all kinds of thoughts, thoughts, concepts and concepts can be integrated in a certain time and space. Vocational college students have not yet formed a correct world outlook, outlook on life and values, and are easily affected by these complex thoughts and concepts [2]. Therefore, in the ideological and political education work of higher vocational colleges, teachers make full use of new media to help students screen ideas and ideas that can be touched in daily life, enhance students' ability to correctly screen information and choose to use information, improve students' ability to distinguish right from wrong, and further guide students to establish correct world outlook, outlook on life and values.

4.2 Training excellent teachers of Ideological and Political Education

In the work of Ideological and political education in higher vocational colleges, teachers are the leaders of education, and students are the main force of learning. In order to effectively integrate the characteristics of new media into the ideological and political education work in higher vocational colleges, it is necessary to build a team of Ideological and political education teachers with high comprehensive quality and can effectively adapt to the development of new media [3]. From the perspective of higher vocational colleges, such a team of teachers with innovative consciousness under the background of new media, strong information education and teaching ability, flexible information processing ability and excellent ideological and political education foundation can effectively integrate new media and ideological and political education, which helps to promote the reform and innovation of Ideological and political education in Higher Vocational Colleges and further enhance the quality of higher education. The pertinence and effectiveness of Ideological and political education in vocational colleges can ensure the quality of Ideological and political education and improve work efficiency.

4.3 Using network to innovate teaching methods

With the advent of the new media era, the traditional teaching mode of "indoctrination" and "cramming" teaching has been difficult to effectively meet the actual needs of the development of the times. Therefore, teachers of Ideological and political theory courses in higher vocational colleges need to combine the characteristics of the development of new media, further adjust the teaching methods, enrich and improve the teaching methods. In the work of Ideological and political education, the main role of teachers is the guide, especially the correct guidance of students' thoughts. Because the ideological and political

theory course itself has obvious ideological, political and theoretical characteristics, teachers should pay attention to the development trend of the times, constantly enrich the classroom teaching content, so as to further improve the quality of teaching. Promote students' learning enthusiasm and initiative. Combined with the actual situation, students in higher vocational colleges do not have a strong interest in learning some theoretical forms of knowledge, but they have active thinking and strong practical ability. Therefore, teachers of Ideological and political theory courses in higher vocational colleges should make effective use of the flexibility and diversity of new media, such as organizing scene simulation and topic debate combined with the characteristics of new media. It is helpful to stimulate students' interest in learning and realize active learning. In addition, when carrying out specific teaching activities, teachers should also use new media to teach students in accordance with their aptitude in combination with their own characteristics, so as to guide students to establish correct values, form lofty ideals and beliefs, firm professional beliefs, and enhance responsibility in the new media perspective, so as to highlight the era value of Ideological and political education reform in Higher Vocational Colleges under the new media.

5. CONCLUSION

To sum up, under the background of the new media era, the traditional teaching mode has been difficult to meet the actual needs of the modern ideological and political education teaching work. Therefore, the ideological and Political Theory Teachers in higher vocational colleges should deeply analyze the characteristics and advantages of the new media era, fully apply these advantages to the ideological and political education work in higher vocational colleges, and combine with the characteristics of the new media era. To further innovate the teaching mode of Ideological and political education in higher vocational colleges, so as to enhance the value and significance of Ideological and political education in higher vocational colleges.

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Development Trend of Intelligent Printing and Packaging Factory

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Abstract: With the rapid development of China's information technology, great changes have taken place in all walks of life. The use of intelligent technology has greatly improved the efficiency and quality of the manufacturing industry, and extended a variety of forms in the manufacturing industry, such as intelligent factory, intelligent equipment, intelligent service and so on. Many people think that the emergence of intelligent factory is the fourth industrial revolution in the world. Through information, CPS, computers and other advanced means, the manufacturing industry will be transformed to intelligent. In China, the "made in China 2025" also emphasizes "to improve quality and efficiency as the center", so as to speed up the deep integration of the new generation of information technology and China's manufacturing industry, which is also an important direction of the intelligent transformation of the current manufacturing industry.

Keywords: Intelligence; Printing and packaging; Factory; Development; Trend

1. INTRODUCTION

First of all, in the current era of industry 4.0, as a powerful and independent microcomputer, it is developing towards mutual and wireless mode, which also leads to the interconnection and integration of physical reality and virtual network world. Secondly, it also means that resources, information, goods and people have been interconnected to create the Internet of things and services. This phenomenon also reflects the continuous progress in the industrial and manufacturing fields. In addition, in the sense of consumption, the emergence of industry 4.0 weaves raw material production, intelligent factory, logistics distribution and consumers together. Consumers only need to place an order at the intelligent terminal, and the network will automatically generate an order, and then send it to the factory for distribution to consumers. Therefore, both foreign industry 4.0 and China's industry 4.0 take intelligent manufacturing as the core, CPS technology as the technical means, through the MES system of intelligent manufacturing core, the intelligent machine, storage system and production facilities in CPS system can carry out automatic information conversion and transmission, so as to realize the intelligent operation of manufacturing industry.

2. INTELLIGENT FACTORY IN PRINTING AND PACKAGING INDUSTRY

Traditional printing factories produce through manual skills and paper information flow. This way not only has low production efficiency, but also consumes a lot of consumables. It also has a certain impact on the enterprise.

The enterprise is large but not precise, and it will lack certain competitiveness [1]. At present, most of China's printing industry is in the era of industry 2.0, but there are also some special printing industries. For example, beiren of Shaanxi developed the development mode of digital intelligent factory in the printing industry through the characteristics of the printing industry. This digital production mode mainly makes people interrelated, such as center managers, operators, R & D personnel, maintenance personnel. In addition, the interconnection of external objects also enables the internal equipment, AGV vehicle and maintenance parts to be connected. The interconnection of systems mainly includes ERP, SCM, CRM, PLM, MES, PCs and other systems. Because the printing and packaging intelligent factory itself is a more complex system, mainly through the intelligent logistics system, enterprise management software, production information collection system, intelligent production equipment four parts, through the cooperation of various systems, build a fully functional and highly automated digital engineering, in the intelligent digital factory, realize the interconnection of people and equipment. At the same time, it also needs to realize cross-border information exchange in the information system, so as to realize the leapfrog integration of the whole information system.

3. INTELLIGENT LOGISTICS SYSTEM

Intelligent logistics system is an intelligent logistics work through AGV system, transportation platform, elevator, computer and other equipment, and under the command of WMS, it completes the logistics automatic transportation work of the plant area. In addition, the intelligent logistics system also includes intelligent warehousing WMS system, external logistics, internal logistics, etc. external logistics mainly refers to the transportation of production materials in the production process of enterprises, such as the warehousing of production materials during production, so that each material has its own identity [2]. The internal logistics mainly sends out instructions through ERP and MES, and then sends different logistics to the processing point or back to the upper process through AGV. In the intelligent logistics system, there are many kinds of AGV, such as forklift AGV: the fork arm structure is flat fork, which is mainly used for pallet handling. The humpback AGV is mainly suitable for single coil handling in workshop. This kind of humpback AGV can not only move in two directions, but also save space. Therefore, the emergence of intelligent logistics system can not only make every material of the production enterprise display in real time, but also show the processed materials in the display layout

of the production system.

4. ENTERPRISE MANAGEMENT SOFTWARE

Enterprise management software as the brain of an intelligent factory, enterprise resource allocation, order management are carried out by ERP system, and enterprise order production, equipment use, the ability of each production unit and processing tasks are carried out through MES (Manufacturing Execution System), this kind of manufacturing system will carry out self-management according to the historical data of the production unit My analysis and judgment, so as to make more powerful production content. In addition, the enterprise management software is divided into high-level management, central control room and production site. Top management mainly refers to the enterprise's production plan, strategy, direction, process, quality and financial content. Central control room mainly refers to voice interaction system, video monitoring system, manufacturing execution system, remote operation system, storage and physical system. The production site mainly includes webcam, voice communicator, production personnel, printing equipment, composite equipment, slitting equipment, bag making equipment, warehouse, power distribution system and other contents, which will be collected through the real-time data acquisition system and transmitted to various systems in the central control room.

5. PRODUCTION INFORMATION COLLECTION SYSTEM

The reason why intelligent engineering can operate itself is not only because the production information can be collected and transmitted timely and accurately, but also can be transmitted efficiently through the industrial Internet [3]. In the process of information collection, there are two ways: manual collection and automatic collection. The carrier of information mainly includes RFID antenna, bar code, two-dimensional code and so on. Then the information is collected by two-dimensional code, bar code scanner or data acquisition controller on the production site, and then the data is collected by APROL data acquisition server, MES server and ERP server. The use of this production information acquisition system can greatly improve the information collection efficiency of the whole enterprise, and the accuracy is also relatively high.

6. INTELLIGENT PRODUCTION EQUIPMENT

In the printing and packaging intelligent factory, the printing and packaging equipment is not the only and independent production equipment, but a whole intelligent production link. The operators of the printing equipment do not need to load and unload the rolls. The intelligent equipment can automatically complete the process by itself, and then send the process parameters of the whole machine to the machine by the MES system, and the machine will automatically read and write the parameters Setting, and the relevant equipment operators only need to carry out supervision and inspection, and the use of personnel will be reduced by about 50%. At present, China's printing and packaging equipment mainly has the following functions: automatic up and down roll technology, automatic cutting intelligent pre set printing technology, automatic cleaning technology, intelligent data management system, etc. In addition, the printing and packaging equipment also has the ability of self analysis, diagnosis, operation, etc. the automatic completion of orders and the docking of up and down processes will be transmitted to MES. However, with the continuous upgrading of China's industry 4.0, the self-analysis, capability diagnosis and operation capability of the equipment no longer need MES command for control line, and the equipment can be completed separately. Only when the equipment cannot be coordinated, it will be switched to the MES system for solution.

7. CONCLUSION

To sum up, in this paper, the author analyzes the intelligent logistics system, enterprise management software, production information collection system and other contents of the printing and packaging industry intelligent factory, hoping to bring help to relevant enterprises and factories.

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Innovative Practice of Integrated Teaching in College Engineering Chemistry Teaching

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Abstract: In the teaching of Engineering Chemistry, the content involved is relatively rich and the knowledge points are scattered, which makes the teaching difficult and not conducive to improving the learning efficiency of students. In this case, we must strengthen the innovation of teaching methods, use fusion teaching to break the limitations of traditional teaching, constantly stimulate students' learning enthusiasm, strengthen communication with students, so that students can learn in a relaxed and pleasant atmosphere, so as to effectively improve their learning ability. This paper will discuss the innovative practice of integrated teaching in the teaching of Engineering Chemistry, hoping to provide valuable reference for related research.

Keywords: Integrated teaching; Engineering chemistry; Teaching practice; Innovation

1. INTRODUCTION

Engineering chemistry is an interdisciplinary subject combining engineering technology and basic chemistry. Due to the limitation of course time and course nature, it is difficult for students to understand the relevant knowledge content, which is easy to eliminate the enthusiasm of learning, and then reduce the quality of engineering chemistry teaching. The emergence of Fusion Teaching solves this problem well. This teaching method emphasizes the integration of multiple teaching methods. According to the actual teaching situation, we can choose suitable teaching methods to meet the learning needs of different students, so as to solve the problems in the teaching of Engineering Chemistry, so as to effectively improve the teaching effect, stimulate students' interest in learning, and help to realize the goal of students The improvement of autonomous learning ability.

2. THE SPECIFIC CONTENT OF INTEGRATED TEACHING

Fusion teaching is one of the new teaching methods in recent years. This teaching method has scientific characteristics. It mainly emphasizes the concept of "teaching with method, teaching without fixed method". Its application in the teaching of engineering chemistry can play an obvious effect, so we should realize the value of fusion teaching. As engineering chemistry is a required course for non chemical engineering majors in universities, the content of the course is complex, and the knowledge involved is scattered. Students often encounter problems in learning, which leads to the low quality of classroom teaching and can not effectively stimulate students' learning enthusiasm, thus can not meet the needs of

current teaching. In this case, it is necessary to carry out innovative practice in the teaching of Engineering Chemistry in University, and use the fusion teaching to enhance the enthusiasm of students, so that students can choose suitable learning methods according to their own learning situation, which can not only effectively solve various problems in the learning process, but also mobilize the enthusiasm of students, and help to strengthen students' understanding of knowledge points Memory, and then better grasp the relevant knowledge of Engineering Chemistry, and further improve the teaching quality of engineering chemistry [1-3].

3. INNOVATIVE PRACTICE OF INTEGRATED TEACHING IN COLLEGE ENGINEERING CHEMISTRY TEACHING

3.1 Pre class preview integrated teaching

For the teaching of Engineering Chemistry, the effect of students' preview before class affects the teaching quality. Only by making students fully prepared before class, can we better carry out the teaching activities of Engineering Chemistry, so as to effectively improve the teaching efficiency and quality. Under the influence of traditional teaching, students often look at the textbook when they prepare for the preview before class. This preview effect is not obvious and can not leave a deep impression on students. Therefore, we should strengthen the innovation of students' preview before class. Teachers can use the integrated teaching method to arrange homework for students, give full play to the guiding role of teachers, let students change the traditional preview method in the past, so as to improve the effect of students' preview, and lay a good foundation for the following classroom teaching [2]. For example, in the course of explaining the fundamentals of material structure, teachers can let students preview before class to understand the general law of the distribution of electrons outside the atomic nucleus, as well as the basic principles of atomic spectrum and molecular vibration spectrum. This can break through the teaching difficulties, help students better understand the relevant knowledge concepts, and effectively improve their learning efficiency, This is of great significance to the teaching of engineering chemistry.

3.2 Classroom expansion and integration teaching

In the teaching of Engineering Chemistry, we need to consider the expansion of the classroom, which is the key to improve the quality of students' learning. Because there are many knowledge points involved, we should spread the integration teaching into the teaching of each knowledge point, so as to deepen the students' memory of

the relevant knowledge content, so as to reduce the teaching difficulty of engineering chemistry. First of all, teachers can use the integration teaching in the problem development, set some questions in the actual teaching, encourage students to actively think, and deeply explore the mystery of Engineering Chemistry, which is helpful to cultivate students' thinking ability, and then promote the development of students' comprehensive quality and ability.

For example, in the class of "generality of solution", the teacher can put forward such questions as "what are the applications of generality of solution", "give examples of generality of solution and Its Applications", let the students think independently, and then discuss the common properties of generality of solution, so that the students can fully grasp the relevant knowledge content, and then effectively improve their chemical literacy. Students can expand their thinking space in the process of thinking, which helps to cultivate students' awareness of autonomous learning and plays a positive role in building a sound knowledge system. Therefore, we should pay attention to the application of integrated teaching methods in classroom expansion, so as to improve the quality of classroom teaching [3].

3.3 Strengthen the connection with practical problems

Because the knowledge points in engineering chemistry are closely related to the real life, we should pay attention to the connection with the real life in the teaching process, and use the life elements to explain the relevant knowledge content, which helps to reduce the teaching difficulty of Engineering Chemistry, facilitate the students to better understand the relevant knowledge points, and then fully mobilize the students' learning enthusiasm. Therefore, teachers should strengthen the connection with practical problems, and integrate the common phenomena in life into classroom teaching. For example, when explaining the principle of dilute solution osmotic pressure, they can contact the sweating phenomenon or thirst phenomenon in daily life, so as to visualize the abstract theoretical knowledge, promote students to better understand the relevant knowledge points, and fully mobilize students' active learning consciousness, so as to stimulate students' enthusiasm Students' learning

enthusiasm. In addition, teachers can also integrate relevant practical problems according to the actual teaching content, guide students to use the knowledge to solve problems, so that students can realize the importance of learning engineering chemistry, and then effectively stimulate students' interest in learning, promote students to participate in teaching activities more actively, so as to achieve the teaching purpose of improving students' practical ability, at the same time It can also realize the innovation of teaching practice of engineering chemistry.

4. CONCLUSION

Integrated teaching can effectively stimulate students' learning enthusiasm, help to improve the quality of teaching and teaching effect, so we should strengthen the use of integrated teaching methods, so as to realize the effective innovation of traditional teaching mode. At present, there are many problems in the teaching of Engineering Chemistry, such as the single teaching mode, students' little interest in learning and so on, which seriously affect the teaching efficiency of Engineering Chemistry and the cultivation of students' practical ability, thus affecting the future development of college students. In this case, teachers should realize the importance of innovative practice teaching, apply the fusion teaching method in practical teaching, give full play to the intrinsic value of fusion teaching, constantly mobilize students' subjective initiative, and effectively improve the teaching quality of engineering chemistry.

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Research on The Education and Teaching Reform of Finance Major in Colleges and Universities in The Era of Internet Finance

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Abstract: Under the background of the new era, China has gradually opened up the financial field, especially under the promotion of information technology, it has made more rapid development. At present, the financial major in Colleges and universities is still using the past financial concept in the teaching process, which makes the teaching quality insufficient, and even has a single teaching method or other problems. Therefore, we should proceed from the reality, strengthen the reform of the financial major teaching, and appropriately introduce the actual situation of the current financial field to analyze the teaching. In this paper, it focuses on the Internet era of college financial teaching reform.

Keywords: Internet finance; Finance major; Teaching status; Reform path

1. THE CURRENT SITUATION OF EDUCATION AND TEACHING OF FINANCE MAJOR IN COLLEGES AND UNIVERSITIES

1.1 Backward teaching content

With the development of society, the quality education of our country has been reformed, which puts forward new requirements for education. In the teaching of finance major in Colleges and universities, according to the current situation, most of the colleges and universities in our country still use the traditional teaching mode, mainly teaching materials, so that students only learn the contents of the teaching materials, leading to their ignorance of the knowledge outside the teaching materials. In the era of Internet prevalence, the emergence of this situation has gradually changed from the financial tools in the new era Big distance. Not only that, today's Internet mainly includes various service systems, such as yu'eobao, online lending and crowdfunding. These are all new financial service products. Compared with traditional financial products, they have been comprehensively updated in terms of service groups, target characteristics and service attributes. In addition, the main characteristics of Internet financial products are micro and inclusive, which are the most common in banking, securities and insurance, far exceeding the traditional financial products [1-2]. In addition, the teaching content of efficient finance major is seriously out of line with the development trend of modern financial industry. If it is not solved in time, it will lead to students' reduced interest in learning, and even affect the quality of talent training, which is not conducive to the development of students' physical and mental health.

1.2 Single teaching method

In the teaching of finance major in Colleges and

universities, teachers still adopt the traditional teaching mode. In the classroom, teachers speak on the stage and students listen below. There is a lack of interaction between teachers and students, which makes students stay in a passive learning environment for a long time. As time goes by, students will lose interest in learning, and even have the psychology of weariness. In addition, although the current colleges and universities will transfer the blackboard to the multimedia, there will still be some defects, the teaching content is boring, and there is no upsurge of learning atmosphere. The emergence of these situations has brought a lot of negative effects on students, and gradually formed the habit of rote learning, not clever learning, but also not conducive to the formation of good learning habits.

1.3 Repetition of course arrangement

In the past financial professional teaching courses, colleges and universities generally set up finance, investment, securities investment, international finance, commercial banking and financial markets and other related courses, which still have some shortcomings, in the teaching content there is a repetition, leading to a greater degree of cross between courses, so teachers must carry out mutual cooperation. Otherwise, there will be repeated courses, which will not only affect the students, but also disturb their learning ideas and plans. It will have difficulties in forming a scientific learning system, greatly reducing the efficiency of learning and weakening the effectiveness of the majority of students.

1.4 Insufficient practice of Teachers

The financial major in Colleges and universities itself has strong practicality. If we let students practice while learning, it will improve students' memory, understand and master learning knowledge more comprehensively, and can be applied to daily life actively. However, according to the actual situation, most of the teachers themselves lack certain teaching and practical experience, and they can not combine learning with life in the teaching process, which seriously restricts the students' innovation ability and hinders the improvement of practice level. At present, the majority of College Teachers in our country are developing towards the direction of younger, just graduated directly into colleges and universities to study, not working in banks or securities companies, so they do not have enough practical experience, more unable to devote themselves to teaching work.

2. AN EFFECTIVE WAY TO REFORM THE EDUCATION AND TEACHING OF FINANCE MAJOR IN COLLEGES AND UNIVERSITIES IN

THE ERA OF INTERNET FINANCE

2.1 Change teaching concept

In the context of the current Internet, colleges and universities must reform and innovate the teaching mode, and actively change the teaching concept. Not only that, teachers must adhere to the principle of people-oriented, student-centered, teacher assisted, the classroom back to the students, teachers and students should also establish the concept of network financial development, mutual respect, in peacetime more communication, exchange, understand the real ideas of students, and give corresponding guidance. In addition, teaching resources and environment in the current era of network finance is in an open trend, so teachers and students must establish a sense of mutual equality, and combined with the needs of network finance, they can also share ideas and make progress together.

2.2 Strengthen teaching practice

In this era of Internet, the society puts forward higher requirements for talents. Therefore, the school must strengthen teaching practice and carry out all kinds of work scientifically and efficiently. In addition, teachers should use innovative practice teaching to teach, cultivate students' practical ability, so as to better meet the needs of society for talents. However, colleges and universities have not yet improved the practical teaching system, and the relevant work has not been done in place, which eventually leads to the teaching effect not reaching the expected standard. Therefore, colleges and universities must improve the practical teaching system according to the actual situation and the needs of the Internet financial era. After the unified standard audit, they can more quickly find the problems existing in the teaching process, And to solve, to achieve the effectiveness of learning, enhance the effectiveness of practical teaching, improve the efficiency of learning.

2.3 Innovative teaching methods

In the context of the current Internet, if teachers want to make students more comprehensive and in-depth learning, they must innovate teaching methods, combine with modern education means, actively explore and research new teaching mode, and improve students' comprehensive ability. Not only that, teachers should also be deeply aware of the significance of modern technology in the teaching of finance, so as to strengthen their thinking and learning, but also actively introduce advanced teaching methods and content, use multimedia to give lectures to

students, return the main body to students in the classroom, and provide them with more professional and high-quality teaching services [2]. In addition, this method can also realize the interaction between human and machine, and can also carry out cross space-time communication, so as to improve the learning efficiency.

2.4 Improve the quality of Teachers

In the teaching of finance major in Colleges and universities, there is a very obvious problem, that is, lack of teachers, teaching experience, lack of enough Internet Finance awareness, teachers' quality is also in the stage of improvement, if not solved in time, it will seriously affect the development of finance teaching. Therefore, schools should strengthen the recruitment of talents, improve the threshold of recruitment, train the existing teachers, enhance their teaching and research ability, and prevent a large number of professional teachers from missing. In addition, the school can also learn from some foreign teaching experience, try to build a lifelong education system on the basis of the original, so that teachers can not be bound by the annual assessment, devote themselves to the favorite field of financial research, and carry out teaching with a relaxed attitude, so as to maximize the quality of the teaching team and make the teaching of financial major smooth In response to the requirements of the development of the Internet, satisfactory results have been achieved.

3. CONCLUSION

To sum up, with the development of society, China's science and technology is advancing by leaps and bounds, and the Internet era has gradually come. Then the financial professional education in Colleges and universities should comply with the requirements of the development of the times, but also combined with the demand of Internet Finance for talents, to better solve the existing problems, so as to realize the reform of financial professional education and teaching, and promote the innovative development of its teaching.

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Research on the Transformation Trend of College English Education under the Background of Education Internationalization

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Abstract: Due to the gradual formation of the current internationalization trend, major domestic colleges and universities have also paid more attention to college English education. Under the social background of China gradually facing the world, the learning of English is very important for contemporary college students. A bridge for others to communicate, but also a good opportunity to enrich one's second foreign language. The original English teaching model is mainly based on teachers' classroom teaching and students' self-consolidation after class is a supplementary model. Under the new situation, this model cannot fully meet the needs of contemporary college students. Therefore, English teaching needs to be carried out. The transformation of this article, and this article is to explore the transformation trend and other aspects.

Keywords: Education Internationalization; College English Education

1. THE IMPORTANCE OF COLLEGE ENGLISH

For Chinese college students, English as a second foreign language is of course the language that everyone focuses on learning. In an open environment facing all countries in the world, English learning is also particularly important. After we master the spoken English proficiently, we can develop more skills. First of all, English is a compulsory subject in the university. Studying this subject well will help you achieve higher grades and improve your grade point, which can bring you greater motivation for learning, and at the same time enable your university life to be wonderful and meaningful [1].

Many students attach importance to the teaching of professional courses, but ignore English learning. This is an extremely incorrect learning attitude. Secondly, learning English, and being able to master and use it proficiently, can make one's life richer, not only can communicate and communicate with foreign friends, make foreign friends, but also be able to go abroad for oneself. Traveling lays a good foundation so that you will not be unable to communicate and communicate with others normally when you are out. Moreover, if you are in a good English learning situation, you can go abroad for academic exchanges, absorb the good educational resources and education levels of Western countries and other countries, and enrich your own knowledge. Therefore, the study of college English is very important, it can promote the process of internationalization and let everyone step into the track of internationalization.

2. CURRENT SITUATION AND DIFFICULTIES OF ENGLISH EDUCATION IN CHINA

At present, college English education is still based on the teaching method of teachers in class, supplemented by students' review after class. This teaching mode may cause some students to be less motivated to learn English, so that they cannot complete the review modules after class, which will delay the progress of teachers in class and fail to complete the scheduled goals, leading to a vicious circle. At the same time, in the teaching of English classes, teachers may cause some students to feel bored and unable to concentrate on listening to the class. These are the undesirable status quo in the current college English teaching. At present, the English CET-4 and CET-6 exams offered by major colleges and universities (see Figure 1) can assist more students in learning English every year. This situation can stimulate students to learn English to a certain extent. According to the survey data, the most difficult modules in college English teaching are listening module, writing module and speaking module. Most of the students said that they could not understand the listening content and were unwilling to read it out [2].



Figure 1. College English Test Band Four and Six.

The above situation shows that there are still major deficiencies in domestic college English teaching. Therefore, the transformation of English teaching is necessary. The difficulty of learning English under the situation of internationalization is gradually increasing. Students are required not only to be able to complete the questions on the paper, but also to strengthen their listening and speaking skills. And teachers are a huge test. The main problem of English education is that there is no large environment, so that students can have a lot of time to practice English, and only relying on a few English classes a week to learn English knowledge cannot meet the requirements. At the same time, some students'

attitudes towards the current English teaching are also increasing the difficulty of English education transformation to a certain extent. Students' low interest, insufficient teaching time, and some teachers' problems with teaching methods have combined to lead to the current difficulties in English teaching.

3.HOW TO TRANSFORM COLLEGE ENGLISH

3.1Initial transition

In the initial stage of English transformation, it takes a certain period of time to gradually form an English learning system. English transformation cannot be completed all at once. It requires the joint efforts and cooperation of many parties. In the initial stage, it needs to increase the teaching of college English. Intensity and learning time help teachers to spend more time in teaching, and at the same time can give students tips, tell them that the strengthening of class hours means that the importance of this course increases, and urge them to increase their college English learning Time investment. At the same time, the increased English learning time needs to include many aspects, such as oral listening and writing teaching, so as to achieve the transformation and improvement of all aspects of English teaching mode, rather than just upgrading a certain module in English teaching.

3.2Medium-term transition

After investing more time in English education, the next step is to strengthen and strictly grasp English teaching. For teaching content, teachers need to be able to transfer knowledge reserves to students, and at the same time enable everyone to listen efficiently. Instead of continuing to sit in the classroom and wandering around after adding more time, what students have to do is to learn English more proactively in the sense of urgency after the increase in class hours, and provide a force for educational transformation. At the same time, a certain degree of efficiency can also be improved by improving teaching hardware facilities[3], including the boring learning state caused by the use of blackboards and PPT to explain Jinshi during class, as well as everyone facing the computer in audiovisual courses. Repeated listening exercises are fine, and more efficient and interesting learning modes can be adopted through the Internet. For example, in the listening exercises, we can show you a segment of an English movie, which can not only concentrate your energy, but also improve your English listening level. There is also an increase in classroom questioning and interactive links to test and feedback everyone's learning status.

3.3Late transition

The internationalization of education brings us the pressure of education. Due to the gradual improvement of the political level of English due to the internationalization of education, English education in China is imminent. Therefore, when the transformation enters the later stage, it needs the assistance of the whole people. The sublimation of English education requires everyone to integrate the concept that English education is indispensable in their minds. At the same time, they can train English speaking and listening in a targeted manner in life. When China is able to realize that the whole people pay attention to English teaching, It means that the

transformation is successful, and China will also usher in a new journey of language internationalization.

4. ALL PARTIES SHOULD RESPOND POSITIVELY TO THE TRANSFORMATION OF ENGLISH EDUCATION

4.1Schools

The school level needs to provide teachers and students with certain hardware assistance, such as equipped with more advanced projectors, and computer equipment in audio-visual courses, while ensuring the number, improving the sensitivity of listening equipment, and adapting to international education At the same time, it is necessary to appropriately increase the lectures or related competitions in English courses to increase the attention of teachers and students in this regard. For all kinds of college English-related competitions and competitions, after they are opened, they need to be promoted to all grades and colleges, so that students can interact, willing and willing to participate in such education and competitions, and truly regard English as the first A second foreign language can adapt to the internationalization process of education, not just as a course to learn [4].

4.2Teachers

Teachers of all kinds related to college English need to improve their own teaching enthusiasm, and be able to devote more enthusiasm to college English teaching. Faced with students with uneven English proficiency, they can effectively adapt to different students. At the same time, improving teaching mobility in the classroom can enable students to be more actively involved in college English teaching. For example, the failure theory course can provide audio and video materials of some film and television works for everyone to learn to improve everyone's speaking and listening skills. In the reading and writing course, use projectors and other equipment to conduct related course discussions, so that you can While accomplishing the teaching goal, it can improve students' interest in learning.

4.3Students

The most important part of implementing the transformation of college English is the student level. Students are the main body of English learning, and part of it is also the most important main body to promote the internationalization of education. What contemporary college students need to do is to complete the basic college English teaching content in class, and then actively participate in various English lectures and competitions offered by the school after class, so that English can be successfully integrated into themselves. Life, not simply as a course that requires examinations to deal with [5]. In class and listening, you need to concentrate and timely. The content of the course may be a bit boring, or you cannot understand the meaning of the content of the English article. At this time, people should not give up studying college English courses, but should face To understand long and difficult sentences, ask others for advice or look up the dictionary yourself to overcome difficulties. Only with the efforts of contemporary college students, teachers and schools can successfully complete

the goal of gradual internationalization of education.

5.CONCLUSION

The transformation of college English teaching is more difficult than other teaching transformations, because it is not a series of courses triggered by the mother tongue, but the teaching brought by the second foreign language, some students have certain resistance, but English teaching the transformation cannot wait. It requires the joint efforts and cooperation of many parties to successfully make the transformation of English to the society [6]. Transformation is a slow and difficult process. Although it is difficult, everyone will work together and one day will be able to overcome difficulties. The successful transformation of college English has become a model of teaching transformation.

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SPOC Based Mixed Teaching Mode for Course “Android Key Technology and Development”

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Abstract: In the current Big Mobile Internet era, traditional classroom teaching and online teaching have obvious disadvantages on their own, and cannot meet the present requirements of mobile development teaching. In this paper, we propose a SPOC based mixed teaching mode for course “Android Key Technology and Development” which combines online and offline teaching. Teaching effectiveness is evaluated to show a promising effect.

Keywords: Android Development; SPOC; Teaching Reform; Mixed Teaching Mode.

1. INTRODUCTION

Under the big environment of Mobile Internet leading individual digital life, Android application development, as one proven mobile Internet application development technology, has been recognized and spread worldwide, Android application development related courses which are the main method of learning Android application development also draw significant amount of teaching research and practice all over the world. At current, there are several widely adopted teaching modes for Android application development course: traditional classroom-based teaching mode, Massive Open Online Courses (MOOC) based independent study mode, project-based training teaching mode. Each teaching mode has its obvious advantages and disadvantages, course teaching through single teaching mode apparently could not satisfy the current teaching requirements of Android application development, therefore, there has been many teaching reform and practice researches targeting Android application development related courses.

Traditional classroom teaching mode is still the mainstream method in most universities, colleges and social training institutions [1]. After development and reform for a long period, traditional classroom teaching mode is equipped with highly matured teaching methodologies, and is indispensable in school teaching, it has universality and easy-acceptability. In the meantime, although traditional teaching exploits project-based training practice and so on to induce learning initiative of students, it can not change the fundamental picture where student participation gives priority to teacher teaching, student receives knowledge passively and unidirectionally, and the lack of active study as well as cultivation of innovation.

The thriving of innovative teaching modes. Aiming to solve the obvious flaws of traditional classroom teaching, and in order to fulfill talent cultivation requirements in new era, education researchers proposed many advanced innovative teaching modes, some of which with

remarkable effects have been widely spread and practiced. There are two remarkable modes: MOOC based independent study mode, and Small Private Online Course (SPOC) based mixed teaching mode. MOOC based independent study mode can integrate study resources of world-class quality, and can initiate students' autonomy largely. However, due to its online character, MOOC has limited constraint over students and resulting in low completion rate and high dropout rate [2]. Moreover, MOOC is not suitable for practical courses in its nature, and it cannot implement personalized study. SPOC based mixed teaching mode is a teaching solution which combines MOOC and traditional classroom teaching, it applies MOOC resources to certain small group individuals. SPOC is also an evolution of MOOC. Using SPOC in college teaching largely increases course completion rate, thus SPOC is considered as a stainable mode of MOOC [3].

When academia performs teaching innovation and practice on Android application development related courses, researchers choose different teaching mode according to various requirements, which resulting in diversified development in Android application development courses. Xi proposed an application strategy of MOOC in Android teaching [4], he uses task-driven teaching as a priority and MOOC as a supplement. Chen et. al. thinks applying SPOC to Android development course has obvious advantages over traditional or online study mode, SPOC can largely increase student's degree of satisfaction [5]. Lu et. al. combines advantages of online and offline courses to bring up a SPOC based hybrid teaching theory for “Android Development Introduction” [6].

As the above introduced, traditional classroom teaching and online teaching has pros and cons, it is imperative to exploit their advantages to meet the current teaching requirement in colleges.

2. SPOC BASED MIXED TEACHING MODE

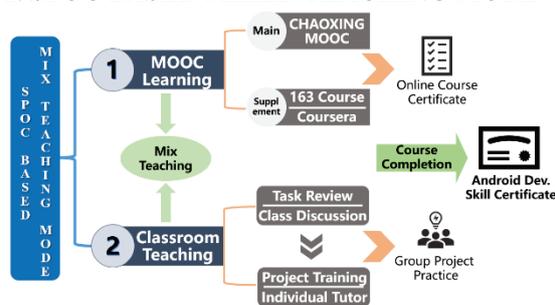


Figure 1. Architecture of Mixed Teaching Mode

This chapter proposes a SPOC based mixed teaching

mode for course “Android Key Technology and Development”, which includes the architecture and its content.

2.1 Architecture

The architecture of proposed SPOC based mix teaching mode for course “Android Key Technology and Development” is shown in Figure 1.

We explain the detail of this architecture in the following sectors.

2.2 CHAOXING MOOC Platform

CHAOXING MOOC Platform (Website: <http://mooc.chaoxing.com/>) is a widely used MOOC platform which supports over 30000 online courses and billions of students. The course “Android Key Technology and Development” is built and maintained on CHAOXING MOOC Platform.

We have six chapters with 22 sectors, which contains 39 online course videos of around 200 minutes video content, 168 tasks and assignments, and 177 tests in total.

There are over 30 classes of students who participated in the MOOC study and produced thousands of discussions and interactions.

Through this MOOC platform, students can study Android development starting from watching well-designed course videos which are followed by relevant discussion topics, tasks, assignments and other supplementary resource. The study process of each knowledge point will be monitored by the platform and reported to supervisors accordingly. The study process can be set as proceeding only if preceding sectors are finished to constrain student’s behavior.

Upon completion of course study, a detailed statistical report is generated automatically stating the study result.

2.3 Classroom Teaching

After successfully completing the “Android Key Technology and Development” course on CHAOXING MOOC using spare time, teacher can proceed to offline classroom teaching. There are several main tasks to implement in classroom teaching:

2.3.1 Knowledge review

After completion of MOOC, teacher is to review key knowledge and skills in class, with explanation for problems and enquires. Besides, teacher shall evaluate the effectiveness of the MOOC study performed solely by students themselves in the process of knowledge review, this could be done in the aid of class quiz or assessment of other forms.

2.3.2 Assignments/tasks review

When students complete assignments or tasks on MOOC platform, they are given scores accordingly only, which act as poor feedback. Therefore, teacher is to review assignments or tasks with difficulties (can be distinguished by scores obtained in average), and to assist students who still have difficulties in completing.

2.3.3 Project training

Students are given group project assignment, and are expected to team up and implement the project on their own, under the supervision of teachers or tutors. This task is crucial for student to practice knowledge and skills learned previously.

2.3.4 Class discussion

Seminars are to be set up for thorough discussions and course insights, this task aims to bring about innovation thinking and further planning.

2.3.5 Individual tutoring

Targeting at students above or below average. When possible, students above average can be given future work or topics with high difficulties, whereas students below average need additional attention.

2.4 Other MOOC Platforms

While CHAOXING MOOC platform act as main independent study platform for students, other MOOC platforms, such as Cloud classroom of Netease and Coursera, can act as a supplement. After completing CHAOXING MOOC of “Android Development”, students can use other MOOC to reinforce their mastery of the course learnt, and furthermore to gain acceptance of the society by acquiring certificates issued by MOOC platforms after meeting requirements respectively.

3. TEACHING EFFECTIVENESS EVALUATION

3.1 Practice of “1+X” Certification

Upon completion of the course study (both online and offline), students will receive paper certificate jointly issued by college and company, as well as online course completion certificates from CHAOXING MOOC, Cloud classroom of Netease and Coursera if requirements are met.

3.2 Promotion of School-Enterprise Cooperation

During classroom teaching, enterprise engineers from School-Enterprise cooperation project will be introduced to instruct project training tasks. Enterprise engineers also provide realistic industry requirements and perform project training tasks according to industrial project development requirements. After finishing the whole course teaching, selected students can be recommended to enterprises for further practice and learning.

3.3 Improvement of MOOC

Due to the natural disadvantages of MOOC based practical courses, we try to fix the flaw of high drop-out rate of MOOC and enter the “Post-MOOC Era”. By introducing SPOC mode to “Android Key Technology and Development” course, we exploit the advantages of both MOOC online teaching and traditional classroom teaching. Equipped with reverse classroom, group discussion, project training, and so on, we implement high quality personalized teaching to basic teaching unit of a single class.

3.4 Innovation of Teaching Mode

This paper proposes an innovative teaching mode for Android application development related courses with a feasible and proven solution from online teaching to offline teaching. Furthermore, the whole set of course resources is provided on CHAOXING MOOC platform without restriction (Website: <https://mooc1.chaoxing.com/course/203004847.html>), which provides a solid practice for colleges to reform Mobile Internet development related courses.

3.5 Increase of Student Pass Rate

We have recorded the student pass rate of course “Android Key Technology and Development” taught by different

teaching mode as shown in Table 1:

Table 1. Student pass rate of course “Android Key Technology and Development” by different teaching modes

Teaching Mode	No. of Students	Pass Rate (%)
Classroom Teaching	138	79
MOOC	154	54
Proposed SPOC	84	86

The comparison of student pass rate of the same course obviously shows that our proposed SPOC based mixed teaching mode is the most effective mode with a margin of 7%. This table also proves that the MOOC based teaching mode has natural disadvantage of low pass rate due to various reasons, e.g., low attendance rate, restricted supervision, constrained interaction, low quality feedback and so on. It is noted that, although the traditional classroom teaching has relatively high pass rate, the resources student has access to are very limited, and students receive no well-recognized certificates which are complementary in our proposed SPOC based mixed teaching mode.

4. CONCLUSIONS

In course “Android Key Technology and Development”, we combine the advantages of MOOC teaching and traditional classroom teaching, and propose a SPOC based mixed teaching mode. We evaluate teaching effectiveness

and show that the proposed teaching mode implement practice of “1+X” certification, promotion of school-enterprise cooperation, improvement of MOOC, innovation of teaching mode, and increase of student pass rate.

ACKNOWLEDGMENT

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The Importance of Continuing Education and Training for Archivists

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Abstract: With the continuous reform and innovation of China's education, the education methods of many industries have undergone tremendous changes, and due to the application of computer, network, electronics and other modern technologies, the service content and service methods of archives management have also changed. Therefore, in order to meet the needs of informatization, digitization and networking of archives management to the greatest extent, it is necessary to improve the quality of archives management. Realize the self-value of archives management. In this paper, the author analyzes the importance and necessity of continuing education for archivists, and expounds the relevant effective measures.

Keywords: Archivists; Continuing education; Training; Importance

1. INTRODUCTION

The continuing education of archivists can not only effectively solve the problem of Archivists' lack of professional ability, but also make archivists better adapt to the mode of modern archives management, and finally make archivists become professionals with their own characteristics and abilities. So at present, the most critical thing is to do a good job in file management, and to carry out a comprehensive education for the relevant file management personnel, so as to improve the level of file management.

2. THE NECESSITY OF CONTINUING EDUCATION FOR ARCHIVISTS

Due to the rapid development of social economy, the knowledge economy has occupied the dominant position of the market, and the market economy also has a serious impact on the archives work. Therefore, both professional archives management personnel and ordinary archives personnel need to fully grasp the theoretical content and related technology of archives management, so as to become a comprehensive compound talent [1-2]. But at present many basic file management personnel are not file management professional, many are transferred to the file department by other departments, in addition, most file management personnel have not received professional file management training, which eventually leads to the uneven quality of the whole file department. The wide application of information technology has led to the development of information, intelligence and digitization in archives management in recent years. The application of these information technologies not only greatly improves the efficiency of archives management, but also opens up the information links between various departments. Therefore, it also has higher requirements for file management personnel. Only by constantly

learning, updating and expanding new knowledge, can we better adapt to the new era of file management. For example, the current file management is gradually replaced by computer management, which can not only reduce the workload of file management, but also greatly improve the work efficiency. At the same time, it also gives archivists more time to mine the content of file information. But these contents are related to the professional level and comprehensive quality of archivists, and the improvement of Archivists in these aspects depends on the continuing education and training of archivists.

3. EFFECTIVE MEASURES FOR THE IMPLEMENTATION OF THE CONTINUING EDUCATION AND TRAINING OF ARCHIVAL PERSONNEL

3.1 Increase the scope of training and transfer the quality of archives work

Archives are yesterday's documents, and documents are tomorrow's files, so it is not possible to disjointed between the two. The quality of document processing will directly affect the file management, such as the appearance of the quality of document production, incomplete collection and incomplete operation procedure of documents, etc., which will affect the overall quality of documents. These documents are unqualified after they are converted into files. Therefore, the document work and the file management work have an important connection, only the previous document work lay a good foundation, can let the file management work in the back less detours. Therefore, the continuing education of archives managers cannot be limited to the archives managers, but also need to expand the training scope. For example, the training of document managers can also make the paperwork more standardized and standardized, only in this way can the previous document work be firmly secured.

3.2 Strengthen education in file management, compilation and research, and improve the value of archives utilization
Archive's compilation and research is an active system service mode of archives department, which can not only greatly improve the use value of archives, but also protect and extend the life of original archives. At the same time, the deep development of archives information resources is also an important way to adapt to the development of current archives work. But at present, many basic level file managers have not experienced professional education of archives knowledge, but only carry out a responsibility of keeping archives. This situation cannot meet the development needs of the new situation. Therefore, as the archives management personnel, we must make clear the responsibilities of the archive's management post and the

ability that the archives personnel should have. We can not only carry out the basic file management work, but also need to dig the archives deeply, so that the archives content can play the greatest value. In the process of continuing education and training for archival personnel, we need to strengthen the content of this aspect. For example, through strengthening the quality of archives management compilation and research, we can better develop the information resources of archives management, and promote the dissemination of historical and cultural, and finally maximize the value of archives information.

3.3 Expand the training content and update the relevant knowledge of file management in time

In the future, the development direction of archives management must be digital, information and intelligent, and the authenticity of the original data is an important certificate to ensure the archives information files. Therefore, we need to give full play to the authority management, information disclosure, privacy protection and other advantages of archive's management, so as to make the whole archives management develop towards openness, internationalization and standardization Some of the contents are very new for the file management personnel, which need some training and learning, so as to better apply to the actual work. At present, the development and utilization of archival software is also accelerating, so the requirements for Archivists are also higher and higher. Simple input, retrieval and collection can not meet the requirements of modern management. Therefore, in the training process of archivists, it is also necessary to study the system maintenance, data management, module use and other aspects of the modern archives management system, so as to make the archivists better integrate into the work. In addition, the work of archives management is not arbitrary. We can't think that we can do it as convenient as we like. This kind of working method is very undesirable. At present, our country has also launched a lot of standards related to file management, and the introduction of these standards and systems also makes the modern file management work reasonable to follow. Therefore, when carrying out the continuing education and training of archives management personnel, we need to expand the training content, and

comprehensively study some new knowledge, new content and new technology of archives management, so as to make the archives management personnel work better.

3.4 Implement observation teaching, combine theory and practice content

For the archive's management of continuing education, staff are the participants and implementers in the work. The level of their professional quality is closely related to the efficiency and quality of archives management. However, in the process of training, it is often found that the staff are not interested in high interest, which makes the quality of Archives management training poor, even "useless". Therefore, we should take practical measures to solve this problem Starting from this, we should strengthen the combination of theory and practice, and the continuing education units should strengthen the combination with the archives management departments, so that the staff can truly understand the theoretical knowledge learned and deepen their impression. At the same time, it is necessary to infiltrate the elements of interest in the training process, so as to promote the staff to further improve their interest and enthusiasm. In addition, the accuracy of training should be improved. The precise training should be carried out according to the needs or positions. Meanwhile, the professional ethics and psychological quality training should be strengthened while the professional quality is emphasized, so as to make it a compound file manager in the new era

4. CONCLUSION

In conclusion, the author analyzes the importance and necessity of the continuing education and training of the archive's managers, and expounds the measures to expand the training scope, strengthen the education of file compilation and research, and expand the training content, hoping to bring help to the relevant file managers.

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Research on Innovative Ways of English Teaching in Higher Vocational Colleges Under the Background of MOOC

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Abstract: The improvement of network technology has changed people's life style and behavior. Its application to the education industry can make the teaching methods more diversified. MOOC is the product of the Internet in this period, which can provide better services for students, and the teaching effect is better. Higher vocational colleges pay close attention to this teaching method. In the process of Higher Vocational English teachers' teaching, the way they use is relatively backward and the classroom efficiency is relatively low. In this case, the application of MOOCS in the process of Higher Vocational application teaching can provide favorable conditions for the innovation of teaching methods and improve the quality of Higher Vocational English teaching. This article briefly introduces MOOC, analyzes the problems existing in the process of Higher Vocational English teaching, and puts forward some innovative measures under the background of MOOC, hoping to provide reference for the development of Higher Vocational English teaching.

Keywords: MOOC Background; Higher Vocational Education; English Teaching; Innovative Methods; Research

1. INTRODUCTION

With the development of China's education industry and the deepening of the new curriculum reform, there are higher requirements for English teaching, paying more attention to the practical application of English, hoping to cultivate applied talents. In addition, the relationship between China and the international market is more and more close, the role of English learning is more and more prominent. With the help of the Internet, MOOCS can provide reasonable guidance to the people who need to learn, which has attracted people's attention. It has become an inevitable trend to apply MOOC English to higher vocational English teaching and innovate teaching methods.

2. MOOCS

MOOC originated from MOOC, which mainly refers to large-scale open courses. It takes the network as the main platform and can provide education services for all groups in the society, including many aspects of content. Moreover, in the process of applying MOOCS, we don't need to use a fixed teaching method, we can use video to show it, with a strong sense of hierarchy and prominent teaching effect [1].

3. PROBLEMS IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

From the analysis of the current situation, we can find that

there are many problems in English Teaching in higher vocational colleges, which is not conducive to the improvement of English teaching level in Higher Vocational Colleges and seriously hinders the formation of students' English literacy in higher vocational colleges. Therefore, we must strengthen the analysis of the problems, so as to formulate targeted measures to improve the effect of English teaching. Generally speaking, the problems in English Teaching in higher vocational colleges can be summarized as follows:

3.1 There are few teaching methods available

The teaching methods used by English teachers in higher vocational colleges are relatively fixed. Generally speaking, students can only passively listen to the teacher's explanation, and have no active learning opportunities. There is less communication and exchange with teachers. In this context, English courses are not interesting, and students are not willing to participate in English learning. This is mainly because English teachers are in the process of teaching. In the process, the application of multimedia is less, which can not produce attraction for students, and it is difficult for students to generate enthusiasm for English learning [2].

3.2 There are great differences in students' English ability Compared with the students in higher vocational colleges, we can find that the students in higher vocational colleges are not very good at English teaching, which leads to great differences in students' mastery speed when they participate in English learning in higher vocational colleges. In addition, there are some problems in the teaching process of English teachers in higher vocational colleges, which increase the difficulty of English Teaching in higher vocational colleges, and lead to the students' English learning effect can not reach the expected level.

3.3 No suitable teaching atmosphere

Appropriate teaching atmosphere can improve the efficiency of English teaching and make it more smoothly. For example, students living in the United States have been communicating in English since childhood, and they have a strong ability to express themselves in English [3]. This situation fully reflects the importance of atmosphere. Therefore, in the process of teaching, if teachers want to improve the effect of English teaching and enable students to have higher English ability, they must learn more about English in daily life. Teachers can recommend students to watch some English movies, books and listen to some English songs, which can make the students' English and English better. Therefore, it is necessary to create a suitable

atmosphere for English teaching.

4. INNOVATIVE MEASURES OF HIGHER VOCATIONAL ENGLISH TEACHING UNDER THE BACKGROUND OF MOOC

4.1 Innovate the original teaching mode

Higher vocational English teachers can start from the actual needs of the school and the requirements of teaching, and appropriately add MOOC factors in the process of teaching. For example, some knowledge points that need to be explained can be made into courseware, which can be displayed through multimedia. In this process, teachers can add some pictures, audio and video according to the needs, so that students can focus more on learning, so as to be interested in English courses. Moreover, playing some English videos in the classroom can reduce the difficulty of students' understanding of English vocabulary and improve their tolerance.

4.2 Systematic teaching for students

With the help of MOOC, a teaching method to transfer knowledge to students, the teaching scheme system is relatively strong, which can help students to clear the goal of further learning, which can make students understand their mastery of knowledge in the process of learning, find out the existing problems in the first time, correct them in time, and improve their English ability. Using this teaching method to carry out teaching, not only for the development of students has a very key role, but also can reduce the workload of English teachers, make the work more efficient.

4.3 Create a suitable teaching atmosphere

The appropriate teaching atmosphere is very important for the development of students. It can be achieved effectively by using moxa teaching. MOOCS takes the network as a foothold, and it helps students a lot. Moreover, the application of multimedia can reduce the workload of teachers and create more different teaching platforms for teachers. For example, teachers can set up a special platform for English translation exchange in moo class, which can provide more opportunities for students to learn English, and teachers can also timely understand the students' English learning situation. Moreover, students can interact with more people in this platform, share their

own gains in the learning process and discuss the problems in the learning process, and more deeply understand their ability to master English, and solve the shortcomings in English learning in time. This can effectively improve the students' cooperation and competitive thinking, and make them participate more actively To study.

5. CONCLUSION

Based on the above analysis, we can find that there are still some problems in English Teaching in vocational colleges, which is not conducive to the cultivation of comprehensive talents. In this case, the use of MOOCS to innovate the teaching method of English can effectively improve the effect of English teaching, cultivate the application-oriented talents with strong English ability, and contribute their own strength in the social development. Therefore, we must pay attention to the development of MOOCS teaching. However, it is important to note that MOOCS teaching is not an all-round teaching method. In the process of teaching, we should apply MOOCS scientifically and grasp the proper position. Only in this way can we ensure the smooth development of English Teaching in higher vocational colleges.

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Reflection on The Aesthetic Dimension of Contemporary Dance Creation and Its Structural Form Strategy

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Abstract: The creation of dance has always been a new visual experience for art. Its emergence is one of the three representatives in the field of art, but there are only two shortcomings: first, the main body of creation does not have the integration of modern times trend factors, which makes it unable to understand according to the actual situation of real life, so that it fails to achieve the deep level of aesthetic value and aesthetic thinking from the fundamental subjectivity to the dance reality itself. The second is the inappropriate integration of its own structure and external factors, and the form is loose and weak. According to the lack of dance practice experience and irregular arrangement and transformation, there is a lack of in-depth research on the laws, methods and forms of its own dance professional factors. So as to change the structure of Chinese thinking in this paper, focus on the form, so as to carry out effective strategic reflection.

Keywords: Aesthetics; Reflection; Art structure

1. THE CONCEPT OF DANCE AESTHETIC DIMENSION

Most of the forms of dance are based on the mobilization of thinking to drive the body's initiative. Body language is used to express the aesthetic value and aesthetic thinking concept of dance art. In the art of dance, creation occupies its dominant position, so its existence builds a temporary coexistence body by thinking jump, carries on the network mutual aid through the eyes of the audience, carries on the germination thought, according to the previous "principle" in-depth research, and constantly expands its own coexistence body, which is conducive to the generation of its own problems, so as to help and accumulate in the art of dance [1].

2. THE POSITION OF AESTHETIC DIMENSION AND THE GENERATION OF POSSIBILITY

The contemporary Chinese dance art is mainly based on the historical dance track, and its cultural track also starts from the west wind spreading to the East for a long time. Its emergence is the turning point of dance, which took place in the new dance form of the May 4th new culture. Thus, the emergence of ideological enlightenment, the use of the evolution of historical plots to open up the field of art, new discoveries in the field of dance. The emergence of art, first of all, takes China's traditional art as the origin. Due to the influence of time dimension, it fundamentally ends the transmission of China's art tradition. The western countries directly introduce "new art dance" with enlightenment color as the main color to realize the value of dance existence, so as to lead the new trend of dance art.

However, the emergence of this form has brought us two inevitable factors: one is the aesthetic style and pursuit of dance form, which is more and more inclined to the sense of visual scouring generated by the actual inspiration from music. The second is to make a series of generalizations with the mobilization of ideas, such as the abstraction of characters, the deepening of scenes, and the concretization of themes. Therefore, the combination of the two promotes the unlimited trend of dance in the professional field, has a delicate and contradictory dance art system, and forms a new trend of dance. A small number of "conservatives", who are obsessed with the traditional art in the past, naturally ignore the view of examining the new trend aesthetics. This kind of thought is expected to happen. Because of the backwardness of thought, it forms a sharp contrast. Most of the dance choreography is based on the worrying thought, so that the value of dance is driven by the theme and form of dance from the beginning. Its appearance naturally has its value of existence. The jumping spirit is full of the firmness of dance aesthetic thinking, which highlights that a single choice is not conducive to the development of today's dance art.

3. STRUCTURAL FORM STRATEGY AND REFLECTION

When all the creators are working hard for themselves, the knowledge they have learned is applied to their works to make them meaningful, which sounds like a very common thing. However, due to the fact that the oppression is not the case, the bumpy road to success is difficult, we must have the aesthetic prefix, the inversion of aesthetics, the structural principle of adaptability, the inspiration and innovative thinking space brought by language. As an innovation in dance art, it is a difficult problem for every artist who has studied, and the result is not the end. Because of this, they have always been moving forward with the idea of yearning. This kind of mentality is the artist's love and obsession for dance art, so they have a lasting spirit, break through the difficulties, and use the value of language to convey their love for art.

The main function of aesthetic preposition is to narrate and summarize the topic as the main body. They do not take the theory and the final result of the story as the title, but take a series of narration of the story and the content as the main body, and use more literary language to elaborate, so as to form a series of narrative structure, the main structure and form method in the law of aesthetics. But in the aesthetic dimension, the dance creation part is composed of five factors. Under the condition of each factor, there will be contradictions, so that the content will

not be so prominent [2].

3.1 The traditional art of plot focuses on the present theoretical philosophy. The traditional art of plot mainly deduces the integrity of the story according to the expression of language. Now the theoretical structure, completely around a theme, guide the theory to play, occupy the theme content, so as to carry out art performance.

3.2 The structure of event theory focuses on the structure of psychology and emotion. This kind of form is different in two aspects. One is the combination of the content of the story which is evolved into time according to the psychological situation of the story. The other is the subjective phenomenon rather than the objective phenomenon, just like the pen and ink drill in the virtual world of thought.

3.3 The order of repeatability is more than that of singleness. This kind of situation is mainly for the different vision and angle, which brings different color order levels. Moreover, the levels are also different, and the sense of space is different. At the same time, repeated times will bring complex alternation and a new sense of thinking space.

3.4 Time range is more important than spatial structure range. The scope of spatial structure is a better inspiration for dance art creation. The non existence of traditional structure is to better imagine the virtual space in the form of stage, so as to break the collision between space and the original practice, combine, split, change a series of links, build a self harmonious logical thinking, and better complete the process of artistic narration.

3.5 The law of time emphasizes the law of cause and effect. It successfully breaks the design of timeliness and makes logical narration by the production of causality, so as to have better persuasive characteristics. The appearance of this structure is mainly to set off the foreshadowing of the other four structures. The above said that the inspiration in the dance creation, perhaps not, perhaps because of their own imagination has always existed, so they will constantly enhance their imagination for their desired goals.

The idea produced by the theme relies on the positive spirit brought by the time of art, and is discussed by the form, so as to make their own thoughts and behaviors slightly superior. Moreover, the choreography of dance has technical form, structural characteristics, aesthetic

concept, active thinking and other dimensions, showing a common view of the artistic change. In the art form, we will show the common structure art in the same space and stage. Because of the different art structure, we will also have different overlapping of multimedia, but different kinds of art will lead to different forms of design creation. So the embodiment of dance art is mainly based on the combination of form structure and language innovation. Because dance itself is creation and innovation, it adds many vivid images to modern life, gives aesthetic pleasure, and has real life perception, so as to quickly spread the place of dance art. But on the contrary, if the dance art can not improve the aesthetic because of the fixed language, so that there is a mechanism of understanding, so that it can not evolve until now. Therefore, the highlight of the dance art industry is not only the traditional art, but also the use of today's innovative thinking to have a better spirit of exploration [3].

4. CONCLUSION

According to the above, the reason why the "classic" in this paper has a very high status is completely because of the artistic context brought by today's society, resulting in the lack of aesthetic value, professional substandard and ordinary aesthetic skills for creation and other characteristics. The emergence of the phenomenon has a better breakthrough, so as to have a full understanding and in-depth understanding of the aesthetic profession, so in the structure, form and specialty of dance There is a new challenge in the creative industry. When facing the challenge, we should use the relatively professional aesthetic vision and aesthetic design combined with innovative ideas to show the value of dance art form, and better obtain the innovation and breakthrough in dance art.

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On Improving the Teaching Effectiveness of Vocational Education Under the Concept of Wisdom Education

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Abstract: Education has always been the top priority in China's social development. With the continuous progress of the times, science and technology and information technology are becoming more and more mature, vocational education teaching has also been optimized and transformed. Based on the guidance of the concept of wisdom education, with the help of scientific and reliable teaching methods, it realizes the mobilization of students' interest and enthusiasm in learning. Based on this background, this paper takes the concept of wisdom education as the basis to realize the exploration of improving the effectiveness of vocational education teaching, so as to ensure that on the basis of further improving students' learning enthusiasm and optimizing students' learning experience, the value of wisdom education can be better played, and the connotation construction and sustainable development of vocational education teaching can be promoted.

Keywords: Wisdom education concept; Vocational education; Teaching effectiveness

1. THE SIGNIFICANCE OF IMPLEMENTING THE CONCEPT OF WISDOM EDUCATION IN VOCATIONAL EDUCATION

1.1 Strengthen the interaction between teachers and students

The vocational education teaching based on the concept of wisdom education can effectively strengthen the interaction between teachers and students in the classroom. Specifically, in the vocational education teaching classroom, the application of diversified information technology and means will be greatly increased, so as to effectively realize the enrichment of students' teaching resources. With the help of interactive media such as electronic whiteboard, the interaction between teachers and students will be strengthened, which helps to improve the teaching efficiency. Teachers always track students' learning situation, and students reflect their learning questions in real time, break through the limitations of space and time, optimize the teaching progress and time arrangement efficiency, avoid the situation that students dare not ask face-to-face questions due to the awe of teachers, and better ensure and promote the balanced development of Education [1].

1.2 Arouse students' enthusiasm

Compared with the traditional mechanical teaching mode, the vocational education teaching classroom under the guidance of the concept of intelligent education is often more popular with students. The diversified presentation

methods and technical means applied to it will be more suitable for students' cognitive habits of knowledge in the context of the new era, so as to better create a relaxed and interesting classroom atmosphere for students and realize the goal of teaching. For the transformation of students' mental state, better mobilize students' enthusiasm and subjective initiative, promote them to face classroom teaching with a more positive attitude, and implement the expected teaching objectives.

1.3 Expand teaching freedom

According to the current situation, most teachers are easily limited by the traditional teaching mode and teaching arrangement in the process of carrying out vocational teaching, so it is difficult to give full play to their ability and realize the positive promotion of teaching. On this basis, under the unified standard, teachers will consume a lot of energy and time in the face of teaching arrangement, which is difficult to realize. For the expansion of students' teaching content, and under the concept of wisdom teaching, teachers can appropriately develop personalized teaching, so as to give play to their knowledge reserves, realize the broadening of students' vision and development space, and better promote the quality of students' learning on the basis of Optimizing Teachers' teaching freedom.

1.4 Improve teaching efficiency

Based on the guidance of the concept of wisdom education, it will promote the essential changes in the teaching environment, resources, team cooperation and other aspects of vocational education. It fully highlights the people-oriented teaching guidance, truly gives students the space to think and explore, and implements their status as the main body of learning, so that they can more effectively experience the fun of learning, understand the charm of knowledge and the needs of learning. The sense of achievement, reduce their psychological and mental pressure, ensure that the learning environment, resources, interface and other factors can be humanized, flexible and intelligent, and effectively improve the teaching efficiency [2].

2. FEASIBLE MEASURES TO IMPROVE THE TEACHING EFFECTIVENESS OF VOCATIONAL EDUCATION UNDER THE CONCEPT OF WISDOM EDUCATION

2.1 To ensure the consistency of teaching ideas

In order to follow the concept of wisdom education and further improve the effectiveness of vocational education teaching, we need to optimize and improve the teaching concept first, so as to understand the basic laws of education and the essence of education more deeply based

on the core concept of wisdom education. For vocational education institutions, compared with ordinary college students, their students often have poor learning ability, so they are more difficult to learn Cheng also has a certain degree of resistance, which requires the school to improve the teaching mode and method, teaching organization form and teaching evaluation means, so that students can be in a respectful, balanced and harmonious teaching atmosphere, so as to implement the development goal of education returning to the origin in wisdom education and help students obtain achievements and fun from learning. For the reform of this concept, the school also needs to carry out joint organization with the administration, the leaders of the hospital and ordinary teachers to ensure that the concept of smart education can be truly implemented and give full play to the actual effect.

2.2 Optimize and perfect teaching design

For teaching design, in the principle of intelligent education, it is necessary to combine the information technology of evolution, and integrate online education on the basis of the original offline teaching method to realize the transformation of traditional education teaching design and organizational form. Based on this, vocational schools need to digital transformation of teaching resources and take students as the classroom organization. The core is to construct a new relationship between teaching and learning, and to refine the overall optimization and adjustment of teaching plan, program outline, teaching content and resources respectively under the guidance of the system structure. However, in this process, there are some difficulties in the adjustment of teaching content and resources. Teachers must pay attention to the combing and integration of existing resources and expanded resources, so as to ensure that knowledge system and logic are more comprehensive. It can meet the students' cognitive needs and promote the effectiveness of teaching.

2.3 Create a reasonable and appropriate teaching environment

The appropriate teaching environment can better realize the influence and guidance to the students in the subtle process, so that students can immerse themselves in the learning process through the teaching environment and interface teaching facilities. Specifically, the space for teachers to carry out intelligent education can be targeted in combination with the needs of students' physical and mental development, so that they can further accept it. Besides, it can use some intelligent facilities to assist teachers in teaching, so as to realize the digital transformation of abstract knowledge, make students learn and understand relevant knowledge more intuitively, and train their thinking ability, so as to provide more convenience for their learning process, determine learning results and quality [3].

2.4 Provide reliable and scientific training resources

The improvement of teaching effectiveness of vocational education is closely related to teachers' comprehensive quality and guidance level, and the optimization and innovation of vocational education teaching work under the concept of intelligent education also needs to pay attention to the training of teachers. At present, relevant surveys show that most vocational colleges do not provide training opportunities and training quality for teachers, so it is necessary to improve the quality of training. According to the guidance of wisdom education concept, optimize the teacher training system and norms, pay attention to the implementation of diversified training resources, better improve the quality of training, avoid formalization. In addition, the teacher evaluation mechanism also needs to be further reformed, give full play to its practical application value, promote teachers' Teaching enthusiasm, and realize the comprehensive improvement of their guidance ability and teaching level. Improve the quality of teaching, better guarantee the effectiveness of teaching.

3. CONCLUSION

To sum up, the improvement of the effectiveness of vocational education teaching is the inevitable trend of the development of the times. Schools and teachers need to pay attention to the application guidance of the concept of intelligent education, and improve the teaching from the teaching environment, teaching resources, cooperative organization and other aspects, so as to better improve the teaching quality and efficiency, ensure that students can learn and promote their all-round development and progress.

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Mechanism Analysis of The Impact of Climate Change on Social and Economic System

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Abstract: Climate change and its impact are one of the main problems in the world today. This paper introduces the effect of climate change on human society, and based on the time-space system, time system and meteorological disasters, this paper explores the mechanism of climate change on social and economic system, hoping to have academic reference significance and policy guidance value all over the world.

Keywords: Climate change; Socio-economic system; Natural disasters

1. INTRODUCTION

Human beings are the product of natural evolution. Climate is an important condition for human beings to live on earth. The development of human society cannot be separated from climate. The concept of climate change was first proposed in the modern industrial revolution. The concept of climate change in the United Nations Framework Convention on climate change was defined clearly: in addition to the natural variation of climate observation in similar periods, the change of the behavior of earth ecosystem change caused or indirectly caused by human activities is climate change [1-2].

2. EFFECT OF CLIMATE CHANGE

The IPCC pointed out in the relevant assessment report that the average state of the earth climate will maintain a long time stability under normal conditions. However, the global average temperature rose 0.98 °C between 1880 and 2018, which should be caused by human activities. Due to the excessive emission of greenhouse gases and aerosol, the earth climate average will be stable for a long time. The greenhouse gas concentration in the earth ecosystem is too high, which causes global warming. In the process of human resource exploitation and use, the related processes are more complex, which are very easy to cause surface collapse and water resources pollution, and the stacking of gangue in the mining process has a great impact on environmental pollution. While most enterprises are carrying out resource exploitation, the management plan is extensive development, which means the environmental cost is externalized. Although the state government has issued a series of laws and regulations on environmental protection. However, in the actual situation, in the waste disposal process, the report on environmental protection has low performance and does not play a green job. The lack of clear regulations on environmental protection in local departments makes the social and economic system have a certain negative externality, which leads to climate change. In the process of climate change impact effect research, there are many factors to

consider, including technology development and project life, etc., which can not give the estimated value effectively. Generally speaking, no one can give accurate conclusions on the effect of climate change.

3. IMPACT MECHANISM AND OPTIMIZATION SCHEME OF CLIMATE CHANGE ON SOCIAL AND ECONOMIC SYSTEM

3.1 Spatiotemporal scale matching

Human socio-economic system can be expressed as:

Economic system = ([economic element], [economic relationship between economic elements])

Among them, the economic unit refers to the economic entity with a certain role in the economic system. When dealing with the system, it can be regarded as a "black box", that is, it does not consider its internal structure, but deals with it from the perspective of function. In modern society, domestic demand is the main economic body. The core theories to realize the reform of development model are Smith's economics paradigm and Marshall's economics. Through the analysis of the international situation and the consideration of the climate characteristics of the international market scope. To accurately grasp the impact of climate change on social economy, it is necessary to find the impact mechanism and calculate the impact of climate change, so as to form a competitive advantage with scale characteristics. When we study the impact of climate change on the economic system, people mostly choose the time and space they are interested in, which leads to the limitation of the spatial-temporal scale of the economic system. Only in line with this spatial-temporal scale can we effectively reveal the relationship between climate change and social economy. China has abundant market advantages in human resource cost, natural resource reserve, market economy reserve and so on, which provides conditions for the development of the time-space scale matching between climate change and socio-economic system. Relying on the huge resource advantages, according to the climate conditions of different regions, the corresponding economic factors of product range are formulated. Based on this cognition, it is found that the direct manifestation of global warming is the change of land surface temperature, which has a weak impact on the economic system. However, climate change is an indirect extreme natural disaster, which will have a significant impact on the socio-economic system.

3.2 Time scale of economic system

The purpose of the mechanism of the impact of climate change on social and economic system is to protect the natural ecosystem, realize sustainable development and store natural resources for future generations while

promoting the development of economic market. As far as our country is concerned, most of the forest belongs to the state or collective ownership, which is based on the property structure of our country as the product of planned economy, and also the concrete expression of the basic economic system of socialist public ownership in the utilization of resources. The time scale of each level economic system affected by climate change is larger than its characteristic scale time range. There are differences in the characteristic time scale of different levels of economic system in actual links, that is, its characteristic time scale is basically less than or equal to the annual temperature sensitivity change rate, which will not be affected by climate change. Taking the business operation and regional economic development as an example, the effect of global warming is not obvious in terms of the impact effect of climate change. China drew on the former Soviet development model and formulated five-year development plan. With the development of national economy, the national environmental protection awareness has been enhanced. More and more public organizations have raised public welfare afforestation activities, which effectively reduced the global warming rate. However, climate management is not completed overnight. It is necessary to understand the concept of resource management and explore the process of climate change through the continuous research on resource development technology, so as to contribute to the sustainable development of natural resources on the basis of compliance with the actual situation.

3.3 Negative effects of extreme events

Under the social background of global warming, extreme weather and climate conditions have attracted extensive attention of scholars at home and abroad. There is evidence that many extreme natural accidents, such as floods, sandstorms, El Nino and so on, are related to global warming and bring heavy burden to the development of individuals, enterprises and governments. The sensitivity and vulnerability of human social system to climate change usually change with geographical location, time, socio-economic development level and

environmental conditions, which reminds people that when developing natural resources, we should consider the impact mechanism of climate change on socio-economic system, and use statistical data as the research basis to promote the exchange of management experience among staff in different regions. In the process, we should pay attention to the economic climate and the level of economic development in different regions. Climate change will lead the global economy to a low-carbon economy, adhering to the "high quality, strict standards" of low-carbon economic development standards. There are many factors that need to be considered in the process of climate change impact effect research, including technology development, project duration, etc., which can not be effectively estimated. Generally speaking, no one can give an accurate conclusion about the impact of climate change.

4. CONCLUSION

It is one of the important ways to promote the coordinated development of global economy and natural environment to analyze the mechanism of the impact of climate change on social and economic system. Although climate change will not have a direct impact on the socio-economic system, natural disasters caused by global warming caused by climate change will indirectly damage the socio-economic system. Through the research of related problems, we can improve the matching problem between the time scale of climate change and the space-time scale of economic system characteristics, and realize the sustainable development of natural resources and social economy.

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A Study on The Characteristics and Countermeasures of College English Teaching in The Transitional Period

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Abstract: In today's era, for College English teaching, it is a very important transition period. On the one hand, it is facing the great changes of education reform, on the other hand, it is facing the new situation of the rise of a big country. At present, there is no clear demarcation line between College English teaching and high school English Teaching in China, which leads to a strong "Book atmosphere", more emphasis on theoretical teaching and lack of practical ability training. Moreover, under the guidance of the concept of quality education, teaching activities present a diversified development trend. In this case, in order to further improve the quality of teaching, enhance students' English ability and make them undertake more important social responsibilities, it is necessary to introduce advanced teaching concepts and teaching activities, so as to bring better education experience to students.

Keywords: Transition period; College English; Teaching

1. INTRODUCTION

Since the third information industry revolution, with the help of information technology efficient way of information transmission, economic and cultural exchanges between regions around the world are increasingly frequent, the process of globalization is accelerating, and China's opening-up is increasing, so it is more necessary to communicate with foreign countries. As the most widely spread language in the world, English is of little significance Words and metaphors. In this paper, we will take college English teaching as the core starting point, and on the premise of fully combining the characteristics of the times and teaching practice, systematically elaborate the main characteristics of College English Teaching in the transitional period in China, and on this basis, put forward practical and feasible optimization and reform measures.

2. THE MAIN CHARACTERISTICS OF COLLEGE ENGLISH TEACHING ACTIVITIES IN THE TRANSITIONAL PERIOD

2.1 There is no clear dividing line between College English and high school English

In the education system, although university education and high school education are closely linked, there are great differences in teaching activities. High school education is facing the huge pressure of "college entrance examination", and college entrance examination is an important turning point in life, even there is the saying that "one examination determines one's whole life", which

leads to the idea of exam oriented education, paying more attention to the teaching of theoretical knowledge, hoping to improve the quality of life Hope that students can get a higher score in the examination, have a higher starting point, and the teaching content is more universal; and in College English teaching activities, pay more attention to practical application, different majors often have different needs for English teaching, and the professional orientation of teaching content is more prominent. However, in the current college English teaching activities, the dividing line between College English and high school English is becoming increasingly blurred. The idea of exam-oriented education is gradually spreading from high school to university. Teachers pay more attention to theoretical teaching, but ignore practical teaching to a certain extent. As a result, students' knowledge can not be transformed into their own ability, their practical application ability is weak, and their professional orientation is weak Compared with high school English teaching, it is only the growth of vocabulary, not the further extension of high school English [1-7].

At the same time, in College English teaching activities, the dividing line between English majors and non-English majors is gradually blurring. At the beginning of admission, although students with good English scores tend to be more inclined to English majors, which makes the English foundation of English majors generally higher, compared with other majors, there is no qualitative gap. On this basis, the teaching difficulty is roughly the same. 2.2 College English teaching activities show the pattern of "light foundation, heavy application"

In the transition period, with the increasing degree of opening up and the accelerating process of globalization, all walks of life have a greater demand for English talents, and need high-quality talents who can use English flexibly. In this context, some colleges and universities are eager for quick success and instant benefit, and pay one-sided attention to college application teaching, but the teaching time and teaching energy are limited. In this situation, the basic teaching time will be low, and the students' English foundation will be weak. For English teaching, as a language subject, the most important thing is the most basic English vocabulary and grammar. A more solid foundation of English can make students have more powerful English potential. The teaching mode of "light foundation, heavy application" can rapidly improve students' English application level in a short time, but it is an overdraft of English learning The practice of learning

potential will seriously restrict the further improvement of students' English application ability [2].

2.3 Diversification of College English teaching activities

In the traditional college English teaching mode, teachers speak on the platform and students listen under the platform. On the one hand, the classroom atmosphere is solidified, which is not conducive to stimulate students' interest in learning and learning motivation, resulting in students' subjective initiative can not be fully developed; on the other hand, students lack of classroom participation, unable to carry out effective learning communication with teachers, leading to teachers' failure Understanding the progress of students' learning, students can not put forward their own confusion in the learning process. In the era of education reform, "innovation" has become the main theme of education. All educators are trying their best to optimize the education concept, improve teaching methods, and inject more education value into teaching activities. As a result, a large number of excellent teaching reform methods have emerged. Compared with the traditional teaching mode, there are many teaching advantages, which are recognized by teachers It is widely used in teaching activities [3].

But at the same time, it is worth noting that some teachers have limited understanding of diversified teaching methods and blindly innovate teaching activities, which not only does not get effective teaching assistants, but also forms a reaction force, which has a serious negative impact on teaching activities [3].

3. EFFECTIVE MEASURES TO OPTIMIZE COLLEGE ENGLISH TEACHING ACTIVITIES IN THE TRANSITIONAL PERIOD

3.1 Respect students' dominant position and stimulate students' interest in learning

Compared with high school education, university education is undoubtedly more relaxed and pays more attention to students' autonomous learning ability. However, in China's existing education system, due to the greater penetration of exam oriented education concept in teaching activities, students are more dependent on Teachers' compulsion in the learning process before university, and their self-control has not been effectively cultivated. Suddenly enter the University, lack of external forces to urge, it is easy to relax the requirements of self, leading to academic waste [4].

In the face of this situation, at the beginning of enrollment, on the one hand, we should strengthen the supervision function of teachers, on the other hand, we should also pay attention to the guidance of students' interest in learning, so that students can feel the fun of English learning, so as to be able to participate in English learning activities, not only in the classroom more focused, more serious, in their spare time, but also be able to explore English autonomously, so as to learn English Students' English learning efficiency has been improved by leaps and bounds, and the quality of English learning can also be guaranteed.

3.2 Strengthen information construction and make full use of the advantages of information technology

The 21st century is the era of information technology,

information technology has become the main theme of social development, with the advantages of information transmission and information processing, can effectively improve the work efficiency of all walks of life. In essence, education is the process of information knowledge transfer from teachers to students. Through the use of information tools, teaching efficiency can be effectively improved. First of all, English is a language subject, which not only requires students to master the necessary vocabulary and grammar, but also requires students to have a certain cultural literacy, which must be based on a large number of English reading. Teachers can rely on the huge treasure house of Internet resources to select high-value English texts for students to read. Secondly, in multimedia classroom, teachers can view English as a foreign language Frequency and pictures are added to the teaching content to further enrich the teaching content and bring students better education experience. Finally, teachers can record the English teaching content into multimedia courseware, so that students can review it repeatedly after class, so as to maximize the use of students' spare time and improve students' learning efficiency. In addition, teachers can also build an online learning exchange platform, so that students can learn and exchange anytime and anywhere [5].

3.3 Further explore the application of diversified teaching to further improve the education system

Although the new education mode has many advantages, which can inject new vitality and vitality into teaching activities, and further increase its potential, the traditional education mode is undoubtedly more perfect and stable after decades of evolution. Due to the short rise time of diversified teaching methods, it has not formed a very sound education system, and teachers lack relevant teaching experience, so they can only cross the river by feeling the stones. This requires teachers to constantly sum up experience and lessons in teaching practice, and constantly improve the new education system, so that multiple teaching methods can play a more powerful role [6].

For example, in the way of group cooperative learning, teachers' mastery of classroom rhythm is weakened, and students' dominant position in teaching is more respected. In the process of group discussion, students can form complementary thinking, and their cognition of knowledge content is more comprehensive. Moreover, in the process of thinking collision, students' understanding of knowledge content is more profound. But in the teaching practice, we can find that students' enthusiasm for learning and communication is not high, which seriously restricts the educational effect of group cooperative learning. In view of this situation, on the one hand, teachers can strengthen the supervision function and urge students to learn and communicate; on the other hand, teachers can also stimulate students' sense of competition by selecting the best learning group, so that students can participate in learning and communication more actively. Even if some students treat learning activities negatively, they will also be inspired by the sense of honor of the group, and Other team members will also spontaneously

urge [7].

4. CONCLUSION

In general, education is based on social development, and its core purpose is to train high-quality talents needed for social development. On this basis, the social changes will inevitably lead to the transformation of education. In today's era, China has made great progress in development, and the society has undergone tremendous changes. The requirements for English talents are stricter and require higher English ability and English literacy. Therefore, more education needs are derived, which forces the College English teaching activities to make appropriate changes to adapt to the new situation of social development. At the same time, we should introduce advanced educational concepts and teaching methods to inject more educational value into teaching activities, so that students can get more ability in the process.

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"One Village One Product" Characteristic Oriented Beautiful Rural Planning and Design

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Abstract: This paper mainly describes the planning and design of "one village, one product" orientation in the construction of characteristic rural roads. First of all, we should understand the current situation of rural development, on this basis, complete the integration of traditional and modern industries, and realize the construction of beautiful villages by designing roads, buildings, greening, etc.

Keywords: One village One product; Beautiful countryside; Road design; Architectural planning

1. INTRODUCTION

With the implementation of the Rural Revitalization Strategy, the rural development has been promoted, which not only improves the living standards of rural households, but also drives the development of local characteristic industries, such as the rural areas dominated by farming, and increases the sales of agricultural products. This achievement of driving rural economy and industry is inseparable from the planning and design of "one village, one product" orientation. At the same time, it also clarifies the significance of the orientation for rural construction and the value of development and implementation.

2. PRELIMINARY UNDERSTANDING OF THE RURAL SITUATION

The actual situation of the village is an important premise of planning and design, and it is also a key link that can not be ignored. If the planning is divorced from the current situation of rural development, the rural construction will not have authenticity and emotionality. Planners can first find the specific location of the village through the map software, and use the Internet technology to collect the relevant information of the village, with the help of satellite system to understand the local traffic situation, and print out the rural and surrounding housing construction and roads, so as to lay a good foundation for the planning. During the investigation, the local leaders or villagers should be asked about the population, floor area, housing status, characteristic industries, etc. of the village for on-the-spot investigation and shooting. If conditions permit, planners can stay in the local area to experience the cultural and spiritual connotation of the village, so as to form an emotional foundation. At the same time, it is also necessary to record Party A's specific planning requirements and ideas in detail, formulate the design concept and direction from a professional perspective on the basis of Party A's opinions, discuss and negotiate with the leaders of relevant departments in a timely manner, and carry out the design work after reaching a consensus [1-2].

3. INDUSTRIAL INTEGRATION TO IMPROVE THE EFFICIENCY OF RURAL INDUSTRY

There are many local characteristic industries in the countryside, so in the planning, we should focus on the anti war status of traditional industries and modern industries, so as to achieve the mutual integration of the two, so as to enhance the industrial efficiency of the countryside. Taking a county as an example, the main industry of the county is citrus, with planting area of 71300 mu, total output of 113400 tons and output value of 798 million yuan, which has the characteristics of late maturing citrus. The town is the main citrus producing area in the county, so in the planning, we should innovate ideas, use modern technology, and promote the transformation of traditional industries. First of all, we should optimize the structure of citrus varieties, expand the planting area of late maturing varieties, and pay attention to the development of other citrus varieties, such as Wogan, so as to form the maturity structure with late maturing as the main and early and medium maturing as the auxiliary. Secondly, adjust the regional structure, do a good job in the reconstruction of the orchard, and guide the citrus to move to the hillside planting, with advanced efficient water-saving projects, to form a more three-dimensional development pattern. Finally, we should pay attention to the inspection of seedling quality and organize training courses on pest control of citrus fruit trees, so as to improve the quality of citrus. With the development of rural industrial planning, 3488 households have participated in the construction of "one village, one product", with an average income of 97000 yuan.

4. COLLABORATIVE DEVELOPMENT TO PROMOTE EFFICIENT USE OF RESOURCES

In the construction of rural areas, the relationship between each demonstration village should be coordinated. It is not only necessary to integrate culture and industry, but also form a good development coordination relationship with complementary advantages in ecological and tourism, and promote the coordinated development of economy. Taking a town demonstration area as an example, the paper analyzes the e-commerce culture and ecological industry of a village in the local area, and then realizes the effective utilization of the village resources. In the process of analysis, the collected contents are integrated, key words are refined, local characteristic culture and humanistic feelings are properly introduced to complete the planning and design of the final overall positioning: the concept of development should be innovated on the basis of the current situation of the countryside, and the unique e-commerce demonstration village should be built according to the integrated content. The ecological environment of the village should be displayed to more people through the Internet platform to show more people the ecological environment of the village And hospitality.

At the same time, we should pay attention to the design of the main body of the countryside. In the planning, we should make clear the direction of rural development and the characteristic industry, and integrate the development vision into the design, so as to realize the purpose of "landscape sketch", and then make efficient use of resources and local characteristics, and promote the coordinated development of villages. In the overall layout of the village, the design method of "one ring and two themes" is adopted, which is to form a landscape belt with main entrance, street and special paving in the village, which not only reflects the local host road and village characteristics, but also shows the local success road and reunion road to tourists. The two themes are composed of potholes and squares, which express the meaning of everything growing by the pond, and show the connotation of e-commerce park by using the square.

5. CREATE THEME AND REALIZE THE INTEGRATION OF THEME AND LANDSCAPE

In order to promote the coordinated development of the advantages of the village, we should pay attention to the integration of the theme and landscape within the village. In the design of rural theme, we should follow the principles of ecology and applicability, and reasonably plan the use of funds. At the same time, we also need to combine the public aesthetic, enhance the ornamental landscape, and pay attention to the integration of local traditional culture, so as to achieve the effectiveness of the integration of the two. Take the above villages as an example, the overall layout forms a closed loop, and the main entrance is designed as a "one heart" style, which integrates modern elements, so as to show the determination to create a home together. The main street is designed as "road to success". A word in the name of the village corresponds to "horse" in the zodiac. Therefore, the road is named as "road to success" by borrowing the meaning of the word. The main street on both sides of the plant selection of four seasons often open rose and four seasons evergreen *Ligustrum lucidum*. The theme design is reflected in the pond and square. In the design of the square, the "double 11" element is used, which means that the turnover of e-commerce village on Taobao platform is rising, and it can also improve the interest of the square, so as to enhance the happiness index of local villagers.

6. ENGINEERING DESIGN, FORMING A UNIFIED STYLE AND FEATURES

The planning and design of roads and buildings is an important part of "one village, one product" rural construction, and also an intuitive expression of rural color. When planning buildings, we should first pay attention to the principles of protection and on-site transformation, so as to avoid damage to houses and houses during construction. Secondly, the original design style of the building should be retained in the design, and

the function replacement can be realized on this basis, which can appropriately increase the tourism industry. Finally, the construction of the landscape should be paid attention to, which not only needs to optimize the overall layout of the landscape, but also needs to carry out the repair work for the houses with local characteristics, so as to promote the formation of a unified style and features.

When planning and designing roads, we should pay attention to the following aspects: first, to ensure that the roads inside the village are hard; second, relatively narrow roads such as country roads can be paved with pebbles and green bricks to show the local flavor; third, to ensure that the roads inside and outside the village can be well connected; fourth, if there are seriously damaged roads, they should be in accordance with the original pattern. In the process of road repair, we should choose the same road materials; sixth, clean up the debris on both sides of the road to achieve green ecology; seventh, adjust the structure of the village, when repairing the road, we should put warning signs in the appropriate position; Eighth, according to the development status of the village, the design scale and the development level of tourism, we should build a reasonable parking lot.

7. CONCLUSION

To sum up, if we want to realize the construction of beautiful countryside through "one village, one product", we need to carry out construction planning and design on the basis of understanding the actual situation of the countryside, carry out rural reform from many aspects, integrate a variety of leading industries, so as to improve the utilization rate of resources. Through the planning and design of "one village, one product", promote the implementation of Rural Revitalization Strategy, and fundamentally realize the development of rural economy.

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On the Role of College Sports Associations in Extracurricular Sports Activities

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Abstract: Under the background of quality education, the all-round development of students' morality, intelligence, sports, beauty and labor has become an urgent problem to be solved in Colleges and universities at this stage. In order to improve the current development trend of sports activities and enable students to actively participate in physical exercise, we can take the way of sports associations to change the traditional characteristics of technology-based teaching and limiting students' right to choose. This paper discusses the role of college sports associations in extracurricular sports activities, and puts forward corresponding suggestions as follows.

Keywords: Colleges and universities; Sports associations; Extracurricular sports activities; Role

1. THE MAIN FACTORS AFFECTING STUDENTS' PARTICIPATION IN EXTRACURRICULAR SPORTS ACTIVITIES

Due to the influence of external environmental factors, some college students think that it is of little practical significance to participate in physical exercise, and there is no substantial help for themselves, which also leads to their failure to develop the habit of physical exercise. In addition, freshmen and sophomores have a lot of class hours and academic pressure, so they have to face a variety of tasks and exams. Many students have to give up sports and use the original physical exercise time to do some leisure and entertainment activities without consuming physical strength. In fact, this is also a helpless move due to lack of energy. At the same time, in addition, the facilities of some university stadiums are relatively backward and old, which can not meet the needs of students, which also leads to students gradually lose interest in physical exercise, seriously affecting their participation enthusiasm [1]. Secondly, due to the influence of sports ability and the lack of effective guidance, students have no way to start in the selection of sports activities and content, which is easy to cause sports injury and seriously hinders the development of extracurricular sports activities.

2. THE ROLE OF COLLEGE SPORTS ASSOCIATIONS IN EXTRACURRICULAR SPORTS ACTIVITIES

2.1 The flexibility of form is conducive to the development of sports activities

Sports association itself has the characteristics of students' self-organization and management. It can enrich the forms of activities according to the needs of different students, so that it has the characteristics of various forms. Because the psychology of college students has become mature, and they have the ability to choose independently, they can plan and manage themselves according to their own

preferences and needs. Moreover, they have reasonable arrangements for the content, exercise methods and means of sports activities under the influence of the environment and personality characteristics. Therefore, it also urges the sports associations to have a variety of choices in order to be effective. Stimulate their interest in participation, mobilize their enthusiasm. Moreover, compared with physical education classroom teaching activities, sports associations are generally carried out in spare time, which has certain advantages in activity time. Coupled with the characteristics of flexible form, freedom, size and so on, they can attract more students to participate in it [2]. At the same time, college students themselves have higher requirements for the atmosphere, while sports associations do not have compulsory participation requirements. Generally, students participate in the projects they are interested in independently. In addition, teachers play an appropriate role in assisting and guiding. The atmosphere is relatively equal, relaxed and free, which can enhance students' desire to participate in sports activities and improve their physique. Quality, promote their physical and mental health development to lay a solid foundation.

2.2 Its fitness and entertainment characteristics meet the needs of students' physical and mental health development. The content of sports activities should be formulated according to the needs of students to strengthen their physical and mental health, so that students can feel the physical and mental pleasure in the process of achieving this goal. Because of the individual differences between students, many sports activities may not meet the actual needs of each student. Over time, students' interest in sports activities gradually loses, which is not conducive to the requirements of quality education. Sports associations can solve this problem effectively. They can investigate and analyze the interests and interests of students in campus in advance, and formulate different activities. It can build a platform integrating entertainment and communication for students with the same hobbies, so as to provide corresponding conditions for the smooth and effective development of sports activities. And sports associations are facing the whole campus. Compared with the limitations of physical education classroom, it has more possibilities, can use the inter school connection, connect with the society, fundamentally broaden the social circle of students, let students realize more things, and lay a solid foundation for students to succeed in the future towards society. At the same time, participating in sports associations is the intention of students, so they will be more active in participating in sports activities, which also plays a positive role in improving the effect and efficiency of exercise. In this form, students are more likely to establish lifelong sports awareness and habits. On the

other hand, it can also be used as a way of physical education classroom expansion and improvement. Secondly, in sports associations, students occupy the main position, which can choose different items according to their own needs, so as to achieve the basic purpose of strengthening their physique and improving their comprehensive ability.

2.3 The richness of the activity content, giving a variety of options

With the rapid development of society, people's concept of anything has also changed. Of course, students' concept of sports is also the same. In the current context, sports is no longer a simple way to exercise, it has gradually become a trend. Many students think that fitness is a sign of fashion, which also urges more students to pursue the trend. In fact, it also plays a positive role in promoting the development of sports. However, due to a wide range of groups, each student's physical quality and sports foundation have great differences. Therefore, when carrying out extracurricular sports activities, we should not only pay attention to the individual differences of students, give them targeted exercise programs, but also constantly enrich the content of sports activities for students to enjoy the choice, so as to meet the needs of different students, at the same time It should also ensure that it has interesting characteristics, play the maximum utility value in mobilizing students' enthusiasm, let students more actively participate in physical exercise, provide a relaxed and broad environment for students to give full play to their strengths and develop their potential, so that students can improve their own quality in a relaxed and pleasant environment. Secondly, some sports competitions can be held on a regular basis. The competitions can take the form of team and individual, so that students can effectively develop their personal ability, have a new understanding of the group, promote the improvement of their team assistance spirit, and lay a solid foundation for their later study and life [4].

2.4 The cultural nature of community activities can improve students' sports cultural taste

The culture of community activities is actually the spiritual wealth and cultural atmosphere produced by many students when they participate in sports activities. It can focus on the brand image of the community and make more students realize the importance of sports activities to their own development. In this situation, students will pay more attention to the scientific rationality of time security

and get more knowledge in the limited time. At the same time, the charm of physical exercise does not radiate through a single point. All kinds of ways and activities can be the display form of sports charm. Students can achieve the basic purpose of strengthening their body, relieving pressure and improving the level of sports technology in the process of participating in sports activities, which is enough to see the role and connotation of physical education. Secondly, after students acquire the corresponding sports knowledge and skills in the classroom, they can consolidate and understand more thoroughly by participating in the community, which is also one of the fundamental purposes of sports teaching.

3. CONCLUSION

To sum up, if we want to effectively improve the enthusiasm of students to participate in physical exercise, so that they have a new understanding of the role of sports activities on their own, we should first create a relaxed and pleasant platform for students, and constantly enrich the content of activities to meet the choice needs of every student to the greatest extent, so as to help students establish the concept and determination of lifelong physical exercise.

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Analysis on The Construction Strategy of The Ecological Environment of Art Education in Colleges and Universities Based on WeChat Platform

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Abstract: With the rapid development of economy, people begin to pay attention to art while pursuing material. This paper explains how to construct the ecological environment of college art education based on WeChat platform from several aspects. In college teaching, we should break the traditional mode, use the development trend of the Internet, introduce WeChat platform for network teaching, innovate the ecological environment of education, and explore the application countermeasures of WeChat teaching in art.

Keywords: WeChat platform; College art; Ecological environment

1. INTRODUCTION

Compared with the traditional art education, the application of WeChat platform mainly changes the educational ecological environment, and expands the channels for innovation of art resources and acquisition of knowledge. Through the rapid spread of WeChat to create resource sharing, the educational environment is interactive, open and intuitive. By playing the role of science and technology, we can bring a more perfect new education environment for art education in Colleges and universities.

2. CHARACTERISTICS OF THE CONSTRUCTION OF THE ECOLOGICAL ENVIRONMENT OF COLLEGE ART EDUCATION BASED ON WECHAT PLATFORM

2.1 Break the limitation of space and improve learning interest

As we all know, the traditional teaching mode is mainly around teachers, which is boring and ineffective. Using science to apply the network to art teaching, teachers can share teaching resources with students at any time through WeChat platform, and teach more comprehensive art knowledge to students combined with network materials, so as to enhance the communication between students and teachers. With the gradual deepening of the spread of art knowledge, students' fear of teachers in the traditional classroom is eliminated. Rich information knowledge can improve students' interest in learning, so as to further improve students' learning initiative and enthusiasm. In the WeChat platform, the vivid and flexible art knowledge on the Internet turns learning into dynamic, changes the serious and stereotyped impression of teaching materials, presents the artistic situation characteristics of art, and makes students better accept and integrate into this artistic

conception. Finally, teachers can set teaching problems after teaching according to WeChat platform, so that students can independently analyze teaching resources to stimulate students' curiosity and thirst for knowledge. The combination of "teaching" and "learning" should be established to realize the common progress of the two innovative teaching systems, so as to improve the quality of teaching, break the limitations of teaching space, and at the same time make students love learning art fundamentally.

2.2 Broaden students' vision and promote their development

The main content of the network ecological environment is more diversified, and it can make the various elements of teaching combine and influence each other, with high flexibility. WeChat platform can combine learning knowledge with the information of the times, so that students' learning way is no longer limited to closed teaching. Through this platform, open and characteristic teaching content can be created. For example, learning activities can help students expand their thinking, and students' learning ability can be comprehensively improved in the actual exercise and communication. In the art teaching of colleges and universities, teachers can share knowledge related to teaching through the WeChat official account from the special information platform, and then students will share knowledge and information with the students, and summarize the problems encountered in their study. In the official account or chatting way, teachers should be informed to exchange smoothly and share online, and then search for knowledge of art, so that all of them can be open in the whole learning process of WeChat platform. Teachers should teach students in accordance with their aptitude according to their learning situation, lead students to analyze their suitable learning methods from a professional point of view, and promote the innovation and personalized characteristics of art students, so as to achieve sustainable development and better prospects.

3. THE WAY TO CONSTRUCT THE ECOLOGICAL ENVIRONMENT OF COLLEGE ART EDUCATION BASED ON WECHAT PLATFORM

3.1 Realize resource sharing and strengthen the analysis of educational ecological environment

Generally speaking, art students in Colleges and universities will be constrained by the traditional system

of basic education. Before formal learning, students do not understand the whole art professional knowledge. In addition, in the school education, the curriculum arrangement in Colleges and universities lacks practical content, and does not give students a gradual acceptance process for the unfamiliar art major. Therefore, students are lack of basic knowledge, and teachers' common sense in the course also has one-sided characteristics. Therefore, in the WeChat teaching platform, teaching can make up for the defects of teaching through this platform, increase the channels for students to contact with professional learning, and understand the basic professional knowledge as soon as possible in the discussion, and freely choose what they want to know in the art module course, so that students and teachers can have a better understanding of relevant knowledge. In Colleges and universities, most of the art teachers are experienced artists, most of them have the advantage of solid professional knowledge. But at the same time, because they are generally older, they don't know much about the times, and they lack good communication with students. Through WeChat teaching, they can integrate social communication, strengthen the interaction between teachers and students, exchange learning and emotion, and make the learning process more smooth. In the actual construction of ecological environment, colleges and universities should be mainly based on the actual situation of teaching, and lay a stable foundation for the construction of teaching ecological environment of WeChat platform [1]. Secondly, we should combine the characteristics of students, analyze the shortcomings of art teaching and the key and difficult points of teaching reasonably, and formulate more efficient teaching strategies to make up for the shortcomings of students' learning in the classroom.

3.2 People oriented, planning and constructing the content of ecological environment

In the actual design of teaching content, we need to fully consider the rationality of the educational ecological environment, and give full play to the role of WeChat platform. The multimedia in WeChat platform can make the teaching design more perfect, and modern multimedia means can meet the healthy growth of students from many aspects according to the needs of students' all-round development. The information of WeChat platform has the characteristics of meticulous and scattered knowledge, which is not conducive to students' intuitive learning. Therefore, in the teaching design, we must pay attention to the pertinence and integrity of the information. Teachers can integrate the scattered knowledge to a certain extent, so as to prevent students from being confused by the disordered knowledge when they are learning, and cannot clearly understand the learning ideas.

Secondly, in the process of learning, due to the different content of each class, teachers need to analyze and introduce the correct way of thinking. We can use the way of thinking introduction and scenario creation to carry out group teaching, stimulate students' diversified learning, improve learning efficiency and subjective initiative.

3.3 Implementing specific operation to improve the ecological environment of Art Education

In WeChat platform, effective information means can be accelerated, such as friends circle, official account, group chat and one to one chat. Teachers should fully understand the use of these functions. Using these methods can not only help solve students' learning problems, but also give care in life, effectively promote the feelings between teachers and students, and shorten the distance. At the end of the course, teachers should understand the completion of students' works, put forward suggestions for revision, and supervise the revision process of students. In the background management of official account, the whole teaching content should be customized, and the teaching contents should be divided into modules to show to students. In addition, information about famous works in fine arts and Museum of art will be released in time to make necessary measures for students to expand their knowledge and learning channels. [2] After students understand the information, teachers can classify students according to their learning personality and understanding tendency, and use positive and appropriate teaching methods to help students learn more efficiently and promote a good ecological learning environment.

4. CONCLUSION

According to the above analysis, WeChat platform can promote the improvement of students' learning level. Including official account, group chat and one to one chatting, promote teaching methods innovation, and introduce this way into teaching, so as to create a new teaching plan for art teaching in Colleges and universities. Art knowledge is fully covered among students to promote students' interest in learning and communication between teachers and students, and create a good ecological environment for students' art education.

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Analysis on The Application of Career Planning in College Students' Career Development and Employment Guidance

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Abstract: To carry out the teaching of career planning in Colleges and universities is an important way to comprehensively improve the core quality of college students. In the face of the current complex employment environment, colleges and universities in our country choose to use the "career planning" method to promote the smooth development of College Students' career development and employment guidance, effectively increase the personal core competitiveness of college students, so as to comprehensively enhance the effectiveness of College Students' development and employment. During the period of University, students should complete the transition from school to society and the leap from students to talents. By carrying out "career planning", it is conducive to helping students to carry out career development. It is also conducive to improving the employment guidance and comprehensively improving the quality of employment guidance in Colleges and universities. This paper expounds the corresponding strategies from many aspects.

Keywords: Career planning; College students; Career development and employment guidance; Application strategy

1. INTRODUCTION

In the teaching process of colleges and universities in our country, the application of "career planning" to career development and employment guidance is an effective teaching method in the new era. It plays an irreplaceable role in improving college students' employment cognition, cultivating employability, promoting career development, and carrying out employment guidance. As college students in the new era, they should have the ability to keep pace with the times. Through the teaching process of "career planning", we should help students improve their own shortcomings and shortcomings, promote students to plan their career development direction, scientifically complete employment guidance, and ensure that every student studying in Colleges and universities can find his own post. In the future employment, promote their own long-term sustainable development [1-3].

The application of career planning in college students' career development and employment guidance

The application of "career planning" in college students' career development and employment guidance is mainly reflected in the following aspects: first, it is conducive to promoting students to establish correct values. In the complex environment of entrepreneurship and employment, college students will inevitably feel blinded

and helpless. In the face of optimization and guidance from the outside world, they can not effectively establish the correct values, which leads to the difficulty in effectively determining college students' employment ideas and employment goals. At this time, teachers apply "career planning" to college students' career development and employment guidance, which can help students to recognize the reality, find their own career direction, effectively establish the correct values, make college students' rational judgment greater than perceptual cognition, and then improve their overall level of career development. Second, it is conducive to the cultivation of students' good professionalism. Integrating "career planning" into the teaching of career development and employment guidance can help college students clearly understand the essence and connotation of employment. While clarifying the job responsibilities, we should enhance the core competitiveness of students, enhance their professionalism and professional ability, and integrate them into the job with high skills and high level of employment capital, so as to cultivate their good professionalism and help them grasp excellent professional ethics. Third, it is conducive to comprehensively improve the employment rate of students. Based on the increasing trend of employment in Colleges and universities in China, colleges and universities pay attention to career development and employment guidance, and fully integrate into the content of career development planning, so that students can clearly understand their own actual conditions. To promote students to establish a clear direction of employment, and then comprehensively enhance the employment rate of students, so that college students stand out in the fierce employment competition.

2. THE APPLICATION STRATEGY OF CAREER PLANNING IN THE CAREER DEVELOPMENT AND EMPLOYMENT GUIDANCE OF COLLEGE STUDENTS

2.1. Enhance teachers' professional quality and carry out employment guidance in depth

In order to carry out the teaching work of "career development and employment guidance" smoothly in Colleges and universities in our country, first of all, teachers should have excellent professional quality, and in practical teaching, they should have superb ability to guide employment. Teachers should carry out a series of systematic and comprehensive career guidance teaching work according to the actual development needs of students and their employment needs, so as to help

students find their own position. Secondly, teachers should fully grasp the employment trend of students, interact with students effectively, and understand the learning thoughts and behaviors, which is conducive to help teachers design detailed employment guidance programs, and comprehensively enhance the development and employment comprehensive ability of college students. Therefore, teachers should improve their professional quality through "career planning", fully understand the current situation of entrepreneurship and employment, improve the career advantages of college students, and fully carry out employment guidance. Through classroom teaching activities, teachers should innovate a single teaching method, arouse students' interest in improving their professional quality, and let students transform from passive improvement to active improvement, so as to comprehensively enhance students' core competitiveness in employment and further carry out employment guidance.

2.2 Create appropriate curriculum situation and provide simulation practice opportunities

In the current diversified employment environment, in order to improve the employment rate of college students, enhance the employment quality of college students. Teachers should start from "practice", so that students can get sufficient exercise in school, so that in the process of real career development and employment, "no stage fright, unskilled" and other issues, effectively exercise students' skills, mentality, emotion, etc., and comprehensively improve the comprehensive ability of college students. First of all, teachers should create a suitable employment simulation situation, put students' cognitive thinking into the situation, fully understand the form of employment and the direction of career development, so that students can clearly understand their own ability, and then comprehensively enhance the employment awareness of college students. Secondly, teachers should provide simulated practice opportunities for college students to apply and train their professional skills, promote college students to complete the process of integrating theory with practice, comprehensively enhance the core competitiveness of college students, lay a solid foundation for carrying out efficient, diverse and innovative career development and career guidance, and then comprehensively enhance the core professional quality of contemporary college students.

2.3. Innovate the form of vocational education and grasp the opportunity of Vocational Education

In the university stage, the college should ensure that college students successfully complete the basic courses, and promote college students to carry out career development learning, so as to enhance their

comprehensive skills and core literacy. Therefore, the application of "career planning" to career development and employment guidance can comprehensively improve the effectiveness of the college; comprehensively enhance the quality of students' employment, enable students to complete the transition efficiently on campus, and comprehensively enhance their core competitiveness. In the course of career planning, teachers should help students face up to their own advantages and disadvantages, carry forward their advantages and correct their disadvantages under the teaching and guidance of teachers, and then make clear their own employment trend and field, scientifically plan their future development and determine their development goals, so as to better adapt to the society and jobs, and fully practice the school running practice of colleges and Universities under the background of socialism Purpose. For example, when students are faced with the problem of "graduation or further study or employment", teachers should carry out "career planning" to help students out of difficulties and make the right choice. Through the specific "career planning" teaching, let students have the ability of judgment, analysis and practice, and then comprehensively enhance their own development, employment comprehensive quality.

3. CONCLUSION

In short, with the increasingly complex and changeable employment environment, in order to help college students, carry out effective career development and employment guidance, colleges and universities focus on setting up the "career planning" course. In the guidance of teachers and students' self-study, we should explore and master the essence of "career", so that college students can effectively enhance their core competitiveness and create more opportunities for future development and employment.

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The Application of Modern Teaching Method in The Innovation Teaching of Physical Education in Colleges and Universities

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Abstract: The modern teaching method in Physical Education in Colleges and universities is realized by combining internet teaching platform with classroom practice, and integrates the mode of instant interaction and information teaching in the teaching process. This paper analyzes the differences between traditional physical education and modern teaching methods, and the problems existing in the construction of sports teaching network platform, and discusses the corresponding solutions, in order to optimize the development mode of physical education, speed up the construction of the network teaching platform in Colleges and universities, and further improve the quality of physical education.

Keywords: Modern teaching; University; Physical Education

1. INTRODUCTION

Physical education plays an important role in college education and is a necessary course to cultivate comprehensive quality talents in the new era. Colleges and universities should carry out teaching reform according to their own training objectives, apply modern teaching means to physical education, create new teaching mode with Internet as the teaching carrier, and implement it in physical education classroom, enrich the campus sports construction system through research and development, maintenance and use of teaching website, and actively realize the synchronous improvement of teaching quality and teaching efficiency.

2. THE NECESSITY OF APPLYING MODERN TEACHING IN PHYSICAL EDUCATION

First of all, the traditional physical education classroom because of time and space constraints, has been unable to fully meet the needs of modern teaching. Physical education curriculum needs a variety of teaching technology, a variety of training projects, but teachers can not complete a variety of training projects at the same time, and the teaching process also has the influence of objective factors, because each physical education teacher's ability level is different, so it is difficult to make students form a perfect sports technology literacy. Secondly, the traditional teaching mode mainly focuses on teaching materials, teachers pay more attention to the teaching of theoretical knowledge. Finally, the traditional way of teaching physical education courses is relatively single, which does not provide students with space to develop their thinking and limits their imagination. Teachers tend to identify thinking in question and answer, which is not conducive to improving students' innovation

ability.

Therefore, in order to improve the level of college physical education, we need to make full use of modern teaching methods and innovate classroom teaching mode. By building an internet teaching platform and increasing the links of teacher-student interaction, teachers can fully understand the students' knowledge and clear the students' interests, which is more conducive to teachers' individualized teaching and efficient education.

3. THE ADVANTAGES OF MODERN TEACHING METHODS IN PHYSICAL EDUCATION

3.1 Diversification of network teaching platform

There is a big difference between internet teaching platform and campus website. First of all, the internet teaching platform covers more complete teaching content, advanced technology and diversified projects. It mainly relies on massive materials such as teaching aids, teaching videos and teaching courseware for teaching. Secondly, the internet teaching platform can realize the cooperation between different majors and colleges. Sports contains hundreds of projects, in order to achieve the forward-looking teaching, we need to unite the strength of experts from many colleges, according to the characteristics of the region to develop teaching content. Finally, we need a professional technical team to provide support for platform maintenance and production. It can be seen that the construction of network teaching platform needs the support of various forces, and constantly update and improve it. When students use the platform, they can choose the teachers they like. This optional mode of physical education teaching is more in line with the psychological characteristics of college students and meets the students' individual needs in Physical Education Learning [1-2].

3.2 Cultivate students' autonomous learning ability

In traditional physical education, teachers play a leading role, ignoring that students are the main body of teaching. The modern physical education pays more attention to the cultivation of students' autonomous learning ability. Teachers can realize online guidance through the teaching platform, so as to cultivate students' autonomous learning ability, let students experience the process of exploring knowledge, and cultivate students' practical ability and innovation consciousness. Internet teaching platform is not only limited to the campus, but also can serve the whole society and improve the quality of the whole people.

4. EFFECTIVE MEASURES TO REALIZE THE INNOVATION OF MODERN PHYSICAL EDUCATION

4.1 Strengthen the innovation consciousness of sports technique teaching

In order to get rid of the limitations brought by traditional physical education, modern teaching means of physical education in Colleges and universities need to keep pace with the times, constantly update and develop modern teaching mode, which can also verify whether the innovative means of teaching application of physical education in Colleges and universities are effective. The key to the innovation of physical education teaching means is whether teachers have pioneering thinking and innovative consciousness. Creative teachers can use all conditions to stimulate students' desire for learning, meet students' psychological needs, and cultivate students' sports ability at any time. At the present stage, many teachers have some misunderstandings about the innovative means of physical education teaching, lack of speculation, teachers need to correct the understanding of the deviation, improve their sense of responsibility, seize the opportunity to carry out creative training anytime and anywhere.

4.2 Build network platform and optimize physical education curriculum

When constructing the internet teaching platform, it needs the support of technical force. The core technical team should design the framework of the platform. Firstly, the school invites experts to review and demonstrate the functions involved in the platform. Secondly, the platform needs a professional service team to provide technical support, make scripts and complete the overall design. Finally, according to the scheme approved by experts and the advantages of various colleges and universities in different sports, the teaching plate is divided, and the reserves of early knowledge and text materials are well done.

4.3 Implementation of auxiliary teaching function

In the construction of sports internet teaching platform, we should make full use of advanced network technology, integrate video, audio and other picture materials according to the teaching requirements, show students the wonderful moments of sports events in the competition in the form of network video, let students feel the charm of sports through the way of intuitive watching, stimulate students' interest in learning, so as to eliminate the need for venues and sports activities. The limitation of teachers' level and other factors leads to the situation that the content of sports cannot be interpreted. At the same time, physical education teachers can show the difficult and key problems in the course in the form of short films according to the teaching content, and put them into the teaching platform, which is more convenient for students to learn and master the essentials of sports. Teachers can also use WeChat group, QQ group and WeChat official account to

exchange information with students, enhance interaction between teachers, students and students, and share learning resources with [2].

4.4 Optimize platform and rationalize management

This kind of open internet teaching platform can realize the resource sharing between colleges and universities, which not only improves the quality of physical education, but also expands the space of social physical education learning. High quality network teaching platform provides a window for colleges and universities to show to the outside world, and creates communication space for sports lovers and learners. Colleges and universities can set up a special group for network education, which is responsible for making relevant teaching courseware and controlling the operation status of the platform. The groups should maintain effective communication and learn from each other. At the same time, in the process of building the teaching platform, the school should make a bold attempt to set up a single cross college special teaching and research group, so as to realize the exchange and interaction among colleges and universities, which has played a promoting role in the teaching reform. In order to build a high-quality sports network education platform, colleges and universities should introduce network talents related to sports major, or train teachers with certain interest to learn network technology, so as to improve the quality of platform construction.

5. CONCLUSION

To sum up, the construction of college internet and sports teaching platform is the primary task of current college sports teaching, and also the mainstream direction of future sports education development. Therefore, the education management departments and teachers and students in Colleges and universities should improve their cognitive level, innovate boldly, make full use of the open network education, and improve the comprehensive quality of students. With the deep application of network courses in physical education and the development of Internet technology, modern teaching means will enter the era of rapid development.

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Research on The Integration of College Physical Education into Rural Physical Culture

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Abstract: In the context of the continuous advancement of quality education in China, physical education has been paid more and more attention in the stage of college education, and the improvement of students' physical skills and physical literacy has been gradually concerned. In the current environment, with the progress of social development, the development of rural sports has been extended, and the rural sports culture has also been improved, which is a kind of impact and opportunity for college physical education. The main content of this article is to explore the integration of rural sports culture in college physical education, promote and enhance the quality and value of college physical education, enrich the significance of college physical education to a certain extent.

Keywords: Colleges and universities; Physical education; Rural sports culture

1. INTRODUCTION

Research on symbiotic development model of new rural community sports in China shows that the development of rural community sports should be combined with the theory of social symbiosis to promote the improvement of rural sports to a certain extent. This paper first studies the current situation of the development of rural sports culture, analyzes and decomposes the current rural sports culture, so as to promote college physical education to recognize the connotation of rural sports culture, so as to promote it to find suitable opportunities for integration. Then from the personal point of view, it puts forward some effective strategies to promote the integration of College Physical Education into rural sports culture, so as to provide power for the improvement and innovation of college physical education [1-2].

2. ANALYSIS OF THE CURRENT SITUATION OF RURAL SPORTS CULTURE

2.1 Lack of Teachers

Compared with cities, the development of rural areas has certain limitations, which is also the main factor causing the problems in the construction of sports culture in rural areas. At the same time, the backward economic foundation and teaching conditions in rural areas lead to the gradual urban development of educators, which leads to the lack of teachers. The lack of teachers' team strength fundamentally affects the promotion of physical education in rural areas, and the construction of sports culture is greatly hindered. At the same time, the backwardness of rural residents' Ideological and cultural concepts, combined with the lack of teachers, directly aggravates the degree of obstruction in the construction of sports culture, which is not conducive to the development of physical education in rural areas.

2.2 Lack of corresponding facilities

The promotion of sports culture construction is not a simple theoretical content teaching, it needs to be combined with certain practice, that is, the construction of sports facilities. However, due to the limited economic conditions in rural areas, the construction of corresponding facilities is very lacking, and the practice of some sports events can not be supported, which affects the development of sports culture, and the investment of funds in physical education is very small, which fundamentally reduces the depth of physical education. In addition, the sports facilities need to be maintained to a certain extent, and the funds of the school itself are limited, so the cost for equipment maintenance is basically zero, and then the facilities are aging and scrapped, resulting in the development of rural sports culture is very difficult.

2.3 Lack of correct cognition

First, the cognition of the rural physical education workers is biased. It is always believed that the promotion of physical education lies in strengthening the physical quality of students, and the combination of social symbiosis theory is extremely lacking, especially for the construction of rural sports culture. Secondly, the lack of people's cognition level in rural areas leads to the development of sports culture Effective support, people are usually busy with personal affairs, and they don't care about the development of their local sports culture. There are serious cognitive errors in this content, which leads to the delay of rural sports culture development.

3. THE VALUE OF INTEGRATING THE RURAL SPORTS CULTURE INTO THE PHYSICAL EDUCATION OF COLLEGES AND UNIVERSITIES

First, the integration of rural sports culture in college physical education is conducive to expanding the sports population in rural areas, helping the agricultural areas to popularize sports culture knowledge and professional content in the development process, and promote the rural people to have access to advanced educational thinking, thus changing their misconceptions and ensuring the effective development of sports culture, so that it will be more The transformation of more rural population to sports population can improve the ideological level of rural residents to a certain extent; secondly, the integration of rural sports culture in college physical education is conducive to improve the awareness of rural residents' physical exercise, and the change of human ideology can bring about changes in action. The correct cognition of rural residents to sports can promote their enthusiasm to participate in sports training So the development of rural sports culture can also obtain the impetus, which not only changes the concept but also increases the fun of rural life;

finally, the integration of the rural sports culture in the physical education in Colleges and universities can promote the cultivation of professional sports talents. The lack of rural sports culture development can make the physical education in higher education realize the lack of education, and then carry out it through practical action in the process of education Improvement, so that can promote the development of rural sports from a more professional perspective, so as to ensure the effective promotion of rural sports culture development.

4. EFFECTIVE STRATEGIES OF INTEGRATING RURAL SPORTS CULTURE INTO COLLEGE PHYSICAL EDUCATION

4.1 Innovation of teaching content

For the integration of rural sports culture into college physical education, the most direct way is to change the teaching content first. Colleges and universities should actively think about the influence of the shortcomings of cultural development in rural areas, what actions can be taken to improve their own education, and then learn from the successful cases of the development of rural sports culture in other areas, or refer to the development of urban sports culture, add or delete teaching content in education to cater for the construction of sports culture. At the same time, colleges and universities can carry out more social practice activities, so that students can lead the people in rural areas to participate in sports, and promote the publicity and diffusion of sports knowledge, so as to improve the enthusiasm of the people in rural areas and promote the development of sports culture.

4.2 Building education demonstration base

The construction of education demonstration base in Physical Education in Colleges and universities should pay attention to combining with the development status of rural areas, using their own development advantages to drive rural sports, and establishing education demonstration base around rural areas can promote the sports theoretical knowledge of popular science specialty, and guide people to try to carry out physical training. The good atmosphere of physical education teaching in Colleges and universities can also encourage the rural people to have active participation, fully stimulate their interest in physical education learning, so as to promote physical education in practice. In this way, not only the physical education in Colleges and universities has been sublimated, but also the rural physical education has

achieved innovative development. The development of rural sports culture has a new power and vitality. Colleges and rural areas can achieve mutual benefit and win-win situation.

4.3 Increase capital investment

The biggest advantage of increasing capital investment is to provide effective conditions for the development of physical education. Colleges and universities can expand their own resource channels in the process of development, create opportunities for the development and promotion of education, and increase funds for their own development, and then promote the construction of physical education. Colleges and universities can make use of the advantages of students' publicity, increase economic income through cooperation with enterprises, and increase resources for themselves while helping enterprises promote sports products, so as to integrate into rural sports culture and promote the development of rural sports culture. In addition, colleges and universities can improve the sports consumption awareness of the people in rural areas through certain forms to enhance their enthusiasm for sports.

5. CONCLUSION

In a word, the integration of rural sports culture in college physical education needs overall planning, which is a systematic and complex task. It is an effective strategy to promote the integration of rural sports culture to recognize the shortcomings of the current rural sports culture construction, so that colleges and universities can examine themselves in the development of their own physical education, innovate the teaching content, build education demonstration base, increase capital investment and other measures. The effective integration of rural sports culture in college physical education can help improve the construction of rural sports culture to a certain extent, and promote the quality of college physical education.

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On the Inheritance and Development of Traditional Chinese Residential Buildings

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Abstract: The architectural characteristics of traditional Chinese dwellings are closely related to their nationality and regional characteristics. This paper finds the cultural value and artistic value of traditional residence by studying the artistic characteristics of traditional residence. Through the study of traditional residential buildings, the traditional and modern design are combined to make modern designers better inherit and develop traditional architectural art and provide better services for our modern living environment.

Keywords: Traditional residential buildings; Artistic characteristics; Cultural value; Art value; Inheritance; Development

1. INTRODUCTION

The progress of society has brought some bad effects on the development of traditional residential buildings. Under the influence and impact of western architectural culture, Chinese traditional residential buildings have also been affected, leading to more and more Westernized traditional buildings. However, with the people aware of the value of traditional culture, designers add traditional architectural culture into the current design to form a unique national architecture and culture. From the national level, they also began to vigorously develop traditional residential buildings and traditional culture. People also find the beauty of traditional architecture and the charm of traditional culture.

2. OVERVIEW OF CHINESE TRADITIONAL RESIDENTIAL BUILDINGS

Chinese traditional residential buildings bear a profound cultural heritage. Chinese traditional houses are built in the vast countryside, and the construction and development of new countryside is our main task. In the new policy situation, the economic level of rural areas is getting better and better, people's living standards have improved, and the following spiritual needs also need to be improved and met. How to reasonably inherit the culture and history of traditional architecture in the new rural residential buildings, carry forward the traditional architectural characteristics, so that their residential buildings can be better developed.

In the design of modern residential buildings, traditional architectural elements are added to inherit China's national culture and develop the national culture and national characteristics of residential buildings, so as to better inherit and develop the cultural characteristics of residential buildings. In February 2018, the central government issued a document on the implementation of rural architecture development, which clearly pointed out that the development of new rural economy and culture must inherit traditional culture, carry forward the

architectural elements of traditional culture, and promote the inheritance and development of rural residential buildings to a higher level of national development.

3. THE ARTISTIC CHARACTERISTICS OF TRADITIONAL CHINESE RESIDENTIAL BUILDINGS

3.1 Creation of natural features

Traditional dwellings must be combined with landscape, stone, bridge and other natural environment. Through the combination of these materials, the division and utilization of space formation, reasonable layout, and the combination of local characteristics and natural environment give people a sense of elegance and beauty. In the whole space to create an aesthetic artistic feature, and the natural environment around the perfect combination of the natural environment, the elegant beauty of the natural environment, fresh natural environment is the charm of traditional dwellings.

3.2 Structural beauty of form

The traditional residential buildings are also changing in form. In the traditional folk houses, there are also changes and comparisons in the form structure. The beauty of the architecture is like the rhythm in the rhythm, and the comparison is reflected in the unity, and a certain proportion and scale are grasped. With the development of science and technology culture, the understanding of the formal law of beauty will be deepened. We should be flexible to experience and use it flexibly.

3.3 Formal beauty of decorative art

In the traditional Chinese residential buildings, some architectural elements and architectural colors are used very well, and the use of concise design methods to express rich architectural connotation. The folk decoration technique combines various forms of architecture through the elements of color, pattern, shape and scale in the building, so that our traditional architecture can be better developed.

4. PROBLEMS OF TRADITIONAL RESIDENTIAL BUILDINGS

4.1 Plane layout of traditional residential buildings

Traditional residential buildings in the plane layout, no matter from the lighting or ventilation are difficult to meet all aspects of life, in the plane planning, the organization of internal traffic flow line is unreasonable, need to re integrate and optimize the plane layout and courtyard landscape space layout, not only to meet the functional needs, but also creatively change the limitations of plane layout.

4.2 Imperfection of modeling decoration

For traditional residential buildings, the decorative modeling is relatively heavy. Whether it is Kaijing folk houses in the South or Siheyuan in the north, the complex

decoration is used to carve on the wood, and the color is used to decorate, so as to give full play to the traditional carving technology. In traditional residential buildings, the raw materials of wooden roof truss and traditional tiles are difficult to obtain. In addition, manual production wastes man hours, and the efficiency is very slow, which is not as simple as the construction of contemporary roof waterproof materials. Some traditional decoration techniques also encounter the situation that the techniques are lost and good craftsmen are hard to find.

4.3 Limitations of structural materials

The traditional residential buildings are mainly of wood structure and brick structure. There are defects in the energy saving, heat preservation and construction technology of structural materials. But the structure form of brick concrete structure and reinforced concrete has formed a relatively perfect system, and the technology and practice are quite mature. Traditional structure forms are losing gradually on the premise of productivity improvement, such as the old materials, the inconsistency of components, the lost of technology and so on. With the development of modern production level and construction technology, the formation of traditional architecture can not meet the structural development of modern architecture. Therefore, we must pass on the structure form of traditional architecture reasonably through the means of modern scientific and technological innovation and scientific development.

5. INHERITANCE AND DEVELOPMENT OF TRADITIONAL RESIDENTIAL BUILDINGS

5.1 Inheritance and development of traditional residential building forms

Traditional residential buildings are the historical and cultural heritage of China's thousands of years of history, condensing the wisdom of the Chinese people. In the space form, functional layout, construction technology and materials, as well as the coordination and unity of the natural environment, are worthy of modern designers to learn and use for reference. However, due to the lack of traditional residential buildings, we need to redesign them. Whether in space, function, structural materials, we must solve the shortcomings of the traditional.

Using the excellent traditional residential buildings for reference, we can design the residential buildings that can meet the needs of modern people, and form the modern style buildings with the characteristics of traditional architectural culture. Only the creative development of traditional crafts, let the inheritance and development of peers, can reflect the real value of traditional architecture.

5.2 Continuation of traditional and modern buildings

In modern architectural design, ventilation, lighting, structure and planning should be fully considered. While inheriting these structural forms, combining with modern people's life style, the configuration structure of modern space should be creatively solved. In appearance, it breaks the complexity of traditional architecture, introduces more traditional culture, folk culture and living style, and

combines with modern architectural design to find their common features and creatively improve traditional culture in modern architectural design. This not only can retain the traditional culture, but also develop the modernity of modern architecture. The traditional elements of architecture are applied to modern architectural design.

5.3 Modernization of traditional decoration style

The decorative style of traditional architecture can not meet the aesthetic requirements of modern society, we should refine the traditional elements for design. Simplify the traditional modeling design, pay attention to the combination of architectural appearance and color, and fully highlight the key decorative parts. Improving the functional design standard can not only meet the use function of modern people, but also retain the charm of traditional architecture. The architectural style should be simplified and the architectural function should be strengthened. The reasonable application of architectural decoration elements to modern architecture.

With the development of science and technology, the traditional decoration has made great progress, providing an indelible role for the development of modern architecture. Only on the basis of inheriting the decorative elements of traditional architecture, can we further develop traditional culture, so that our high technology can be further promoted.

6. CONCLUSION

After thousands of years of development, traditional residential buildings provide rich cultural power for the development of our modern architecture. The traditional elements extracted from traditional dwellings provide great artistic support for our study of modern architecture, will support us to continue to study the combination of tradition and modern, and provide us with new development ideas and reference significance for us to continue to study the development of new dwellings.

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On the Teaching Reform of Numerical Control Machinery Course in Higher Vocational Colleges Based on The Background of Teaching Reform

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Abstract: With the development of society, the country has given positive attention and attention to the teaching of higher vocational education. The teaching of numerical control machinery in higher vocational education is a technical subject, which requires students to master the working principle of machinery, so that students can gradually realize the core of numerical control machinery knowledge. With the development of the society, the demand for numerical control machinery is increasing. Therefore, for the teaching of numerical control machinery in higher vocational colleges, we need to actively reform the teaching mode, cultivate and exercise students' application ability. Based on the background of teaching reform, this paper analyzes and discusses the teaching reform of numerical control machinery course in higher vocational colleges, so as to provide reference for relevant personnel.

Keywords: Education reform background; Higher vocational education; Numerical control machinery; Curriculum reform; Analysis

1. INTRODUCTION

At present, students of NC machining technology major in higher vocational colleges will practice in the corresponding professional enterprises after the course study. Enterprises need more professional and technical talents, but many times students can not adapt to the actual work quickly. Therefore, students will realize that practice learning is more important than theoretical learning in the practice process. Therefore, the teaching of NC Machinery in higher vocational colleges needs to master the current market demand for teaching reform, so as to train more professional talents for the society.

2. PAY ATTENTION TO THE INNOVATION OF TEACHING CONCEPT

To improve the professional quality of students in higher vocational colleges, teachers should give good education, and teachers should realize their teaching responsibilities. In order to implement the teaching of CNC machinery, we need to improve the teaching efficiency and quality and reform the teaching mode. Through the analysis of the current higher vocational education teaching work, we can know that the traditional teaching mode affects the improvement of students' overall quality ability. Therefore, teachers should change the traditional teaching concept, change the mechanical teaching mode, and let students actively learn in the process of learning. In teaching, we

should apply advanced teaching methods purposefully, and change the traditional teaching mode on the premise of stimulating students' enthusiasm and interest in learning. Therefore, teachers should first strengthen their sense of responsibility. Vocational students and other types of students have certain differences, students' self-control and learning initiative are poor, so teachers should first stimulate students' interest in learning. Because of the lack of self-confidence in learning, students gradually lose interest and enthusiasm in learning, and over time students will have a tired mood and psychology, which will lead to vicious circle.

Therefore, teachers should give students positive encouragement and help them to establish good self-confidence in learning. After students get attention and concern, their enthusiasm for learning can be improved. Moreover, teachers should solve life problems for students and strengthen communication and communication between teachers and students. In addition, teachers should master the specific situation of students with different learning abilities, and learn more about learning. Students with strong learning ability should strengthen supervision, and teachers with poor learning ability should give positive care; finally, in the teaching of CNC machinery in Higher Vocational Colleges under the background of teaching reform, teachers can apply diversified teaching modes to carry out teaching work, such as multimedia teaching, scenario creation teaching, thinking map teaching, micro class teaching, etc., in order to stimulate the stimulation of teaching. Students' enthusiasm and interest in learning, improve their learning awareness, and finally improve the quality of students' learning.

3. EFFECTIVE COMBINATION OF MODEL TEACHING MODE

Model teaching mode can be applied to most science and engineering disciplines. Because the knowledge of science and engineering disciplines is abstract and logical, it will lead to students' boring knowledge in learning. After the construction of the model for teaching, the abstract theoretical knowledge will be changed into an image of the three-dimensional structure, which can significantly improve the students' mastery level. As an abstract and complex subject, the model teaching method is widely used in many higher vocational colleges. However, the traditional model teaching method has some shortcomings in the continuous teaching practice, such as

large equipment, easy to damage, not easy to carry and so on. There are many cases of teaching demonstration failure due to damage, but some teachers regard this part of the lack as the advantages of teaching, and teach through the incomplete model display. In the teaching of numerical control machinery, there is the teaching of V-belt transmission model. V-belt transmission is based on the friction between the two sides of V-belt and the side of wheel groove to achieve the purpose of transmission. If the teaching aid model is old and worn, it will show that the tension is not enough, and then it can't compress the wheel groove, resulting in the decrease of friction, and then the phenomenon of sliding, so there is no need to have a good effect. It shows the principle of V-belt transmission model. However, some excellent teachers will carry out "flashback teaching". By explaining the principle of V-belt drive while repairing the model with students, it can not only cultivate students' practical operation ability, but also enable students to effectively master the principle of theoretical knowledge, enhance the classroom interest and practicality, and significantly improve the quality of teaching. In addition, in such a teaching process, teachers can also guide students to communicate in groups, study the principles of theoretical knowledge, and achieve the purpose of cultivating practical application ability by repairing old molds [2]. Besides the "flashback" teaching of repairing models in mold teaching, it also includes the teaching of self-made models. Teachers can guide students to make models according to theoretical principles. Before making models, students must master the principle of mold use, that is, theoretical knowledge, and make mechanical composition after making clear the structure of the mold. Therefore, self-made models can not only improve students' theoretical knowledge level, but also improve students' quality. It also plays an important role in improving students' composition ability. In particular, the students' mechanical composition ability, the pores, grooves on the surface of the graph or the complex structure inside the object in the mechanical composition subject are all subject contents. In the initial stage of learning numerical control knowledge, students do not have enough imagination space for composition. In the process of self-made model, through the analysis of the unassembled model, students can assemble and disassemble repeatedly. Master the theoretical knowledge of numerical control and the working principle of the model. Teachers can guide students to make models with students after class, and use WeChat or QQ platform to communicate with students in real time, so as to help students put forward constructive suggestions in time.

4. TO TRAIN THE STUDENTS' INNOVATION

ABILITY IN THE COURSE OF NUMERICAL CONTROL MACHINERY

In the teaching process of numerical control specialty under the background of teaching reform, more attention is paid to the cultivation of students' thinking ability and innovation ability, which requires students to effectively use theoretical knowledge after mastering theoretical knowledge, and exercise their practical ability through the above self-made model; in addition, in the process of refitting or making full use of the model, it also cultivates students' thinking ability and innovation ability. Let students draw inferences from one instance [3]. Therefore, in the teaching of numerical control machinery, teachers should make clear the key knowledge of the teaching content, innovate the teaching mode, and fully stimulate students' interest in the innovative design of numerical control machinery after teaching. In the teaching, teachers should enhance the communication with students, give students the opportunity to think, and guide students to deepen the memory of the past knowledge, so as to improve the teaching effect. It can fully combine the knowledge learned in learning and thinking, so as to improve students' independent analysis ability.

5. CONCLUSION

In a word, the society at this stage is developing constantly. In the fierce social environment, professional talents with high academic literacy and comprehensive ability are needed to participate in the economic construction. Under the background of the new curriculum reform, higher vocational education, as an educational institution providing professional talents to the society, needs to deeply study the diversified teaching mode in the teaching of numerical control machinery. The combined teaching mode can train students' practical ability and thinking innovation ability, and then cultivate high-level numerical control professionals for the country and society.

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Reflection on The Application of Digital Art Design in Medical Supplies for Epidemic Prevention

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Abstract: The novel coronavirus pneumonia in Wuhan affects the whole nation to fight the epidemic together. From the front-line medical staff, the officers and soldiers to the fire prevention committee, we have made unremitting efforts to fight the epidemic from different posts, including the medical protection designers who have made their own views from different angles to win the final fight against the epidemic. From the perspective of protective equipment design, the hierarchical design is considered and explored.

Keywords: Digital art design; Protective medical supplies; Design reflection

1. INTRODUCTION

In 2020, the whole people will work together to cheer for Wuhan and finally make joint efforts to win the war of virus epidemic prevention. According to the demand for the most important medical protective equipment masks for virus protection this time, in the face of major epidemic situation in China, there is still a lot of necessity to redesign the productivity of medical protective equipment and the protection of medical equipment from the perspective of design. First of all, through the response to the outbreak of protective gloves and contact with the virus into thinking, combined with the synchronous development of 3D technology around the world technical support and strategic national defense and protective equipment point of view to make the following thinking and Reflection: first of all, through the epidemic found that most of the mask protection and air and virus protection performance is far from the strict higher level of protection Secondly, in the actual use of most of these protective articles, it is found that there are many deficiencies and defects in the design and manufacturing materials, which are mainly reflected in the fit with human face and physiological respiration. Therefore, further thinking from the perspective of modern science and technology and art design, and then put forward the importance of digital art design applied to the epidemic protection medical supplies, and put forward the design ideas and methods of redesign [1-6].

Because of the different facial features, the conventional mask can not meet the tight fit of the human. At the same time, traditional medical masks and manufacturing materials are difficult to meet the requirements of real elimination of air virus transmission, including the existing protective equipment of the United States Army. Although the epidemic spread mainly through foam and contact infection, if there is air infection, the existing

masks including n series cannot prevent air particles from entering the human body, because the fit and density of the existing masks and human face cannot achieve the correct meaning of preventing foreign particles from entering the human body. But with the development of science and technology and the emergence of new technology, 3D scanning and printing technology is applied to it. This problem can be solved and put into use in batch and fast production. It is not difficult to find that the technology of performing clothing which is scanned by actors and then printed in layers is feasible through some foreign films. These costumes are actors' props and costumes which are specially printed by 3D technology after scanning the actor's 3D dimension. Therefore, the matching degree between the costume and the actor is close to 100%. The density is also close to 100%. From this, we conclude that the mask and series of protective equipment printed after 3D scanning are feasible even to the military defense level. At the same time, due to the continuous maturity of 3D technology, scanning can quickly establish 3D data for each person's face. Therefore, through the output and printing of 3D data in the later stage, the high-precision and high adhesion facial fit can be achieved, thus reducing the possibility of zero virus invasion index. In addition, the maturity of 3D scanning technology and 3D printing can be quickly formed technology matching, which can greatly improve the protection level of 3D printing mask even to military and other higher levels.

Through this epidemic observation, we can not find the great doctors and medical workers who fight on the front line. But through observation, we found that due to the impermeability of protective clothing and mask, and the medical staff with glasses, due to long-term high-intensity clinical work, sweat and heat make their eyes blurred, which leads to blurred vision and affect the clarity of vision. Similarly, the ventilation design of protective clothing, protective eyepiece and mask can solve the above situation, thus greatly improving the medical efficiency and comfort of medical workers, which can be solved by redesign of medical protection equipment.

Secondly, for most women who love beauty, the first is to affect their appearance characteristics, and then to the face skin part exposed to the outside and part is covered. If the face is exposed to the sun for a long time, the skin color will be different and the beauty will be affected. So if 3D printed masks can also solve these problems, it is also a good news for the beauty lovers.

Finally, the problem of the solution is the design of

medical anti-virus equipment and the defects of the existing 3D printing materials. From the strategic perspective, this anti biochemical weapon equipment should be considered in different levels and civil aspects. With different levels of requirements classification, we can design and produce according to different requirements, such as heavy and light loading. Next is about the selection of materials, currently the existing 3D printing materials are mainly resin, nylon powder and other conventional materials. But the fitting degree of the material and human face after forming is far from the requirement. If the new material technology or even nano-scale materials and 3D printing technology can be combined, the requirements can be met and become perfect. The current scheme can be carried out by using silica gel 3D printing scheme. Next, the respirator scheme is designed according to different levels of requirements. The design of respiratory system is also very important. For those who wear glasses and masks for a long time, especially in the process of frequent exchange of cold and hot air flow, the hot air flow will cause fog to reduce the visibility of glasses and reduce the working accuracy. This is also a problem that needs to be solved urgently through the scheme design. Including the design scheme of ventilation and air exchange. There are also related series of equipment supporting design and civil one-time anti-virus contact finger stick design.

2. CONCLUSION

In addition, in the aspect of national defense investment and construction, we can continuously optimize the anti-virus equipment and form a virtuous circle with national defense construction through the trial production process of civil use and then military use. This is the significance of redesign proposed in this paper. From the perspective of national defense strategy, from the design of different prevention and control levels to the combination with civilian, from the perspective of series of equipment to different series of medical and civilian equipment, and from the perspective of market economy, there are different scenarios, and the use of these equipment and products can be flexibly selected according to the environment. According to the information released by the Ministry of industry and information technology of our country, foreign developed countries such as the United States, Germany, Japan, etc. are almost developing at the same time with China in 3D printing technology. In terms of current defense and military science and technology, the US military has not adopted 3D scanning and printing technology for soldier's protective equipment for biological and chemical weapons. No matter desert camouflage, snow camouflage, jungle camouflage and so

on in the conventional field, this technology has not been applied to the military as soldiers' protective equipment. Through the 2020 epidemic in Wuhan, we can take the lead in the application of 3D scanning and printing technology, and form a virtuous circle from civilian to national defense strategy. This is also the foothold of this paper. At the same time, through a series of products, from simple to complex, put forward the redesign concept of digital art design. Gradually accumulate and finally perfect. From the perspective of R & D, it can be used in small batch production, and then clinical trials and data collection and comparison can be carried out to gradually improve a series of effective tools for national epidemic prevention and control, to meet the needs of different levels of national defense strategy, and to design and produce a series of equipment, so as to realize the policy and route of strengthening the country and the army.

Through the above thinking, we can find that through redesign, we can improve the shortcomings of the existing medical protective equipment, improve the medical efficiency of our medical rescue personnel, and improve the protective equipment. All these are through the observation of clinical experience and the active participation of the designers of the whole society, to enhance the scientific and feasibility of medical protective equipment.

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Curriculum System Reform and Project-Based Curriculum Construction Practice of Applied Chemical Technology Specialty in Higher Vocational Colleges

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Abstract: At the present stage, China is vigorously carrying out all-round education reform. As an important talent training base in China, higher vocational colleges are no exception. In the education reform, not only the education content and teaching form, but also the very important curriculum system reform is included. The curriculum system reform of Applied Chemical engineering can further improve the teaching quality and efficiency. Therefore, this paper will analyze the practice of curriculum system reform and project-based curriculum construction of Applied Chemical Technology Specialty in higher vocational colleges, so as to provide more excellent professional applied chemical talents for the society.

Keywords: Higher vocational education; Applied chemical technology; Curriculum system reform; Project-based curriculum; Practice

1. INTRODUCTION

With the rapid development of market economy, the industrial structure of many industries is constantly upgrading. As an important basic industry, chemical engineering specialty needs more and more professional chemical technical talents. Based on this, the reform of curriculum system of Applied Chemical Technology Specialty in higher vocational colleges is imminent.

2. THE BACKGROUND OF CURRICULUM SYSTEM REFORM OF APPLIED CHEMICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

China has a large population and a huge consumer market. At the same time, both people's life and production activities are inseparable from chemicals. Chemistry is also one of the important basic economic industries in China. It is an important part of the national economy and has an important impact on China's economic development [1-2]. Under the background of the new era, the State advocates the development of sustainable economy and pays more attention to environmental protection. For enterprises, it is necessary to actively respond to the call of the state and carry out green production. No matter in the production process or in the production equipment, they should actively upgrade and reform, and use more advanced technology. Therefore, it is also of great significance to the teaching of Applied Chemistry in higher vocational colleges. Higher requirements have been put forward for the development

of science and technology. At the same time, at this stage, the teaching purpose of Applied Chemical Technology in Higher Vocational Colleges in China is still to promote the development of students, but the long-term career planning of students is not better taken into account, which requires that the Applied Chemistry Specialty in higher vocational colleges should further pay attention to the long-term development requirements of students, and take it as the direction of teaching reform, so as to truly promote the comprehensive development of students. Promote the long-term development of students, enhance their professional skills, promote industrial upgrading, and make contributions to the development of China's national economy [3].

3. THE RELATIONSHIP BETWEEN APPLIED CHEMICAL TECHNOLOGY COURSES AND PROJECT-BASED COURSES IN HIGHER VOCATIONAL COLLEGES

The practicality of Applied Chemical Technology Courses in higher vocational colleges should be strengthened. Students and teachers are the participants of relevant project-based courses. The setting of Applied Chemical Technology courses is closely related to the actual production activities. The setting of project-based courses should enable students to strengthen their understanding of the theoretical knowledge of Applied Chemical Technology Courses in practice, and enable students to master and solve practical problems. Students' theoretical knowledge is as solid as their practical knowledge, so as to lay a good foundation for their next step into the professional post [4].

4. USING PROJECT-BASED CURRICULUM CONSTRUCTION TO PROMOTE THE CURRICULUM SYSTEM REFORM OF APPLIED CHEMICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

4.1 Optimization and scientific construction of professional curriculum system

The focus of curriculum system reform of Applied Chemical Technology Specialty in higher vocational colleges lies in the reform of its teaching content, because only based on the setting of professional courses, and the upgrading of its content can further make the curriculum setting of chemical technology specialty more reasonable and scientific, and then promote the optimization of the curriculum system. Based on this, colleges and universities should first pay more attention to the ideology,

and actively do a good job in the relevant market research, in-depth market environment to understand the new situation of the current chemical industry and the status of chemical technology, at the same time, colleges and universities should also go deep into the enterprise to understand the current talent structure of chemical enterprises, as well as the personnel position setting, so as to better find the right direction of chemical professional courses Design direction and optimize the content of chemical engineering courses. Higher vocational colleges also need to further accurately analyze the demand and requirements of the current chemical enterprises for professional and technical posts, and summarize and sort out the professional ability requirements of the current chemical production process principle and design and chemical production of new process products, so as to comprehensively grasp the current situation of the chemical industry in the market, so as to further design and optimize the applied chemistry specialty according to the current situation The curriculum system of the University. In addition, in order to further promote the relevant requirements of Applied Chemical Technology in higher vocational colleges, teachers should determine the content of chemical project curriculum with specific projects as the carrier in teaching, and use the content of the project to carry out teaching.

4.2 Project oriented curriculum reform

In the teaching of Applied Chemical Technology in vocational colleges, it is beneficial to improve students' interest in learning and to reform the professional curriculum system. Therefore, teachers should clearly describe the contents and objectives of specific teaching tasks, and strengthen the practical teaching of students with project as the carrier in teaching, so as to reduce the disadvantages of instilling theory teaching and improve students' learning At the same time, students' practical ability in applied chemistry should be further strengthened. No matter which major of curriculum study or reform, we should adhere to the form of combining theory and practice. The same is true for the applied chemistry technology courses in higher vocational colleges. Especially in higher vocational colleges, the aim is to train professional technical talents. Therefore, in optimizing the reform of the curriculum system of Applied chemistry in vocational colleges, we should be based on theory and practice The combination of the form, the reform of the curriculum system can more tend to cultivate students' practical operation ability, make students more familiar with the operation process, at the same time, vocational colleges should prepare the reform content of the curriculum system based on the actual project, for example, a large item can be refined, divided into different small projects, and a small project can be completed in the students.

4.3 Build professional curriculum system project and strengthen professional practical ability training

Students can improve their practical application ability in various concrete and real projects, and at the same time, they can also use the project to participate in relevant project competitions and constantly strengthen their

application ability. Therefore, higher vocational colleges can hire higher-level and more professional scholars to guide the project-oriented subjects of teachers and students, and propose to build around the current project-based curriculum The paper discusses the optimization of the design of the project curriculum. Meanwhile, higher vocational colleges can also establish in-depth cooperation with major enterprises, so that teachers have more opportunities to lead students into the enterprise, participate in the actual application chemical projects, so that teachers and students have a deeper understanding of applied chemistry projects, and thus can provide more objective suggestions for the setting of professional curriculum content. In addition, the school can also build a more professional chemical curriculum information platform, which is the application of chemical courses to get more professional resources. Finally, vocational colleges can actively introduce the corporate culture of related chemical enterprises into higher vocational colleges, which makes the teaching atmosphere more conducive to the reform of chemical technology curriculum system and the practice of project-based curriculum construction.

5. CONCLUSION

In a word, under the background of the new era, teaching reform is inevitable. In order to catch up with the development pace of the times, higher vocational colleges should attach importance to the reform of the curriculum system of chemical technology and the practice of project-based curriculum construction. Only in this way can students adapt to the changing market environment and transport more professional practical talents for the country.

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Construction of Translation Teaching Model and Its Empirical Analysis from the Perspective of Eco-Thanatology

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Abstract: With the trend of translation professionalism, the cultivation of application-orientation translation talents should pay attention to the improvement of students' translation competence. The theories of Eco-Thanatology based on social constructivism emphasize the translator-centeredness and can meet the current needs of translation teaching reform. The constructed translation teaching model, which covers three dimensions of knowledge, skills and professional competence, can effectively enhance the student translator's competence.

Keywords: Ecological Translation; Teaching Model; Translator's Competence

1. INTRODUCTION

At present, translation teaching research presents two major trends, that is, more attention is paid to training students' professional ability and more attention to the application of various teaching methods and modes. The "translator-centered" concept of Eco-Translatology fits with these two trends, and the implementation of harmonious and symbiotic teaching activities in the classroom under the environment of eco-translation is conducive to the cultivation of students' translator literacy in line with the trend of professionalization. This paper briefly reports the exploration of the teaching reform under the view of ecological translation in the translation classroom, and puts forward the teaching mode of focusing on the training of students' "three-dimensional" competence, in order to provide reference for the teaching reform of translation courses in applied undergraduate colleges.

2. OVERVIEW OF CHINESE TRANSLATION TEACHING MODEL

The study of translation teaching model in China can be classified into four categories. One is based on lexical and syntactic teaching mode. Influenced by the tradition of Grammar Translation teaching method, the early translation teaching takes grammar as a starting point and uses the mode of "knowledge points+example sentences+single sentence training". Second, the teaching model based on discourse. Since the 1980s, domestic translation studies have gradually introduced western achievements, which have great influence on Nida's principle of "dynamic equivalence" and Hatim & Mason's theory of discourse analysis. The text-based translation teaching transfers the previous sentence-centered model to the emphasis on the overall translation of the text, which overcomes the disadvantage that the previous sentence only revolves in the word sentence. The third is the

teaching model based on cognitive framework. With the deepening of cognitive research, translation is regarded as "a kind of practical mental activity" (Zeng, 2002), which is "the cognitive subject with the background of realistic experience to translate one language mapping into another language's cognitive activity" (Wang, 2005). Fourth, the teaching mode based on social construction. In 1995, German scholar Kiraly introduced constructivism into translation research, while Yang (2004) initiated constructivism translation teaching in China from the aspects of teacher's intermediary function, student's learning motivation and strategy consciousness training. Since then, translation teaching based on social construction ideas has emerged in large numbers, including workshop model (Lv, 2014), project-driven model (Wang & He, 2008), strategic ability-oriented model (Sang, 2017) and ecological translation model (Hu, 2008) [1-7].

3. ECOLOGICAL TRANSLATION THEORY AND TEACHING MODE

"Eco-Translatology" has more and more attention since it was put forward in 2001. This theory studies the nature and process of translation from the perspective of ecology, introduces the concepts of "harmonious coexistence", "survival of the fittest" and "balance" in ecology into translation studies, and puts forward concepts such as "translation ecosystem", "adaptive selection" and "translation ecosystem". In short, eco-translation emphasizes that in the process of "translator-centered" translation, the translator chooses the text adaptively from the perspective of "ecological environment of translation", so as to realize "translation is meaningful", and evaluates the translation behavior according to the principle of "post-punishment" to improve the quality of the translation (Hu, 2008).

Relying on the theory of eco-translation and adhering to the goal of cultivating "high-quality applied translation talents", translation classroom is regarded as an ecological teaching environment, and its factors mainly include teachers and students dual subject, translation text and teaching context. Focusing on the impact and restriction of translation ecological environment on students' translation behavior from the perspective of ecological rationality, emphasizing the harmony and unity between students, teaching context and translation text in the classroom, striving to overcome the shortcomings of lack of relevance in traditional translation teaching based on skills, so that teachers and students can pay attention to the interaction between text culture, student translator and

potential readers in the dynamic adaptation of text environment, realize the improvement of students' language skills, and strengthen their cognition of text background knowledge and interpretation of their own translation behavior and products. Based on the previous studies, we put forward a three-dimensional translation teaching model (as shown in the Figure below), set the classroom as the "ecological environment of translation", change the relationship between teachers and students as the mode of co-constructing and sharing teaching resources and co-constructing and integrating teaching environment, realize the relationship between translation subject and ecological environment with the aid of translation tools based on the criterion of students' cognitive and practical needs, and improve students' translation literacy in the dynamic balance system. In the teaching, the teachers and students, adhering to the idea of "translator as the center" in the ecological translation view, regard the student translator as an independent subject with creativity and leading role. By creating the teaching scene of the whole process of interaction between teachers and students and simulation, in the project teaching and collaborative interaction, through the students taking different roles to participate in the translation process, realize the coexistence of personality development and unified teaching.

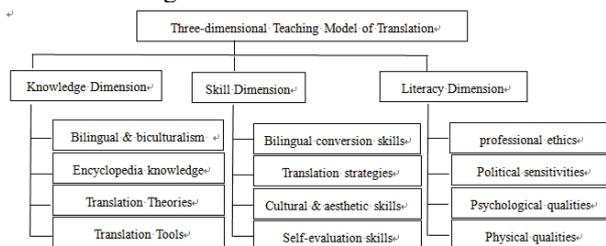


Figure 1: Three-dimensional Ecological Teaching Model of Translation

4. EMPIRICAL STUDY ON THREE-DIMENSIONAL ECOLOGICAL TEACHING MODEL

4.1 Research objects

Two natural classes (all 35 students, divided into experimental class and control class) were used as subjects. There was no significant difference between the two classes ($t=0.038, p=0.425$).

4.2 Research tools

The whole demonstration includes two tests before and

after comprehensive English, before and after translation practice and questionnaire and interview. The relevant data were processed by SPSS20.0. The purpose of the two comprehensive English tests was to confirm the pre-experimental level and the post-experimental improvement of the students' ability to relate to translation. The two tests of translation practice were scored by three translation teachers in another university (who were not aware of this case). The questionnaire consists of two parts: one-choice and open-ended questions, which are composed of Likert's five-level scale. After the demonstration, the researchers randomly interviewed 6 students to further verify the content of the questionnaire.

4.3 Research process

The contrast class mainly adopts the traditional translation teaching mode, with teachers explaining translation theories or techniques through the translation examples, supplemented by students' practice, teachers' comments and reference translation, and the teaching objectives and contents are mainly selected by teachers according to the teaching materials. The experimental class adopts the translation teaching mode under the view of ecological translation science, including: let the students know the teaching objectives and contents in advance, carry out the project cooperation teaching with the translation platform and the retrieval engine and the participatory teaching of the translation workshop, supplemented by the assessment and evaluation of post-punishment. The empirical study lasted for 64 hours in one semester. After that, the students' scores were evaluated by the comprehensive English and translation practice tests.

4.4 Research Results and Analysis

From the data, the comprehensive English test score of the experimental class was significantly better than that of the control class ($78.5 > 67.1$), and the t test value was $-2.42 (p=0.015 < 0.05)$. At the same time, the average translation performance of the experimental class was significantly better than that of the control class ($t=-1.672; P=0.032 < 0.05$). There was a significant difference (as shown in the table below). From the results of questionnaire and interview, the students in the experimental class have higher recognition of the model. 88.6% of the students were "very interested in this teaching mode", 82.9% of the students thought that project assistance and workshop translation were "very helpful", and 72.3% of the students "very sure that they have learned to use the translation platform (engine)".

Table 1: Translation results of experimental and control classes

	Experimental class		Control class		t	P
	mean	standard deviation	mean	standard deviation		
Pre-test results	65.38	11.25	64.72	11.16	0.083	0.457
Post-test results	73.26	11.21	67.93	10.74	-1.672	0.032

5. CONCLUSION

As an interdisciplinary approach to translation research, eco-translation not only has macro-ecological rationality, but also pays attention to the micro-classroom ecology, the translator's quality and the translation process, which can effectively cater to the trend of translation professionalism, meet the demand of future posts and

cultivate the application-orientation type of translation talents. Implementing the translation teaching reform from the perspective of eco-translation, paying attention to the dynamic and balanced selection between the translation teachers and students and the external teaching resources and the translation tools in the classroom eco-translation environment, paying attention to the

coordination and coexistence between the individual differences and the diversity of the translator's needs and the universal classroom teaching, can effectively improve the students' translation literacy and translation ability.

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Campus Network Security Problems and Solutions

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Abstract: Under the background of the new era, network information technology has been deeply applied to the teaching field, promoting the improvement of teaching efficiency and teaching quality. At present, many colleges and universities have established the corresponding campus network, which provides important help for the development of scientific research, management, teaching and other aspects. However, the campus network in Colleges and universities also has some shortcomings in security, mainly because the campus network has the characteristics of openness, easy to form security risks. In this paper, the author focuses on the security issues and Strategies of campus network.

Keywords: Campus network; Security issues; Strategy

1. ANALYSIS OF THE SECURITY PROBLEMS FACED BY THE CURRENT CAMPUS NETWORK

1.1 Internal security issues

With the development of society, China has not only made rapid progress in science and technology, but also reformed quality education. In the university campus network, according to the current situation, the problems are mainly from three aspects

1.1.1 Security problems caused by system design and human factors, security problems caused by internal attacks and threats of the network, and imperfect security protection system of the network itself. Not only that, most colleges and universities in China are still lack of relatively complete network security rules and regulations, and many relevant departments fail to equip them with feasible security management system. Over time, the quality of campus network security management will be greatly reduced, making it mere formality, and security problems will inevitably appear. In addition, some university network security management staff technology is relatively poor, do not have professional knowledge and rich work experience, but also lack a strong sense of responsibility and network security awareness, this situation leads to some university teachers and students on campus network security problems lack of correct understanding, or even completely ignored, in use Also failed to strengthen in time, leading to frequent problems.

1.1.2 Most of the hidden dangers of campus network security in Colleges and universities in China come from the attacks and threats on the network, which are difficult to be found, and the number is also on the rise. Of course, some of the reasons are caused by the intentional or unintentional behavior of college students.

1.1.3 The construction of campus network in Colleges and universities is not in place, and there are still problems of focusing on hardware and ignoring software. The school

is not equipped with professional maintenance personnel, management personnel and institutions. If there are problems, it can only rely on equipment personnel to carry out maintenance, lacking a complete set of security protection system.

1.2 External security issues

Campus network security problems also exist external factors, which mainly include network attacks and security risks, then the main factor of supply and threat is the attack of the Internet itself, because there are many hackers in the network, they will attack the network, so there will be problems. In addition, the Internet is generally connected to the campus network through a variety of ways, which can not only change the way of education, but also increase the difficulty of network management to a certain extent, which has an impact on education. Not only that, no software is perfect, there are varying degrees of defects, if you use every software for a long time, then it will be very easy to be the object of attack, and some engineers deliberately create problems for software in order to meet their own interests, which will cause serious consequences. In addition, the campus network security problem has been a very noteworthy security risk. Once the computer virus really invades into the computer, it will affect the normal work of the computer, and also affect the progress of teaching.

2. THE COUNTERMEASURES OF CAMPUS NETWORK SECURITY

2.1 Strategy and technology for implementing security

In the campus network, there are many security risks, but also some problems, these factors will seriously affect the development of teaching and scientific research activities, therefore, colleges and universities should formulate and implement effective security strategy technology according to the actual situation, build a set of safe and efficient campus network technology security system, and also through the firewall In addition, the campus network staff also need to analyze and study the abnormal network information, and record the detected data in detail. In addition, in the process of implementing security strategy technology on campus network, the relevant staff must not affect the normal operation of the campus network, do a good job in the relevant network technology, regularly upgrade the server, so that it can timely control the network virus, enhance the security of the campus network, prevent the network data from being stolen, and provide reference for the campus network Provide a strong guarantee [1-2].

2.2 Do a good job in identity authentication and virus protection

In the security protection work of campus network, the

main influencing factors that lead to greater risks are related to the openness of campus network. Campus network, as an important tool or way of propaganda, education and management in Colleges and universities, plays a vital role. If abnormal nodes are directly prohibited, it will greatly affect the normal operation, and it will also make the campus network lose its normal operation To get rid of its own value, we should start with authentication and virus protection [1]. First of all, if you want to enter the campus network website, you should pop up the login window at the entrance, only the registered user name can enter it, and in order to protect the abuse of the user name, you should also carry out SMS verification, mailbox verification, etc.; secondly, there may be criminals through the virus to carry out malicious damage, so we should develop the corresponding virus protection system to prevent the invasion of the virus.

2.3 Strengthen the security management, education and training of campus network

In response to the security problems of campus network in Colleges and universities, the relevant staff should use the strategy of information encryption or minimum authorization to establish a detection log. If any abnormality is found, they must detect and judge in time, and do the corresponding security work well. In addition, the school is required to pay more attention to the network security management according to the above situation, set up a special network security management department, and equipped with relevant security management personnel, formulate a network security management mechanism according to the actual situation, clarify the responsibility to the individual, so that each employee can accurately understand the responsibilities and obligations of the post, and make a decision in the future When the current network problems, it can check and deal with the faults in time to ensure the security of the campus network [2]. In addition, in the security management of campus network, it is necessary to upgrade the relevant virus

software, train the managers and users, improve their awareness of network security, put an end to the use of piracy, let them use the legitimate network software as much as possible, and introduce the corresponding security management system according to the situation to reduce the cost of campus network The probability of safety problems.

3. CONCLUSION

To sum up, with the help of Internet technology, information technology has developed rapidly and has been widely used in various fields. At present, colleges and universities are in the forefront of information teaching, developing a unique campus network, improving the construction speed of network campus and information campus, but also facing the risk of network security. Although the current network environment is relatively safe, colleges and universities can not be ignored. In this paper, the author analyzes the security problems faced by the campus network in detail, and puts forward the implementation of security strategy technology, do a good job in identity authentication and virus protection, and prevent computer virus invasion and other measures, hoping to provide help for the improvement of the utilization rate and security of the campus network.

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Research on The Psychological Problems in Swimming Teaching of College Physical Education

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Abstract: Swimming class is the key content of college physical education, but in the teaching process, many students have psychological problems in the teaching of college sports swimming. These problems cause students' resistance to swimming and lead to the low efficiency of sports swimming teaching. The research shows that the reasons for these psychological problems are mainly divided into three aspects: external factors, internal factors and internal factors in the three aspects of factors, teachers and teaching materials, this paper will elaborate on these three factors, and discuss the strategies of College Students' psychological problems.

Keywords: College physical education; Swimming teaching; Psychological problems

1. THE CAUSES OF PSYCHOLOGICAL PROBLEMS IN COLLEGE STUDENTS' SPORTS SWIMMING TEACHING

1.1 External factors

Due to the influence of the external environment, students will have a psychological resistance to swimming to a large extent. In the process of students' growth, people around them will instill the idea that water is dangerous and far away from water. In this way, their fear of water will be deeply rooted, and they will think that danger will happen when they are close to water. In addition, with the rapid spread of the Internet, some drowning incidents are widely spread, exaggerating the danger of water, which leads to a psychological crisis among college students It's not safe to plant water. In swimming teaching, students may have the danger of choking and cramping because they are not familiar with the water, which will deepen their sense of fear. Moreover, due to the large difference between the water and the ground, the body posture of students in the water will change, and there will be changes in the center. If they can't land on their feet in the water, they will suddenly sink and float Too much pressure will lead to physical discomfort, such as dyspnea.

1.2 Internal factors

Affected by students' own internal factors, it is difficult for students to study actively. If students have problems, they will shrink back and have an aversion to swimming, which will lead to students constantly finding excuses not willing to practice, and their physical quality is different. Some students are difficult to adapt to the environment. If students are allergic to the chemical elements in the water, it will lead to skin redness and pruritus Itch, students will be very repellent to swim, and learn to swim is a long process, want to let students learn to swim, it is necessary

to step by step to learn some basic movements, practice again and again, but some students eager for quick success and instant benefit, swimming several times will want to anxious to learn, students' mentality is too impetuous, in swimming will choke water. If students don't like games, they may have no motivation to swim at all, so it's hard to learn them well.

1.3 Teacher and textbook factors

In swimming teaching, teaching materials play an important role. The difficulty of teaching content in teaching materials increases step by step. Sometimes, in order to let students master swimming skills as soon as possible, teachers arrange students' training after simply learning basic movements. In this case, students' confidence in learning will be reduced and students will have fear in learning. Generally speaking, swimming should be taught from theory class Transition to practice, but some teachers just simply explain the theoretical knowledge, let the students practice in the water, students will repeatedly fail in the training, students will have a sense of frustration, psychological more difficult to dredge, and first learn solid basic knowledge, and then learn practical courses, students will fully understand the swimming, students can generate interest in swimming, in the future Swimming encountered some difficulties, after the teacher's instruction can be better solved.

2. PSYCHOLOGICAL PROBLEMS IN COLLEGE SPORTS SWIMMING TEACHING

2.1 Clear teaching points and key points

Teachers should pay attention to the content of teaching materials and make full use of the key points and difficulties. In this way, students can study purposefully. Through the combination of theory and practice, students can consolidate their knowledge and lay the basic skills of swimming. In the teaching process, some students' learning ability is different, some students accept knowledge slowly, and some students accept knowledge quickly. At this time, teachers can give students theoretical and practical guidance alone, so that students can really know how to regulate swimming movements and master solid basic skills [1].

2.2 Create a comfortable teaching atmosphere

In addition to the problems in teaching, the requirements for the external environment are also very high. We should create a comfortable external environment to ease the students' fear, plant more trees near the swimming pool, pay attention to adjust the indoor temperature, and keep the swimming pool clean and healthy, because the appropriate environment can reduce the students' fear of

teaching, and adjust the water temperature in the training process to avoid temperature instability. For example, for the safety of students, increasing the density of water can make students float on the water, which can reduce the psychological pressure of students. Moreover, the density of water in the swimming pool increases, so that students can adapt to the state in the water and form a good mood, which is conducive to learning the water as soon as possible. And teachers can apply for some lifeguards in the swimming class to increase students' sense of security, let students know that there is a danger and ask for the safety officer in time. If there is a danger, the safety officer will rescue in time, which has a certain psychological consolation effect on students, and students can rest assured to carry out training [2].

2.3 Organize rich water activities

Although traditional teaching can make students master swimming skills through repeated training, it has hit students' learning enthusiasm. Teachers can organize all kinds of water sports activities, which are full of fun and can form a harmonious learning atmosphere. Students can focus their attention on the competition, ignoring the fatigue and boredom in the process. In the activities, we should abide by the students' voluntariness, because the students' voluntariness can make the teaching effect better, this kind of consciousness can reduce the students' fear of difficulties, and generate interest in swimming learning [3].

3. CONCLUSION

To sum up, in order to reduce the psychological problems

of students in sports swimming teaching, teachers should analyze the reasons in teaching and find solutions one by one. In this way, students can learn in a relaxed and pleasant environment, and students can enjoy the process of swimming, reduce the burden of learning, and gradually form a good environment. Physical and psychological quality [4].

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SWOT-PEST Analysis of Internationalization of Chinese Medicine Education under the Background of "Healthy China"

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Abstract: For our country, traditional Chinese medicine is a long-term development of cultural treasures, is a unique medical treasure, so it needs to be well inherited. Based on the background of "healthy China" at this stage, this paper analyzes the internationalization of Chinese medicine education, and uses the SWOT-PEST method for systematic analysis, so as to provide positive impetus for the education of traditional Chinese medicine.

Keywords: Healthy China; Chinese Medicine; Internationalization of Education; SWOT-PEST

1. INTRODUCTION

In recent years, Chinese medicine education in the international community has a benign development trend, in the domestic environment, long-term training of a large number of compound Chinese medicine talent, a wide range of services to the field of social medicine. And also attracted a large number of people to learn Chinese medicine knowledge culture. Therefore, Chinese medicine education needs to be clear the future direction of development, for which it needs to be analyzed from the perspective of SWOT-PEST.

2. ANALYSIS OF THE INTERNATIONALIZATION OF CHINESE MEDICINE EDUCATION SWOT-PEST

2.1. Advantage(s)

First of all, for Chinese medicine education, practitioners need to have a strong sense of service, so the advantages of specialty are more obvious. At the same time, in the process of training practitioners of traditional Chinese medicine, we need to have the same service as other industries in the society, so as to meet the needs of consumers. In order to seek the development of traditional Chinese medicine, it is also necessary to carry out continuous research on a certain specialty, so as to form a characteristic development mode, which is also the embodiment of the competitiveness of medical structure in the society.

At the same time, Chinese medicine education has a strong management and management mode, for this reason attaches great importance to efficiency, so that it will not be the same as the government co-sponsored by the medical structure of the phenomenon of over-staffing, or people floating in the state of affairs. Therefore, the personnel trained by the internationalization of Chinese medicine are extremely valuable.

2.2 Disadvantage(W)

Due to the current field of Chinese medicine, the number of practitioners is insufficient, resulting in a long-term

shortage of talent, and because of the community's various resources and costs of the increase, which led to some private hospitals in the introduction of talent difficulties increased. Once the medical structure of Chinese medicine lacks the professional and technical personnel in this field, it is difficult to develop, cannot play the attraction to the doctor, reduce the economic benefits of the hospital and audit benefits. At present, the internationalization of Chinese medicine education is not enough, resulting in the development of Chinese medicine cannot be carried out.

2.3 Opportunity(O)

At this stage, China has launched relevant development policies, and at the same time, the local governments have also issued the development policies that are conducive to the development of social run TCM medical institutions. In this way, the government has played a great role in promoting the future development of TCM institutions under the current social development.[1]

2.4 Threat(T)

At this stage, because China's Chinese medicine marketization is not sufficient, which leads to the process of Chinese medicine education, easy to appear the deviation of the direction of education, often leading to the education of professionals can no longer be quickly integrated into the social service industry, or the training of talent is not recognized by the community.

2.5 PEST analysis

In the political, economic, social and technical aspects, China has a more substantial policy support. And need to start from the economic point of view, to help the cultivation of Chinese medicine talents, reduce the impact of the market and scale. To enhance the influence and value of international education of traditional Chinese medicine and enhance the quality of education, in order to attract more and more talents to invest in the study of traditional Chinese medicine, and promote the development of Chinese medicine in China.

3. MODEL OF INTERNATIONAL TEACHING IN CHINESE MEDICINE EDUCATION

3.1 Education for Chinese Medicine Students In China

First of all, we need to constantly improve the important understanding of bilingual teaching in education, so that students in the process of receiving Chinese medicine teaching, in order to ensure the possession of professional knowledge at the same time also need to master a certain degree of English ability, such teaching standards are also an important means to push Chinese medicine education to the international development path. In the process of bilingual teaching, it is necessary to make a reasonable

distribution of professional knowledge, professional English and public English teaching proportion, and make a reasonable formulation of teaching technology, so that bilingual teaching can be integrated into teaching, so that students can feel the bilingual language atmosphere all the time [2]. At the same time, in teaching also need to adopt more reasonable teaching materials, can control the depth of teaching materials, let it promote the promotion of students' professional quality.

3.2 Education for Students from Hong Kong, Macao and Taiwan

First of all, it is necessary to raise students' awareness of Chinese medicine. In the process of education, it is necessary to actively train students in medical ethics education, which is also an important basic link in international education. At this stage, due to the backward way of international education, it is necessary to comprehensively improve the correct level of knowledge of Chinese medicine for Chinese medicine students, so as to carry out efficient learning, as soon as possible to master professional medical knowledge.

For this type of student groups, it is also necessary to use flexible classroom forms to carry out teaching. According to different students' cognitive level of traditional Chinese medicine, individualized teaching plan can be set, and teaching content can be carried out in accordance with students' aptitude, so that each student can learn professional knowledge. For their own learning process in the process of the difficulties, but also can be overcome in time. At the same time, teachers in the teaching process,

also need to pay attention to the assessment and examination system, so as to ensure the preciseness of the teaching process, so that students can carry out regular cognition and Reflection on their own learning content, so as to start from their own shortcomings and carry out supplementary learning of knowledge points. Only by realizing this multi form and multi angle learning process can we improve the quality of education in the process of TCM international education.

4.CONCLUSION

To sum up, under the background of "healthy China", students can fully study Chinese medicine expertise. At present, China's internationalization of Chinese medicine development in economic, political, technical and many other fields have been supported and helped, for this can effectively promote the development of international education of Chinese medicine.

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Analysis on The Concept of Labor Education in The New Era

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Abstract: The party's educational policy has changed the long-standing "all-round development of morality, intelligence, physique and beauty" into "all-round development of morality, intelligence, physique, beauty and labor". The word difference represents the great change of labor education in the new era. In the new era, clarifying the connotation and concept of labor education has value guidance and practical guiding significance for the practice of labor education.

Keywords: New era; Labor education; Concept

1. INTRODUCTION

Labor education is the party's new requirements for education in the new era, and is an important content of the reform of the education system of socialism with Chinese characteristics. This year, the CPC Central Committee and the State Council issued the "opinions on Comprehensively Strengthening labor education in primary and secondary schools in the new era", which pointed out that labor education should be incorporated into the whole process of talent cultivation and reflect the characteristics of the times. Only by accurately analyzing the concept of labor education in the new era and adhering to the simultaneous development of "Five Education", can labor education play its due role.

2. LABOR EDUCATION IN THE NEW ERA IS FROM FORM TO ESSENCE

Before the reform and opening up, China's primary and secondary schools in accordance with the call of the Party Central Committee and the spirit of the document comprehensively carried out the labor education content of work study program. All primary and secondary schools across the country have a fixed time every week to let students go out of the campus to pick up garbage, carry bricks, sell newspapers and so on. Let students experience through their own hands to create value, get paid. This kind of labor education is combined with the actual production labor and pays attention to physical labor. This is consistent with the value of distribution according to work advocated by the society at that time. After the reform and opening up, the proportion of cultural courses on education has gradually increased. Many parents and students think that as long as they do a good job in their studies, the rest is secondary. Some even think that labor will occupy the study time. At this stage, children do not need to wash dishes and make beds. Parents can do it for them. Labor education is influenced by examination oriented education. The general sense of labor is weak, and labor education becomes a supporting role and remains on the surface. Socialism with Chinese characteristics has entered a new era, which has accelerated the establishment of the talent priority

development layout, and promoted China from a talent country to a talent power. We should make the vast majority of the new urban and rural labor force receive high school education and higher education. In the new era, workers with knowledge, skills and innovation are needed to carry forward the spirit of labor, innovation, model worker and craftsman, and create a social fashion of glorious labor. It can be seen that the connotation of the relationship between labor and education has been greatly sublimated. Labor education is not only simple physical labor, general production and management labor, and single mental labor, but also integrates labor education into the whole process of talent cultivation from the perspective of human all-round development and promotion of educational equity. Labor is not only a form of labor, but also needs to be combined with education. Let everyone respect labor, love labor, advocate labor, and practice labor from the inside out.

3. LABOR EDUCATION IN THE NEW ERA IS CHANGING FROM SINGLE TO DIVERSITY

Loving labor and plain living are the traditional virtues of the Chinese nation. Advocating labor and loving labor is one of the contents of simple ideological and political education for generations of educated people. The early labor education was rooted in the practice of production and labor, that is, the older generation taught the younger generation specific production work. It is easy to identify labor education with labor directly, and labor is equivalent to maintaining human survival. In the class society, the productive forces have been developed. Some people have become the ruling class and some people have become the ruled class. The idea of "those who work hard govern others, and those who work hard govern people". Under its influence, the majority of workers thought that manual labor was not valued and respected, and was excluded and belittled by the ruling class at that time. At this time, the labor is simply defined as sweeping the floor, weeding, washing dishes and so on, with a single nature. In the new era of socialism with Chinese characteristics, the social productive forces have been more liberated, and the development of science and technology has boosted the changes of labor. Labor is divided into physical labor and mental labor, invention and creation, innovation and entrepreneurship and other forms. Workers can freely choose the labor they want to engage in. The more skills workers have, the more they can realize their own value. At present, the diversity of labor determines that labor education should also have independent diversity, so as to adapt to the needs of talents in the new era.

4. FROM SIMPLE LABOR EDUCATION TO COMPOUND LABOR EDUCATION IN THE NEW ERA

In the new era, the continuous development of labor changes. With the subdivision of labor and the updating of technology, emerging industries and new jobs are emerging. In 2020, the Ministry of human resources and social security, together with the General Administration of market supervision and the National Bureau of statistics, jointly released 16 new occupations to the society. We've seen it before, or we've heard of it before. Such as: business planners, UAV drivers, Internet of things engineering and technical personnel. These new jobs boost the emergence of new labor, which is more complex and diverse than previous labor. The diversity of labor determines that modern labor is not a simple labor, but a complex labor. Labor education is not simply daily life labor education, production skills labor education or service labor education. Labor education in the new era is by no means a kind of labor education, but a kind of labor education combined with or involved in a variety of labor forms. There is a gap between the simple labor education and the needs of the new era. With the rapid development of science and technology, the popularization of information and intelligence, and the development of big data economy, modern labor education also needs to be deeply integrated with innovation and entrepreneurship education, so as to cultivate workers' living ability and innovation and creativity. Labor education should focus on the future career development and social division of labor, at the same time, combine the spirit of Chinese traditional excellent culture, craftsman spirit, model worker spirit, work study combination, unity of knowledge and practice, and cultivate successors in need of the new era.

5.CONCLUSION

The development of socialism with Chinese characteristics has entered a new stage and a new era. The connotation of all-round development in the party's

education policy has been expanded from the original four fields of "morality, intelligence, physique and beauty" to five fields of "morality, intelligence, physique, beauty and labor", which endows the party's educational policy with new contents and requirements of the times. Careful analysis and understanding of the new connotation and new concept of labor education in the new era will help us not to forget the original intention of education reform. Education will guide students to advocate and respect labor, understand the truth that labor is the most glorious, labor is the most noble, labor is the greatest, and labor is the most beautiful, so as to better guide the practice of labor education.

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Problems and Solutions in The Construction of Student Cadres in Colleges and Universities Based on Double Campus

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Abstract: In recent years, with the continuous growth of the number of students in Colleges and universities and the acceleration of their own development speed, many colleges and universities have built new campuses. Many colleges and universities across the country have opened a new mode of running schools in different places, which also puts forward higher requirements for the construction of student cadres. In this context, colleges and universities should speed up the construction of the existing student cadres in order to lay a solid organizational foundation for strengthening the management of college students, this paper makes a deep analysis of the existing problems and strengthens the construction of student cadres.

Keywords: Double campus; College student cadre team; Construction; Problem; Strategy

1. INTRODUCTION

In recent years, double campus has become an important choice for colleges and universities to speed up the connotative construction and better serve the local economic development. In fact, many colleges and universities have already entered the development stage of "double campus", which brings more difficulties and challenges to the existing student management in Colleges and universities. As an important part and beneficial supplement of the management team of college students, the construction of student cadre team must be further strengthened and its functions of self-management, self-education and self-service should be brought into full play.

2. ANALYSIS OF THE PROBLEMS EXISTING IN THE CONSTRUCTION OF STUDENT CADRES IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF DOUBLE CAMPUSES

Under the background of double campuses, it is of great significance to establish a contingent of student cadres with excellent ideology and fine style to improve the management level of college students in the new era [1]. At present, colleges and universities have made some progress in the construction of student cadres, but there are still many common problems, mainly reflected in the following points:

2.1 Professional training needs to be improved

At present, although colleges and universities attach more importance to the construction of student cadres, including student union, class cadres, Student League organizations, and so on, they are fully aware of the important significance of student cadre team in helping college students' Ideological and political education and improving college students' self-management and self-

education. However, on the whole, there is still much room for improvement in the professional training of student cadres. Between. The professional construction of student cadre team is to train student cadres into backbone talents with certain management ability through various ways and means. At present, although colleges and universities attach great importance to the construction of full-time management team, such as counselors and class teachers, the cultivation of student cadres is seriously insufficient, lacking continuous and systematic training means and system, which affects the students' ability to work the effective improvement of group quality.

2.2 Assessment and incentive need to be improved

Many colleges and universities lack a systematic evaluation and incentive mechanism for the cultivation of student cadres. Although a few colleges and universities have a certain inclination in the evaluation of student cadres, there are obvious utilitarian and practical tendencies, which cannot fully create a working atmosphere of benign competition, and the construction of college student cadres lacks long-term development motivation.

2.3 The guarantee mechanism needs to be improved

Student cadres are both student managers and students, so how to effectively take into account these two aspects is particularly important. For a long time, many student cadres have undertaken a relatively heavy management work, but many colleges and universities have not brought the construction of student cadres into the formal, lack of long-term planning and security mechanism, many student cadres have been engaged in management for a certain period of time All of them quit their posts, which makes the team of student cadres lack of stability and continuity for a long time, which has become a major problem faced by many college student cadres.

3. BASED ON THE CONSTRUCTION OF STUDENT CADRE TEAM IN DOUBLE CAMPUS COLLEGES AND UNIVERSITIES

Student cadre team is an important support and carrier of Ideological and political education work in Colleges and universities, and also an important bridge link between schools and students, and plays an important role in improving the management level of college students[2]. Especially in many colleges and universities entering the dual campus development stage, strengthening the construction of college student management team has more practical significance. Under the background of dual campus development, colleges and universities should focus on the following aspects to strengthen the

construction of student cadres.

3.1 Strengthen the training of student cadres with the guidance of Ideological Construction

Colleges and universities should put the ideological construction of student cadres in the first place, strengthen the theoretical education on the national education policies, laws and regulations, college student management system and major current affairs policies, etc. by means of theoretical propaganda and centralized training, so as to enhance their theoretical literacy and make them become firmly Marxist believers and educators. They are the executors of the policy, the implementers of the laws and regulations of higher education, and the promoters of the growth and development of college students.

3.2 Focusing on mechanism construction, strengthening the training of student cadres

Strengthening the construction of the relevant mechanism of student cadres is an inevitable requirement to enhance the construction of student cadres, and also an inevitable choice to adapt to the new requirements of College Students' management under the new situation [3]. Colleges and universities should focus on the training mechanism of student cadres in an important position. On the one hand, it is necessary to improve the training mechanism, clarify the responsible leaders and responsible organizations of the training of student cadres in Colleges and universities, and strive to implement the training of student cadres; it is necessary to form a knowledge system and curriculum system for the training of student cadres in Colleges and universities, and provide professional training. It is necessary to establish a sound assessment and incentive mechanism for student cadres, such as the evaluation of outstanding student cadres and excellent party members, and the establishment of a cadre promotion mechanism, etc., through the continuous completion of the relevant assessment and incentive mechanism of student cadres. Good efforts to stimulate the enthusiasm of the majority of student cadres, improve the management effect.

3.3 Strengthen the training of student cadres with self-management as the guidance

Most of the members of the management team of college students are excellent members of the students. They have great influence in the development of student management, have a good mass foundation, and have natural advantages in strengthening student management, which lays a solid

foundation for peer education. College student management workers should fully take self-management as the guidance, give full play to the peer effect of student cadres, strengthen the role of typical demonstration, actively create conditions for them to contact, work and communicate with ordinary students, guide and drive college students to realize self-management and self-education; on the other hand, they should actively build friends by relying on the carriers such as classes and the party and League. The exchange platform between generations builds a bridge between student cadres and ordinary students. On the one hand, it can further stimulate the work enthusiasm of student cadres, strive to abandon the "cadre habits" of more and more student cadres, and enhance the recognition of ordinary students to them, which is more conducive to the smooth and efficient development of their daily work.

4.CONCLUSION

In a word, under the background of double campus, the management of college students puts forward higher requirements for strengthening the construction of student cadres. At the same time, it should be noted that strengthening the construction of college student cadres is also a long-term and systematic work, which must be carried out unremittingly and persistently, and requires the joint participation of university level, department level and even the vast number of front-line counselors, class teachers and other groups. Through strengthening ideological guidance, system improvement and self-management and other effective measures, we can jointly promote the construction of college student cadres and effectively enhance the effectiveness of college student management.

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Research on The Path of Improving College Students' Interpersonal Communication from The Perspective of Qi Culture

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Abstract: Qi culture is an important part of Chinese excellent traditional culture, which has the characteristics of paying attention to talents, tradition, innovation, inclusiveness, and striving. It has a clear guiding significance to deal with the common interpersonal difficulties of college students in the new era. College student management staff, especially the vast number of front-line counselors, should actively strengthen the understanding and grasp of the alignment culture, constantly innovate ways and methods, effectively strengthen the guidance of College Students' interpersonal communication under the new situation, and help college students develop a scientific and correct sense and ability of interpersonal communication.

Keywords: Qi culture; College students' interpersonal communication; Promotion; Path

1. INTRODUCTION

Interpersonal communication is a kind of social behavior that people use language or various non-verbal symbols to exchange opinions, exchange ideas and express feelings. To some extent, interpersonal communication is a kind of psychological relationship between people formed through communication, reflecting the psychological distance between people [1]. Good interpersonal relationship is not only an important prerequisite for career success and life happiness, but also an important basis for college students to achieve growth and success in school. With the development of social transformation and the continuous growth of the number of college students, contemporary college students are generally faced with more serious interpersonal problems, so that many college students are depressed for a long time and dare not deal with others, which affects the healthy growth and success of college students. Therefore, we should focus on Qi culture as a reference and explore college students' interpersonal problems from the perspective of Qi culture. It is an effective way to improve college students' interpersonal communication.

2. AN OVERVIEW OF CONTEMPORARY COLLEGE STUDENTS' INTERPERSONAL PROBLEMS

Interpersonal communication is an important process for a person to smoothly integrate into society and groups and realize social growth. People's communication behavior is also carried out under the guidance of certain concepts. According to statistics, college students spend more than 70% of their time in various forms of interpersonal communication every day. It can be seen that

interpersonal communication plays an important role in college students' daily life and learning process [2]. At present, influenced by various factors, many college students' interpersonal communication is unsatisfactory to varying degrees, mainly in the following aspects

First, "social phobia" is obvious. In the process of interpersonal communication, many people will show different degrees of fear, but everyone's reaction is different. The survey shows that many college students have a certain degree of fear in the process of interpersonal communication, which is mainly reflected in the tension and blushing in the process of communication with others, especially in public places or collective activities. Therefore, these students often fall into anxiety and inferiority complex, which seriously affects their daily life and study. With the continuous development of network technology, they also turn to network interpersonal communication.

Second, they are self-closed and refuse to communicate. Some students in the University, often in interpersonal communication failure after self-closed, refused to normal interpersonal communication, mainly in daily learning and life alone; some students in the University found that they are not as outstanding as in middle school, and because of jealousy and inferiority complex formed interpersonal barriers, resulting in interpersonal communication tends to be flat.

Third, they are eager to communicate, but there are many difficulties. This part of college students often has a strong desire for interpersonal communication, and they are eager to communicate with others in their daily study and life, and they have made a lot of efforts. However, due to the ways, methods, abilities and other reasons of interpersonal communication, there are many difficulties and disadvantages in interpersonal communication.

3. ANALYSIS OF THE PATH TO IMPROVE COLLEGE STUDENTS' INTERPERSONAL COMMUNICATION FROM THE PERSPECTIVE OF QI CULTURE

The university stage is an important period for a person to establish a social relationship. As a counselor, we should strive to strengthen the guidance and education for students, so that students can realize the importance of interpersonal communication in the process of personal growth and development. On the one hand, we should establish a good relationship between teachers and students through positive and good interpersonal communication between themselves and students, and guide students to continuously enhance their ability in

teaching by words and deeds On the other hand, we should actively learn from and absorb the positive elements of Qi culture, guide students' communication behavior, transfer positive interpersonal communication principles and methods, and help college students constantly improve their interpersonal communication status.

3.1 Interpersonal communication under the principle of mutual respect

Qi culture put forward the fine tradition of mutual respect at the beginning of its creation, and thus developed to pay attention to the behavior norms of etiquette and the cultivation of etiquette habits [3]. Therefore, paying attention to etiquette has become one of the basic requirements and characteristics of the Chinese nation in the process of dealing with people, and it is also a traditional virtue of the Chinese nation. The ancients also often said: "respect for others, people always respect". Respect includes respect for others and self-esteem. In the process of College Students' interpersonal communication, counselors should guide and educate students to communicate with others on the premise of self-esteem and mutual respect and at the grass-roots level. On the one hand, they should respect themselves in all kinds of occasions, but also respect others' personality and emotion, so as to maintain interpersonal relationship Equal status in the process of communication is one of the important guarantees for college students to have a smooth interpersonal communication.

3.2 Interpersonal communication under the principle of inclusive understanding

Qi culture has not only the cultural character of respect, but also the cultural character of inclusiveness. One of the most important contributions of Qi culture to ancient China is the emergence of Jixia Academy. Jixia Academy was able to produce and form a certain scale and last for more than 100 years, which was inseparable from the characteristics of Qi culture, such as inclusiveness. At that time, Jixia Academy included almost all schools of thought, and the state of Qi adopted the policy of welcoming all scholars. It was this inclusive spirit of Qi culture that finally led to the contention of all schools of thought and the creation of a harmonious society It has created a cultural feast of Chinese civilization.

The inclusive cultural character of Qi culture has brought a lot of enlightenment to the interpersonal communication of contemporary college students. In the process of daily interpersonal communication, college students should always uphold the principle of mutual tolerance and understanding, which is mainly reflected in the fact that in the process of interpersonal communication, they are not fussy about problems that do not involve principles, but can be tolerant and magnanimous, seek common ground while reserving differences, so as to contribute to continuous expansion On the other hand, in the process of

interpersonal communication, college students must be sincere, which can be said to be one of the most important principles in the process of interpersonal communication. Imagine that if a person is full of lies, he often lies in the process of interpersonal communication If you don't keep your promise, it will inevitably arouse the disgust of other people around you, and the interpersonal situation is naturally not ideal.

4. CONCLUSION

In a word, healthy and positive interpersonal relationship is one of the important premises and foundations for college students to study and live normally in school. Counselors and other groups should establish a personal communication image as a teacher in the daily teaching process, set a good example for students in interpersonal communication, and actively strengthen the understanding and mastery of traditional Chinese culture, such as alignment culture, so as to improve the understanding of students Carry on the correct interpersonal education, guide them to carry on the interpersonal communication scientifically, and realize the healthy growth.

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The Times Demands of The Reform and Innovation of College Physical Education Under the Background of Healthy China

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Abstract: Under the new situation, since ancient times, "the youth is strong, the country is strong". For universities, they are not only the future builders of the country, but also the future high-quality talents. College physical education also needs to conform to the development trend of the times. On the basis of "healthy China" strategy, we need to find out the crux of Affecting College Students' physical health and analyze the existing problems in the reform of physical education. Deepen the reform, find the correct teaching orientation, from a diversified perspective, provide a broader development space for sports teaching innovation, and build a teaching system in line with the demands of the times. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the current situation, actively provide a good teaching environment for college students, and formulate scientific reform measures, so as to build a more stable platform for the development of the health industry.

Keywords: Healthy China; College physical education; Innovation

1. DESCRIPTION OF THE TIMES

With the continuous development of society, the strategic concept of "healthy China" has appeared in our vision, and has become an important means of improving the quality of people's livelihood. In the process of practice, students' physical quality continues to show a downward trend, and has become a generation of "hands without the strength of a chicken"[1]. The decline of College Students' physical quality is not only affected by social factors, but also by school and personal factors. From the perspective of modernization, the traditional teaching methods can not meet the development needs of modernization, and there are more prominent contradictions in the process of teaching. In essence, many college students not only have not mastered one or two sports skills, but also have not obtained the corresponding health knowledge, and have not formed a good habit of lifelong exercise. Many college students even stay in their dormitories all day, playing mobile phones and computers, staying up late to play games and watch TV dramas At this time, the standard of "healthy China" provides a good development opportunity for the reform of College Physical Education [2]. Colleges and universities can also combine with the actual situation, on the basis of adjusting measures to local conditions, maximize the innovation of teaching methods, tap their own potential, and deepen the reform of physical education. In view of this, on the basis of healthy China

strategy, what is the demand of the times for the reform and innovation of college physical education? How will it be reformed and created? Has become the current situation, the need to explore the focus.

2. INNOVATION PATH OF COLLEGE PHYSICAL EDUCATION REFORM UNDER THE BACKGROUND OF HEALTHY CHINA

2.1 People oriented and reasonable evaluation

In the context of China's rapid economic development, deepening the reform of college physical education can effectively adjust the focus of college physical education development and improve the construction of physical education curriculum. Increase physical education theory teaching, improve school management. Pay attention to the continuing education of physical education teachers and improve their comprehensive quality. From another perspective, physical education teaching reform promotes the development of students' intelligence, cultivates students' good ideological and moral character, enriches cultural connotation, overcomes unknown challenges, and guides students to find the development path of happy growth in difficulties [3]. First of all, we need to use a reasonable evaluation system to further mobilize the subjective initiative of physical education teachers. Secondly, we need to build the evaluation system of physical education curriculum on the basis of people-oriented, and enhance the enthusiasm of students' participation. In other words, college students need to be clear about the construction concept of "lifelong sports" when they just enter the campus. In the future learning process, we need to combine theory and practice, in order to actively participate in practical activities, to achieve the construction needs of physical fitness. For example: Tsinghua University is on the basis of lifelong physical education, the implementation of effective innovation of physical education curriculum evaluation. According to the national standard health test, analyze the corresponding test results [4]. Here is mainly the use of "Forrest Gump running" app way, more intuitive students' movement and login real record. In every month, only when you have run more than 3000 meters can you complete the credits. And it also combines the long-distance running test and sunshine sports long-distance running, which increases the students' exercise time and improves the quality of exercise.

2.2 Change the teaching concept, teaching mode and teaching content

With the progress of science and technology, online games, micro blog, video brush has become the daily life

of contemporary people. In order to further change this situation, it is necessary for schools to establish the thinking concept of "health first" on the basis of "lifelong sports", improve the value cognition of sports, and infiltrate the concept into students' daily life in the process of subtle influence. For example, Shanghai Electric Power University presents the "2S" teaching concept to students in the perspective of sports concept innovation. Increased the combination of "smile" and "sweating", improved the participation of students, laid a good foundation for the development of more students. Another example: Beijing Language and Culture University has constructed an effective development path of "happy physical education, sunshine my body and mind" on the basis of teaching mode innovation, realizing the double harvest of emotion and technology. Another example: Hefei Normal University is based on the innovation of teaching content to establish a "multi-dimensional asynchronous teaching mode" with independent choice [5]. Students can continuously enhance their participation in physical exercise without the limitation of time. The "supply" needs of schools and the "needs" of students are combined to increase the intensity of construction. The value orientation of school physical education, improve the physical quality of the whole people, improve the sense of happiness, complete the mission of education, culture, health and society.

2.3 Increase investment and expand teaching forms

First of all, colleges and universities need to combine their own actual situation, reasonable investment funds, increase the construction of physical exercise equipment, reasonable use of resources, and establish an effective living environment. Colleges and universities also need to provide effective basic conditions for the next step of physical exercise according to their own actual situation. For example, on the basis of investment and innovation, Shenzhen University combines the campus card sports special funds with the sports venue reservation system to optimize the allocation and maintain the sustainable development of students. Secondly, on the basis of extending physical education teaching methods, we need to use club or community methods to build an integrated classroom construction path. In essence, it is mainly on the basis of enhancing college students' physical quality, increasing the extension of extracurricular physical exercise, using diversified channel construction methods,

stimulating students' interest in participation, and improving the practical construction path.

3. CONCLUSION

Under the concept of "healthy China", the reform of physical education in Colleges and universities also needs to be combined with the actual needs, on the basis of "people-oriented", overall development, and increase infrastructure construction. Innovate the original ideas, coordinate the content of physical education, and effectively integrate health education and sports skills. In order to establish a scientific education joint mechanism and form a joint force of education. We should bear the idea of "health first", enhance the sense of national mission of students' physical exercise, and increase the national influence. We should make clear the sense of value of the times, maintain a good historical mission, and increase the infrastructure construction to protect the health of college students.

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Research on Curriculum Design Concept of Outdoor Sports Camp for Teenagers

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Abstract: Under the background of national support, social and economic development and market demand, the youth outdoor sports camp in China is developing vigorously. However, in the process of development, there are many problems, such as interest first, less innovation, lack of core content and so on. This paper studies the most core "Curriculum" in outdoor sports camp, and analyzes the concept of its setting, in order to help our youth outdoor sports camp, develop better.

Keywords: Youth; Outdoor sports camp; Curriculum; Concept

1. INTRODUCTION

The healthy development of teenagers is related to the future and destiny of the country. China has long attached great importance to and concerned about the healthy growth of young people. In April 2020, the 11th Conference on Comprehensively Deepening Reform held in Beijing stressed "to deepen the integration of sports and education and promote the healthy development of teenagers, we should establish the education concept of health first, promote the coordinated development of teenagers' cultural learning and physical exercise, strengthen school sports work, improve the system of teenagers' sports events, and help students enjoy the fun, enhance their physique and improve their health in enhancing physical exercise personality and exercise will". [1]The introduction and implementation of a series of national documents has promoted the rapid development of outdoor sports camp education for young people in China. More and more companies and enterprises in the society have begun to develop outdoor sports camp. Secondly, more and more parents have realized the importance of outdoor sports camp education. As the core part of outdoor sports camp, campsite course should have different design concepts for different themes and types of courses. Only by applying different principles and concepts according to the characteristics of different courses, their special teaching places and contents, can the course play its unique role and better achieve the expected educational goals and expectations.

2. CONCEPT AND CONNOTATION OF OUTDOOR SPORTS CAMP

Domestic scholars have expounded the concept of camp education from different perspectives, including the perspective of site facilities. They believe that the youth outdoor activity camp is developed on the basis of outdoor sports, which is based on natural activities and constructed and managed according to certain standards. It is mainly to cultivate the interest of young people in sports activities and promote the comprehensive development of teenagers' morality, intelligence, sports, beauty and labor.

From the perspective of youth development, it is considered that youth outdoor sports camp is to make up for the lack of traditional education and sightseeing education, to cultivate the comprehensive quality of youth through experiential outdoor practice education. [2] By taking practice education as the basic concept and facing youth learning and practice, it can help youth experience different life. From the point of view of the goal and value of camp education, it is believed that the youth camp education refers to the youth as the main body of camp education related activities, with the purpose of providing necessary outdoor education resources for the youth's personality and lifelong development. Through multi-directional outdoor experiential activities, the goal of camp education can be achieved, so that teenagers can promote "learning by doing" through sensory participation and direct and specific experience, so as to expand and use subject knowledge, understand the relationship between people and environment, and improve teenagers' emotion, attitude and "Three Outlooks" at the same time. In this way, the cognitive development and quality improvement can get harmonious development. [3] The definition of teenager's camp ground in national standard GB/T 31710.1 leisure camp construction and service specification refers to the place with corresponding service facilities, which takes activities in nature as the main body, mainly for cultivating young people's interest and skills in participating in team leisure activities, promoting the all-round development of morality, intelligence, sports, beauty and labor. [4] To sum up, this paper believes that the outdoor sports camp is carried out in the outdoor environment, with physical activities as the main means to develop the comprehensive quality of young people, promote the harmony between man and nature, and can provide corresponding services through the identification of relevant departments.

3. MAIN IDEA OF CURRICULUM

3.1 Health first concept

If you want to civilize your spirit, you should first savage your physique. Strengthening your physique is not only the fundamental guarantee of "working for the health of the motherland for 50 years", but also the necessary premise of personal mental development and growth. With the continuous development and progress of social economy and scientific and technological level, today's teenagers are coerced by the Internet most of the time outside their normal learning hours, resulting in little or no participation in sports activities, resulting in "obesity", "myopia", "physical decline" and other health problems. At the 2018 National Education Conference, it was proposed that "we should establish the education concept of health first to help students enjoy the fun in physical

exercise, strengthen their physique, improve their personality and temper their will." Health is not only physical health without disease, but also mental health, firm will and sound personality. Because of the special teaching environment and project content, outdoor sports camp plays a unique role in the cultivation and promotion of teenagers' physical and mental health. In the course design of outdoor sports camp, we must first adhere to the concept of "health first". [5]

3.2 Concept of comprehensive development

The 2018 National Education Conference proposed to strive to build a comprehensive education system of morality, intelligence, sports, beauty and labor, which put forward ardent hope for the majority of children and adolescents, and attached great importance to the healthy growth of children. It is of great significance to earnestly study and understand the education policy, implement the fundamental task of "to build morality and cultivating talents, deepen the education reform and development in the new era, and cultivate teenagers with all-round development of morality, intelligence, physical education, beauty and labor". "Comprehensive development" is a broad concept, and "how to achieve comprehensive purpose" is a very important topic. Because of the particularity of the environment, outdoor sports camp education can well supplement the lack of school education, and also has its special effect on the cultivation of the all-round development of morality, intelligence, sports, beauty and labor. In the course design of outdoor sports camp, we should consciously integrate the concept of all-round development, and cultivate teenagers' multiple abilities from all aspects in the outdoor environment.

3.3 Student oriented concept

It is often said that all children's education is for children's main body, that is, all children's education is for children's health. As far as philosophy is concerned, "Origin" refers to "original and fundamental", while "standard" refers to "subject and center". Student standard is to emphasize student-oriented, start from students, make up for students' shortcomings and increase their strengths. There are many kinds of courses in the school, such as language, morality, science, painting, music and so on. But for students, except for the main course, all the courses that have nothing to do with "further education" are superficial. Therefore, when designing the outdoor sports camp course for teenagers, we should change the adult's "thinking that students need to strengthen a certain ability or improve a certain skill". On the basis of conforming to the theme of the times and conforming to the correct three outlooks, we should fully understand the students' own demands and needs, and truly design the curriculum from the perspective of students. [5]

3.4 Concept of combination of sports and entertainment

The courses of outdoor sports camp are not only limited to one corner and only related to sports, but also include many comprehensive courses that can develop the quality of teenagers, such as "water rocket" and "air flight" in science and technology, "leaf painting" and "African drum" in art, and "I'm a little chef" in life. These courses have their own characteristics, which can be said to be "teaching in the classroom" "music" and "teaching in doing". Influenced by the physical and mental development characteristics of this age group, teenagers have the characteristics of not too much exercise intensity and easy to be interested in new things. Therefore, in the course design, it is necessary to set up the course reasonably according to the characteristics, intersperse entertainment items in the sports skills and outdoor skills of physical activities, or set up sports, entertainment and other items separately according to a reasonable proportion, so as to truly achieve the "combination of sports and entertainment".

4. CONCLUSION

Outdoor sports camp as a powerful supplement to school sports, its special teaching place and project design plays a very significant role in improving the ability and quality of young people's unity and cooperation, perseverance and bravery, love of nature and so on. The scientific concept can better help the curriculum more reasonable and more standardized, so as to help the continuous development of youth outdoor sports camp.

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International Education and Global Citizenship Training: Research Based on International Baccalaureate

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Abstract: The goal and mission of international education is to cultivate global citizens. The International Baccalaureate is a specific education mode for the implementation of international education. Its concept, objectives and curriculum are set around promoting the cultivation of global citizenship. Different from the popularity of Montessori Middle School Program in international schools, the development of International Baccalaureate is insufficient compared with that of Montessori Middle School Program. The reason is that the development of International Baccalaureate is not balanced at all stages and the standard of secondary school project is lack.

Keywords: International Education; International Baccalaureate; Montessori education; global citizenship

1. GLOBAL CITIZENSHIP: THE GOAL AND MISSION OF INTERNATIONAL EDUCATION

Today's living environment is an increasingly globalized world driven by economic development, scientific and technological progress, health and safety issues, population mobility and other factors. This trend means that students must be prepared for the challenges of globalization. Education is not only a tool for cultural communication, but also a way to acquire specific skills and knowledge reserves to promote the realization of national actual needs. Similarly, education has never been a passive and static field, but a continuous development to meet the changing needs of various countries. In today's era of globalization, this demand is extended beyond the scope of a single country. In this context, the primary goal of education is to promote the formation of students' corresponding attitude. This attitude not only embodies tolerance and respect, but also includes the ability to understand the people and culture of other countries, as well as the ability to communicate and cooperate with them. This is the goal of international education. Specifically, we should address the challenges of globalization by developing courses aimed at promoting international, cross-cultural, global sensitivity and related knowledge, exchange and understanding. In short, international education focuses on the cultivation of "global citizens" in the future. [1]

"Global citizen" is a concept that has not been clearly defined but is widely used. Different experts and scholars have different views on the values and qualities of "global citizen". Oxfam believes that the thinking and action modes of "global citizen" are embodied in the following aspects: the awareness of being a global citizen and its role

and responsibility; respecting and valuing diversity; understanding the operation mode of world economy, politics, society, culture, science and technology, and environment; and recognition and pursuit of social justice. We should be committed to the sustainable development of the world and be responsible for our own behavior. James's definition of "global citizen" includes is not limited to tolerance, acceptance, cooperation, the ability to identify and solve international and global problems. Other scholars believe that "global citizen" should have such values as the recognition and promotion of multiculturalism; respect for other cultures and concern for human rights; belief in human unity, integrity and interdependence.

The International Baccalaureate Organization and Montessori education, as two specific education models of international education, are committed to the promotion of global citizen related values to help students acquire the ability to meet challenges in an increasingly globalized world. The following will be the International Baccalaureate Organization and Montessori education global citizenship training objectives to do a discussion.

2. INTERNATIONAL BACCALAUREATE AND GLOBAL CITIZENSHIP TRAINING

As a non-profit international education organization registered by UNESCO, the International Baccalaureate Organization was founded in Geneva, Switzerland in 1968. Its initial purpose is to promote the education of non-native college and university students by issuing generally accepted diplomas. The purpose of the International Baccalaureate Organization has been expanded from helping international mobile students get ready to enter universities to "promote the development of inquiring, knowledgeable and compassionate young people who are determined to contribute to creating a more beautiful and peaceful world through mutual understanding and mutual respect among cultures".

The International Baccalaureate Organization provides three international diploma education programs for children and adolescents around the world: Primary Years Program (PYP), Middle Years Program (MYP) and Diploma Program (DP). According to the latest statistics on the official website of the International Baccalaureate Organization, about 955, 000 students aged 3-19 years have adopted these programs in 3287 IB World Schools in 141 countries and regions (see Table 1-3 for details). Moreover, the number of IB international school enrollment is still increasing significantly every year.

Table 1 Implementation of International Baccalaureate

entry name	Age of students enrolled	Initial time of the project	The number of schools implementing the project
PYP	3-12	1997	816 IB world schools
MYP	11-16	1994	913 IB world schools
DP	16-19	1968	2, 304 IB world schools

Data source: International Baccalaureate Organization. IB Fast Facts [EB/OL]. <http://www.ibo.org/facts/fastfacts/index.cfm>, 2011-06-10.

Table 2 Implementation of IB International Schools in Different Regions

	Africa, Europe, Middle East	Asia, Pacific Region	Latin America	North America, Caribbean regions	Total number of schools
Only PYP	38	103	25	286	452
Only MYP	16	27	4	405	452
Only DP	633	226	216	739	1, 814
Three projects	68	56	31	22	177
PYP+MYP	21	16	10	33	80
PYP+DP	36	48	16	6	106
MYP+DP	39	16	11	140	206
Total number of schools	851	492	313	1, 631	3, 287

Data source: International Baccalaureate Organization. IB Fast Facts [EB/OL]. <http://www.ibo.org/facts/fastfacts/index.cfm>, 2011-06-10.

Table 3 IB Projects Development of Top 10 Countries

Country	Regions	IB international schools number	Course implementation		
			PYP	MYP	DP
America	North America, Caribbean	1, 299	283	445	752
Canada	North America, Caribbean	311	57	146	142
English	Africa, Europe, Middle East	225	11	11	219
Australia	Asia-Pacific Region	130	63	42	62
Mexico	Latin America	86	41	22	57
India	Asia-Pacific Region	84	28	8	77
China	Asia-Pacific Region	59	18	18	51
Spain	Africa, Europe, Middle East	55	6	8	54
Germany	Africa, Europe, Middle East	52	18	7	49
Argentina	Latin America	48	7	3	47

Data source: International Baccalaureate Organization. IB Fast Facts [EB/OL]. <http://www.ibo.org/facts/fastfacts/index.cfm>, 2011-06-10.

2.1 IB-MYP

Founded in 1994, the IBS project is designed by the International Baccalaureate Organization for 11-16 year-old students with long-term educational needs. It aims to cultivate students' international awareness and enable them to acquire the skills, attitudes and knowledge needed to participate in global social activities. According to the International Baccalaureate Organization, it is of great significance to instill cross-cultural awareness into adolescent students, because adolescence is a critical period for exploring role orientation and establishing identity, and cultural identity is crucial for adolescents, especially when changes brought about by an increasingly globalized world have an impact on one's cultural traditions. This view is consistent with Erikson's social psychological development model. In the discussion of identity model paradigm, Erikson pointed out that the lack of group identity in the face of "industrialization, self release, and wider communication all over the world" will lead to role confusion. [2] Therefore, unless identity is developed based on universal values, identity crisis will be more common.

The IB-MYP consists of five interacting fields and eight basic courses, emphasizing knowledge integration, international culture and international exchange. The five

major fields, including learning methods, community and service, health and social education, environment and human creation. It breaks the traditional disciplinary boundaries, deeply roots in the organizational structure of various disciplines, interacts with each other, and focuses on the issues of common concern of mankind, so that students can gradually understand that disciplines are not isolated fields that are not unrelated and have no connection with the world. The connection between disciplines and the real world can improve students' awareness of global problems and promote the development of their knowledge, skills and values. In addition, in the eight basic courses supporting these five areas, students can strengthen their cultural awareness of their own nation through the continuous learning of mother tongue courses, such as literature; at the same time, they can acquire new knowledge and promote students' understanding of other cultures through the second language courses. According to the International Baccalaureate Organization, second language learning not only enhances students' sensitivity, respect, tolerance and empathy for other cultures, but also gives students opportunities to gain a wider range of knowledge input, experience and perspective. This is consistent with the view that second language learning is the most effective

and inclusive way to achieve cultural transfer.

2.2 IBDP

Founded in 1968, the International Baccalaureate foundation program is designed for 16-19 year-old students with strong learning motivation. It aims to cultivate international citizens with lifelong learning ability. The foundation program of International Baccalaureate university has a harmonious and balanced curriculum system, which consists of three core courses, which are *Theory of Knowledge*, *TOK*, *Creativity, Action, Service, CAS* and *Extended Theory*, and six groups of subject courses. The three core courses are compulsory. Students need to choose 3 high-level and 3 standard level courses from each of the six groups of subject courses, totaling 6 subjects. Among them, *Theory of Knowledge* course is the "intellectual glue" of the preparatory program of International Baccalaureate University.

The International Baccalaureate Organization claims that *Theory of Knowledge* is a key component of its mission to promote the cultivation of global citizen related values. One of the primary objectives of this course is to develop students' awareness of knowledge interpretation. The *Theory of Knowledge* course is the core of the concept of preparatory project education. It gives teachers and students the opportunity to critically reflect on a variety of cognitive styles and knowledge fields, and to think about the role and nature of knowledge in national culture, other national culture and the wider world. It promotes students'

awareness as thinkers, motivates them to deepen their understanding of the complexity of knowledge, and makes them realize the need to act responsibly in a world of increasing connectivity and uncertainty. In short, *Theory of Knowledge* as an epistemological discipline, aims to guide students to think about cognition, explore how to identify, how to judge effectively. As an integral part of the curriculum of six disciplines, the course *Theory of Knowledge* aims to teach students to question the assumptions behind the knowledge of other disciplines. Although it is difficult to determine whether the formation of individual students' cross-cultural awareness is the direct result of their participation in the International Baccalaureate or the impact of multicultural school environment, it is undeniable that *Theory of Knowledge* course is of great importance in the cultivation of students' global and cross-cultural horizons, and its effectiveness is beyond doubt.

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Research and Implementation of Personalized News Recommendation System

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Abstract: News is produced all the time. It seems that browsing hot news has become a daily habit for many people. Nowadays, with the development of network, the network media has become the first choice for the public to browse the news by virtue of its rapid dissemination and convenient access. However, the numerous and complex network news information results in a lot of news information overload. The personalized news recommendation system came into being at this time; the system helps the majority of users to solve the problem of reading restrictions. Meanwhile, according to the characteristics of users' interests, the news is classified and processed, which can screen and recommend the topics of interest to users, and meet the needs of users' news reading. Therefore, it is of practical significance to study the internal operation law of personalized news recommendation system.

Keywords: News recommendation system; Implementation path

1. INTRODUCTION

Nowadays, with the progress and popularization of Internet, we media and other technologies, a large number of online news will be pushed in the network every day for the public to browse and watch. With its effectiveness, richness, interactivity and other characteristics, online news has become an important channel for the public to obtain news information. However, there are so many Internet news sites that users usually only choose one or several familiar websites to browse without any purpose. Therefore, users' news click behavior has a great relationship with their own interests. At the same time, it is found that users' click behavior is also affected by the news display location. The news in the eye-catching position is often easy to be concerned by the public, while the news that is not eye-catching is rarely browsed by the public. This is the reason why many websites urgently need to recommend personalized news to users, so there is a personalized news recommendation system.

2. OVERVIEW OF PERSONALIZED NEWS RECOMMENDATION SYSTEM

Personalized news recommendation system is the product of the development of Internet and e-commerce to a certain stage. It is an advanced business intelligence platform based on massive data mining. It can provide personalized information services and decision support to customers. In recent years, with the rapid fermentation of network news, there are candidate news, candidate recommendation news, recommendation news and other types of network news. It makes the first mock exam system more developed in the news field. But the

shortcoming is that we need to further improve the performance of news recommendation, focus on building news recommendation model for users, and expand the development field of the system. At present, the personalized news recommendation system is divided into four parts: news modeling, user modeling, recommendation engine and user interface, which comprehensively and intuitively shows the whole process of the recommendation system and facilitates detailed research on the system. [1]

3. FUNCTION MODULE OF PERSONALIZED NEWS RECOMMENDATION SYSTEM

3.1 News modeling

In news modeling, it needs to go through four steps: data preparation, news representation, candidate recommendation news and news classification. It is necessary to extract the news title, release time and main points of the text for news data processing of the data preparation phase, for news aggregation websites such as Google News, Yahoo! News, Baidu news and Qihoo 360 news. For Sina, Sohu and other special news websites, we can omit the above process, extract keywords directly from the news text, and then classify the data. In the process of news presentation, we need to divide the static characteristics (keywords, keywords, news categories, release time, release website, etc.) and dynamic characteristics (user list, hits, timeliness, etc.), and then use technical means for news recommendation, split and reorganize the text key words, newsgroup topics and other contents in the news, and add appropriate pre suffix modification to better express the news or show the theme of the news. In order to ensure the novelty of news recommendation results, the candidate news types should be selected from the recently released news, and the news with high repeatability, low popularity and low timeliness should be removed. In news classification, news units need to divide news types according to different user preferences to meet the different needs of users.

3.2 User modeling

User modeling needs to go through two steps: user interest feedback and user model representation. User interest feedback includes explicit feedback and implicit feedback. In explicit feedback, users need to actively provide personal attention to news topics or classification needs in the system, such as checking favorite news topics or searching related topics. The system will automatically count the news types selected by users, and timely recommend the news content that users are interested in. Most of the time, users do not need to provide personal preferences in implicit feedback, and the characteristic of implicit feedback is that it can automatically analyze

users' preferences according to the frequency and browsing time of users' clicking on a certain type of information, and then recommend such news topics for them, which has the characteristics of intelligent identification. In the user model representation, the system will automatically provide the visited web page information and automatically record the relevant news types, according to the length of the user's interest. [2]

3.3 Recommendation engine

Recommendation engine is the core component of personalized recommendation system. Its function is to screen different news types that meet users' preferences, sort them and present them to users. This kind of content can be divided into content recommendation and collaborative filtering recommendation. The system extracts user interest feature quantity and candidate news quantity for data similarity analysis, and then takes the news read by users as training data, divides the news into two categories: user like and user don't like. With the help of machine learning, it constructs a virtual classification model, and applies all kinds of news to the model for analysis. But at present, there is no pure content-based recommendation system. In collaborative filtering recommendation, the system does score prediction data analysis based on users' rating data of news. This form not only gets the attention of academic circles, but also has been applied to many practical fields. Both the memory method and the model method in the system can process the user's historical rating data of news offline. The research model is automatically generated by the combination of statistics and machine learning method to realize the prediction of candidate news attention.

3.4 User interface

The main task of user interface in the system is to display recommendation results and collect user feedback information. In addition to convenient use and beautiful layout, users also need to provide accurate feedback information. There are two kinds of common interfaces: computer and mobile. The computer interface is suitable for office, home and other places. The interface can enlarge the screen size of the system, which is convenient for users to view. For example, Google News has a

"personalized" click button in the upper right corner of its web page; Netease has the word "recommended news" in the upper right corner of its home page, and users can select personalized news types by clicking options. The mobile interface is more casual and convenient. Users can click to view news anytime and anywhere. They just need to select the news they are interested in according to their own preferences and concerns. [3]

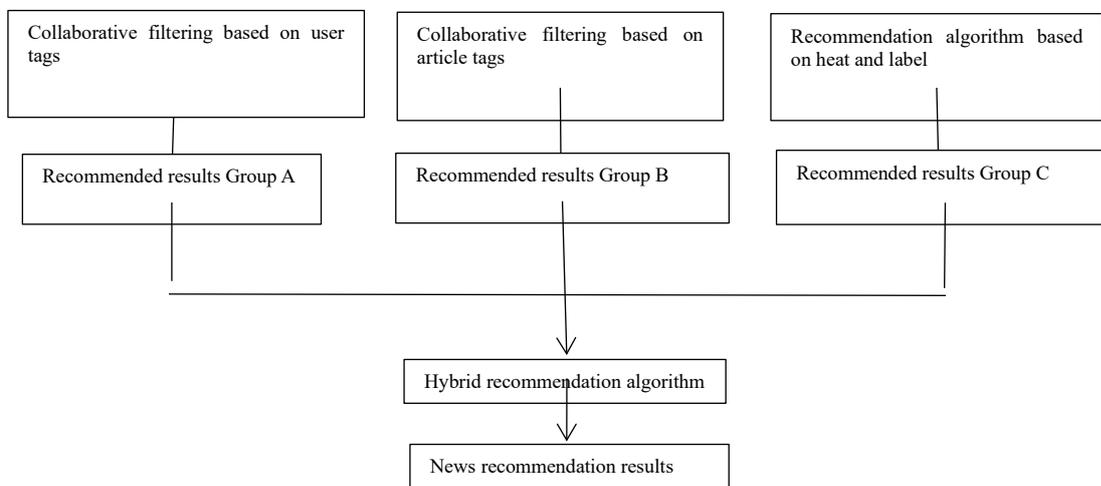
4. IMPLEMENTATION PATH OF PERSONALIZED NEWS RECOMMENDATION SYSTEM

4.1 Practice of user processing module

In the running path of personalized news recommendation system, the user processing module is the first link. Therefore, in the user processing module, the system can set the tag group table in the user registration interface, user information processing interface, user interest calculation interface, etc., and then use the login interface information, registration interface information and modification interface information in the module interface to carry out the interest intelligent analysis. At the same time, the system can also extract and process the information submitted by the front page and upload it to the database to realize the feedback and sharing of basic information.

4.2 Implementation of news recommendation module

News recommendation module is the early form to realize the browsing function of personalized news recommendation system, including news organization module and news related database storage table. This module is implemented the first mock exam based on user interest label group data and popular news tag group data. The recommendation module contains collaborative filtering algorithm, article labeling algorithm, heat and label recommendation algorithm and hybrid recommendation algorithm. When users click on a news recommendation, the system will automatically capture the news label dynamic and update according to users' interest tags, browsing history tags and other content, and finally get the recommendation results through mixed sorting. [4] The recommended module is shown in the Figure:



4.3 The realization of news display module

The implementation of the news display module needs to go through three stages: presentation layer, business layer and storage layer. The presentation layer mainly refers to the news display interface. A recommendation system can only have one news recommendation interface after it is opened. The business layer has the functions of recommendation list display and news specific display. The corresponding storage layer includes intelligent text storage table, user browsing history table and user recommended news. Although these three contents are not extensive enough, they can basically display user information and news information. As long as the user clicks to enter the news display module, the operation table in the system will automatically pop up news item classification, historical browsing identification keywords, whether to forward, whether to comment, whether to mark as interested (or not interested) and other identification, so that the background system can more accurately model the user. [5]

5. CONCLUSION

News recommendation system is one of the most widely used forms of current news platforms. Whether in the field of academic research or in the field of practical application, the system shows its own advantages and practicability with high-performance characteristics. It is hoped that this

analysis and research can provide reliable value reference for researchers of personalized news recommendation in the future.

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Application of Electronic Information Technology in Internet of Things

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Abstract: With the continuous development of social economy and information technology, people's living standards and quality have been significantly improved. The rapid development of domestic e-commerce industry can not only provide high-quality services for people, but also promote the development of the Internet of things in China, which plays a positive role in promoting the development of social economy. The survey on the development of the Internet of things industry in China shows that it is necessary to change the traditional service mode and increase the use of electronic information technology, which can effectively improve the quality and efficiency of the development of the Internet of things, help to enhance the value of the development of the Internet of things in China, increase people's trust in the Internet of things, and play an important role in improving the economic benefits of the development of the Internet of things. This paper mainly analyzes the application of electronic information technology in the Internet of things, and the research results are for reference only.

Keywords: Electronic information technology; Internet of things; Application

1. INTRODUCTION

The Internet of things industry is an important part of the domestic social and economic development. Through the investigation of the development of the Internet of things industry in China, it is found that under the influence of the development of the new era, the Internet of things can make comprehensive innovation and Research on logistics, transportation, information and other links, effectively improve the quality and efficiency of the development of the Internet of things, and promote the quality and efficiency of the development of the Internet of things The development of the conference provides an important guarantee and plays an important role in promoting the domestic social and economic development. Therefore, Internet of things related technical personnel need to strengthen the effective combination of electronic information technology and the Internet of things, increase innovation and development efforts, and realize the stable development of the domestic Internet of things industry.

2. THE MAIN CONTENTS AND CHARACTERISTICS OF ELECTRONIC INFORMATION TECHNOLOGY

2.1 Contents of electronic information technology

Electronic information technology mainly refers to the comprehensive analysis and management of specific things through the computer system, and the specialized management of the signal, data and other aspects of things, so as to ensure the high-quality transmission of the information of the things, so as to realize the utilization

value of the electronic information technology. According to the research and understanding of the application of electronic information technology in modern society, it can carry out professional and standardized processing on communication processing, signal processing, computer processing and other aspects, so as to realize the digitization and information discovery of internal data. At the same time, it can also be effectively improved according to the characteristics of things in the application process, so as to ensure the smooth development of things [1].

2.2 Characteristics of electronic information technology

The use of electronic information technology in the society can highlight the automation characteristics of information technology, not only can ensure the specialization of work development, but also can provide high-quality services for people's life, thus reflecting the social value of electronic information technology. In the process of development, electronic information technology can make efficient use of social resources, which is mainly reflected in the effective combination of network resources. For example, the use of smart phones can get rid of the limitation of time and space, help to improve the quality and efficiency of people's query resources, and promote the innovative development of social economy. Therefore, increasing the use and management of electronic information technology plays an important role in promoting social and economic development [2].

3. THE MAIN CONTENTS AND ADVANTAGES OF THE DEVELOPMENT OF MODERN INTERNET OF THINGS

3.1 Main concepts of IOT development

The Internet of things mainly refers to a form of modern Internet development, mainly reflected in the domestic transportation industry. Through the application of the Internet of things, the effective transmission of information can be realized. In modern society, the development of the Internet of things increases the application of information technology. It can not only effectively transmit and manage information and resources, but also effectively increase the contact and exchange between people, Increasing the way people communicate plays an important role in promoting the development of social economy. According to the survey, the Internet of things can digitize data or information, which can effectively protect the security of social information.

3.2 Characteristics of the development of Internet of things

The application of Internet of things in modern society can not only effectively increase the contact between people,

but also has the characteristics of privacy and security. By changing the traditional form of correspondence, we can use mobile phones to transfer information, so as to ensure the privacy and security of data information. Therefore, the Internet of things needs to strengthen the effective use of information technology in the development process, so as to play the social value of the Internet of things [3].

4. ANALYZE THE IMPORTANT MEASURES OF APPLYING ELECTRONIC INFORMATION TECHNOLOGY IN THE DEVELOPMENT OF MODERN INTERNET OF THINGS

4.1 Application of electronic information technology in electronic order

With regard to the application and development of electronic information technology in the modern Internet of things industry, the management of electronic orders can be strengthened, which is mainly reflected in the domestic e-commerce industry, in which sellers and buyers construct transaction relationship through the Internet, which can effectively improve the quality and efficiency in the transaction process. And electronic information technology can make the processing of electronic orders in the Internet of things more quickly and conveniently, and provide high-quality services for people, so as to promote the healthy development of the Internet of things industry.

4.2 Application of electronic information technology in Internet of things communication

The application and development of electronic information technology in modern Internet of things industry is reflected in communication. Due to the continuous innovation and development of electronic technology in modern society, people can use electronic communication equipment to complete the connection between people and information transmission, which can effectively improve the quality and efficiency of the development of the Internet of things. The effective use of Bluetooth, WiFi and other wireless technologies can effectively manage the errors in the process.

4.3 Application of electronic information technology in Internet of things satellites

The application and development of electronic information technology in the modern Internet of things industry can be reflected in the satellite development of the Internet of things. Through the satellite to understand the social development in an all-round way, for example, in the transportation industry, through the satellite can timely understand the location of the goods transported, at the same time to ensure the safety of the goods and the correctness of the transportation direction, so as to realize the stable development of the economic benefits of the Internet of things.

4.4 Application of electronic information technology in bar code and two-dimensional code

The application and development of electronic information technology in the modern Internet of things

industry can effectively reflect the social value of electronic information technology in bar code and two-dimensional code. The information of objects can be stored in bar code and two-dimensional code, which can not only effectively improve the privacy of object information, but also judge the authenticity of the object, so as to maintain the development goal of consumers' right to know and realize the smooth transmission of information.

4.5 Application of electronic information technology in IOT warehouse management

With regard to the application and development of electronic information technology in the modern Internet of things industry, we can manage the warehouse in a professional and standardized way. We can not only use the overall area of the warehouse with high quality, but also manage the management information of the warehouse efficiently, so as to ensure the safety of goods and improve the transportation efficiency. In the actual development process of warehouse management, the warehouse can be monitored and managed in real time, so as to maintain the safety of goods.

5.CONCLUSION

To sum up, under the influence of modern social economy and the continuous development of the times, the domestic Internet of things industry is stimulated by the development of e-commerce industry, and the overall business volume maintains an upward trend, which promotes the overall economic benefits of the Internet of things to be significantly improved, which helps to enhance the comprehensive strength of the Internet of things. With regard to the development of the modern Internet of things, we need to follow the development of the times and increase the application of electronic information technology. We can effectively improve the quality and efficiency of the development of the Internet of things through the technical management of the electronic order, communication, satellite, bar code, warehouse management, etc., which can not only provide high-quality services for the society, but also promote the social and economic development Stable development.

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Research on the Application of Management Accounting in China's Enterprise Management

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Abstract: With the change of the times, enterprises gradually pay attention to the position of management accounting in financial management in the process of innovation and development. Therefore, management accounting gradually penetrates into the management process of enterprise units, and effectively promotes the overall accounting work quality of enterprise units, creates a good implementation foundation for reducing cost and increasing income, and also for enterprises the innovation and development of the unit provides a solid and powerful economic guarantee. In the current management process of enterprise units, it is necessary to have a management accounting position, which can greatly improve the overall management, production and operation of enterprises.

Keywords: Management accounting; Enterprise unit; Management quality; Sustainable development

1. INTRODUCTION

Management accounting plays an important and positive role in the financial management of enterprises in China. It promotes the sustainable development of enterprise finance as a whole and supplies economic conditions for its innovative development. In fact, the financial revenue and expenditure, management and other conditions of an enterprise can more directly show the overall strength of the enterprise. Therefore, in addition to paying attention to the establishment of brand image, the senior management of the enterprise also needs to attach great importance to the application of management accounting, so as to make the management accounting give full play to its positive effect in the whole management process of the enterprise unit, so as to consolidate its sustainable development Solid foundation.

2. MANAGEMENT ACCOUNTING AND ENTERPRISE MANAGEMENT

Management accounting generally refers to cost management accounting, which is a branch of the traditional accounting system. For enterprise management and sustainable development, it has the same important significance as financial accounting. Its main function is to provide decision-making basis for the normal production and operation of enterprises and sustainable development, ensure the rationality and applicability of the final decision-making, and on this basis, continuously improve and optimize the management system and content of management is the type of enterprise accounting which can effectively improve the economic benefits of enterprises. It can be seen that the management departments of enterprises rely heavily on management accounting in the process of making plans, making decisions and controlling economic activities [1].

3. THE IMPORTANCE OF MANAGEMENT ACCOUNTING TO ENTERPRISE MANAGEMENT

In recent years, the market economy environment is in the innovation stage, its development system is increasingly optimized, and the competition between enterprises is becoming increasingly fierce. Only by making scientific and reasonable economic management decisions, can enterprises effectively achieve the goal of sustainable development as soon as possible. Management accounting plays an important role in the implementation of management measures in enterprises, and it is one of the main ways to improve the overall quality of enterprise management. First, management accounting can be combined with the data of previous years for statistics, analysis and prediction, so as to provide a reliable basis for production operation and management decisions of enterprises.

Second, management accounting can combine the internal and external resources of enterprises to analyze the development status quo. On this basis and basis, through the observation of data environment changes, it can provide market information for the formulation of enterprise development goals in the next stage. Third, management accounting collates the business data of enterprises, analyzes the existing performance appraisal mechanism of enterprise units, and makes accurate judgments in combination with the development status of enterprises, so that enterprises can find traces in the process of making decisions, and finally choose effective innovation channels and production and operation modes that are really suitable for enterprises and the current society [2].

4. THE APPLICATION STATUS OF MANAGEMENT ACCOUNTING IN ENTERPRISES

4.1 The theoretical system is divorced from practice

The development of management accounting in China started relatively late, and compared with other countries, it does not have a perfect theoretical system. At the same time, in the process of gradually improving the theoretical system, it does not really pay attention to the practice of management accounting. Although the existing domestic economics and statistics knowledge are all involved in management accounting, it has not played a substantive role in the construction of specific theoretical system of management accounting. In view of this situation, most enterprises tend to adopt the foreign management accounting theory system, and even copy the original behavior. However, the foreign management accounting theory system is not applicable to the development status of domestic enterprises, and there are differences between different groups of enterprises. It can be seen that in the

process of realizing sustainable development, the theoretical system and practice of management accounting are divorced from each other, which is not conducive to the sustainability of enterprise development [3].

4.2 The internal management mechanism is not perfect

As mentioned above, the development of management accounting in many domestic enterprises started late, and many theories are still in the practice stage, and the related research work is also lack of strength and depth. From the perspective of knowledge framework theory, economics and statistics in China are not active enough to participate in the theoretical system of management accounting, and the existing management accounting system in enterprise units is not based on the analysis of China's development status, nor is it constructed according to the actual development of enterprise units. All these factors lead to the defects of internal management system of management accounting.

4.3 Lack of professional ability in management accounting

Due to the relatively short development time of management accounting in China, enterprises have not really attached importance to management accounting in the development process, and the implementation of development system is not in place. Combined with the analysis of the development status of enterprise units, there is no management accounting post in the company. Usually, the financial accountant takes several positions. It not only needs to master accounting, financial accounting and other accounting aspects, but also requires relatively complete management knowledge, theory and ability. In this case, enterprise units should strengthen management accounting To meet the requirements of sustainable development of enterprises in the new era.

5. THE APPLICATION COUNTERMEASURES OF MANAGEMENT ACCOUNTING IN ENTERPRISES

5.1 Strengthen practice in combination with theoretical system

At present, there is a problem that the theory system is divorced from the practice in the process of enterprise management. In view of such problems, the top management of enterprises should improve the application of management accounting in enterprise management, give full play to the positive effect of management accounting, actively encourage experts such as economics and statistics to carry out in-depth and comprehensive research on the implementation of management accounting, combined with the current situation of China's economic development, explore the implementation ways of management accounting, and gradually improve and perfect the existing management meeting Accounting system, combined with the actual development of enterprises, to improve the applicability and timeliness of management accounting system.

5.2 Improve the system according to the current operation situation

Enterprises should attach great importance to the implementation and development of management accounting, and improve the enterprise management system. In order to further play the practical effect of management accounting, it is necessary to continuously optimize the management mechanism. In order to improve the management system of the enterprise, we must first change the management thinking of the enterprise, correct the wrong cognition of the management accounting of the senior management of the enterprise, cultivate the management consciousness of the senior management, and deeply understand the practical role of the accounting management. In fact, the system management and accounting management of enterprise units are unified. Generally, the enterprise is managed by mechanism, which affects the accounting management to a certain extent.

6.CONCLUSION

To sum up, the sustainable development of enterprise units needs the support of management accounting. Combined with the analysis of the development status of management accounting in China, enterprises do not attach importance to management accounting, and economics and statistics have not really participated in the construction of management accounting knowledge theoretical system, which leads to the invalidation of management accounting theoretical system and is not conducive to the sustainable development of enterprise units the applicability and effectiveness of the program. Management accounting plays a positive role in the process of enterprise management, and its impact on the production and operation of enterprises is becoming more and more serious. It has gradually become an indispensable part of enterprise management.

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Innovative Application of Teaching Methods in Higher Vocational Physical Education

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Abstract: With the continuous development of society, the education of Higher Vocational Colleges in China has been greatly reformed. Students in higher vocational colleges have greater learning pressure, which will have a great impact on students' learning. Therefore, in order to improve students' mental health, we also need to improve physical education curriculum in the development of higher vocational colleges to enrich students and to improve the mental health of students. The physical education teaching in Higher Vocational Colleges undertakes the students of preliminary education and sports theoretical knowledge, so the teaching structure has certain complexity. Under the premise of this complexity, there is no reasonable teaching system and method, which will lead to the physical education teaching in Higher Vocational Colleges unable to play a real role, making the existence of physical education courses in vain. In order to effectively improve this situation, it is necessary to We should innovate the teaching methods of physical education in Higher Vocational Colleges in a reasonable way. This article mainly analyzes and studies the innovative application of teaching methods in higher vocational physical education colleges.

Keywords: Higher vocational colleges; Physical education teaching; Method innovation; Application analysis

1. THE CURRENT SITUATION OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES IN CHINA

1.1 Lagging teaching ideas

Through the research on the development of the majority of Higher Vocational Colleges in China, we know that most of the colleges carry out various professional physical education courses in the teaching of physical education courses, but in the education of these courses, the education of theoretical knowledge is generally carried out. The main reason for this problem is the lack of physical education content caused by backward educational ideas. Secondly, our country's physical education teaching should improve the students' physical health as the teaching goal, and from the school education will be effective combination of moral, intellectual and physical. In the actual physical education in higher vocational colleges, the degree of students' physical exercise demand is not high, there are some higher vocational colleges lack of corresponding sports teaching equipment, which will also lead to the lack of equipment and guidance as a result, some sports cannot be carried out normally, which makes the physical education teaching superficial.

1.2 Formalization of teaching contents and methods

In the development of China's education, influenced by the traditional education concept, most colleges and universities only pay attention to the education of cultural and theoretical knowledge in different courses teaching, and the teaching method is mainly indoctrination mode. The long-term use of this kind of education mode can not only improve students' learning, but also reduce students' learning enthusiasm. In the physical education of most higher vocational colleges in our country, the way of education is mostly indoctrination. In some colleges, the physical education curriculum is in vain, either to let students learn cultural knowledge, or to use the equipment according to the specific mode or to carry out some activities according to the requirements of teachers. These activities are fixed because of the physical education Education curriculum is lack of innovation, and the teaching method is also the teacher's knowledge indoctrination, students' passive acceptance, so the curriculum lacks of interactivity. This formal teaching method will greatly reduce the enthusiasm of students for physical education courses, and most students are in coping psychology when learning the course [1].

2. THE NECESSITY OF PHYSICAL EDUCATION INNOVATION IN HIGHER VOCATIONAL COLLEGES

2.1 The demand of improving the quality of Physical Education Teaching

In the current physical education of Higher Vocational Colleges in our country, there are many problems. Because of the unreasonable teaching methods, most students have great enthusiasm and lack of interest in physical education. If this situation goes on for a long time, the physical education curriculum will be marginalized As a result of teachers using traditional teaching methods, so by changing the teaching methods to enrich the physical education curriculum items, we can promote the students' enthusiasm of learning physical education courses under the premise of improving the diversification of physical education courses, so that students can actively participate in sports training.

2.2 Promote the dual development of students' body and mind

The character of the students in higher vocational colleges has been formed, but their body is in the stage of rapid development, and the students in this stage are faced with greater learning pressure, which is very easy to make students have psychological pressure. Based on this, in order to effectively improve the physical quality of students and reduce the pressure of learning, it is necessary to strengthen the innovation and reform of physical education teaching to bring about the physical education learning of students A more relaxed atmosphere.

Effective diversified innovation of physical education teaching methods can also improve students' sports skills and enhance their cooperation ability. Thus, in the physical education of higher vocational colleges, reasonable reform and innovation of physical education can strengthen students' understanding of knowledge, and also make students' sports Figures get substantial development, thus cultivating more sports talents for the country [2].

3. EFFECTIVE WAYS TO INNOVATE THE TEACHING METHODS OF PHYSICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 Change teaching ideas and carry out hierarchical teaching activities

In order to effectively reform and innovate the physical education teaching methods in higher vocational colleges, we should first clarify the teaching objectives. In the actual teaching process, we should analyze the formulation of curriculum content from the perspective of students, so as to change the previous teaching methods to meet the requirements of students for physical education curriculum, which can effectively stimulate students' interest in learning and enable students to consciously add Get involved in teaching activities. Secondly, we can also adopt the method of hierarchical teaching to formulate targeted physical education teaching objectives for students. Different students' interests and their own quality are different. According to the actual situation of students' development, the teaching method can effectively make each student get balanced development, which can not only enhance the team consciousness of students, but also strengthen the students and teachers In order to improve the effect of physical education teaching.

3.2 Pay attention to practicality and create teaching mode with professional characteristics

Physical education curriculum is different from cultural curriculum. The main purpose of this course is to promote the all-round development of students' morality, intelligence, physique and beauty. Therefore, in order to innovate teaching methods, teachers need to change their traditional ideas, focus on practical activities, and pay attention to the improvement of students' practicality, so as to create a sports teaching mode with strong professional characteristics for students The most basic to provide students with suitable physical education

curriculum content. In physical education teaching should also give full play to the subjectivity of students, so that students can study independently, this way can not only achieve the effect of physical fitness with the help of sports activities, but also can effectively enhance students' cardiopulmonary function, so that students can better adapt to social life. When it is found that some students are very interested in physical education and volunteer to participate in various sports activities, teachers should give professional guidance to these students, so as to help them form a correct professional outlook. In the physical education of higher vocational colleges, teachers play a very important role, so the innovation of education also needs to do a good job in the training of teachers [3].

4.CONCLUSION

Physical education is an important course in education, and it is also a subject to improve students' physical ability and practical ability. Physical education has more obvious application and interaction in higher vocational colleges. In the development of our society, in order to make teaching adapt to the needs of social development and with the continuous promotion of social quality education, although a series of educational reforms have been carried out, there are still some problems in physical education teaching in most colleges. The existence of these problems will hinder the development of physical education curriculum in higher vocational colleges, so in order to better realize the higher vocational colleges the teaching of physical education curriculum must improve the overall teaching level from the change of teaching methods, and to promote the innovation and development of sports discipline, but also to change the teachers' thinking.

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Research on the Time Value and Practice Path of College Students' Labor Education

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Abstract: In today's all-round development of education system, labor education is an important part of it. At the same time, labor education is also an effective measure for colleges and universities to implement the fundamental task of moral education and build an innovative country. However, there are some problems in the current colleges and universities, such as the lack of awareness of labor education, the lack of practical education mechanism, the limited content of labor education, and the disconnection between theory and practice. Therefore, colleges and universities should establish a correct labor concept, create a good labor environment, actively carry out labor practice, and establish a diversified evaluation system to promote the smooth development of college students' labor education.

Keywords: College students; Labor education; Time value; Realization path

1. INTRODUCTION

With the development of the new era, our society needs not only the talents with high IQ, but also comprehensive talents with comprehensive development. Comrade believes that it is necessary to carry out labor education among students. Labor education can cultivate students' spirit of labor, enable students to understand the value of labor, and then work hard, work honestly and creatively. Through the development of labor education, it has a very positive role for students, education and society. However, many colleges and universities do not realize the importance of carrying out labor education, which leads to the poor effect of the current labor education. Therefore, it is necessary for colleges and universities to take measures to better promote the development of labor education.

2. THE VALUE OF THE TIMES OF CARRYING OUT THE LABOR EDUCATION OF COLLEGE STUDENTS

2.1 It is conducive to the realization of the fundamental task of establishing people by virtue

"Build morality and cultivate people" is the core link of our education work. Comrade also points out that the foundation of university lies in virtue and morality. But in the current colleges and universities, the goal of "Build morality and cultivate people" has not been well realized. [1] But through labor education, college students can form a correct understanding of labor itself, understand the significance of labor, and through participating in labor activities, students can pay more attention to labor and love labor, and finally help college students learn to cherish the labor results and love labor. Labor education itself has the function of nourishing morality and teaching aesthetics, so it is conducive to the realization of the

fundamental task of establishing morality and cultivating people.

2.2 It is conducive to the overall development of college students

University period is an important period of development for training talents and learning knowledge and skills. But in today's era, only mastering knowledge and skills can not meet the needs of the present era. After taking part in the work, students will use analytical ability, work ability, communication ability and so on in daily work, which is developed by integrating into specific practical activities and production labor. At the same time, from the perspective of each subject, no one subject can be separated from labor itself. Through the development of labor education, not only can students understand the value of labor itself, but also promote students to learn other content, and ultimately promote the overall development of students.

2.3 It is conducive to the construction of innovative countries

Labor is the most basic activity of human beings. It is in the continuous labor that human beings have created social civilization. From the perspective of Chinese history, the reason why China can enter the stage of socialism with Chinese characteristics cannot be separated from the hard work of the whole nation. Practice is the only standard to test truth. Only through continuous practice of labor can innovation and development be promoted. [2] To build an innovative country, we need to establish a modern economic system structure to realize the transformation and upgrading of all walks of life. For enterprises, to realize upgrading and transformation, we must continue to work practice. Therefore, it is also helpful to promote the construction of innovative country in China by carrying out labor education for college students.

3. PRACTICAL PROBLEMS IN CARRYING OUT LABOR EDUCATION FOR COLLEGE STUDENTS

3.1 Colleges and universities lack accurate cognition of labor education

The lack of cognition of labor education in colleges and universities is one of the most important factors affecting the development of labor education. Because colleges and universities want to cultivate talents for social enterprises, they always pay attention to professional education and have no time to pay attention to labor education, so they will not spend too much energy on labor education research. Therefore, there are two problems. The first problem is that the time for labor education is not enough, and the second problem is that the method of labor education is not clear. [3] The neglect of labor education in colleges and universities leads to the failure to treat

labor education from the top to down.

3.2 Colleges and universities lack of practical labor education mechanism

With the continuous improvement of the state's emphasis on labor education, many colleges and universities have gradually carried out labor education. However, due to the short time of labor education in most colleges and universities, there is no perfect labor education mechanism in colleges and universities. From the overall situation of colleges and universities, the development of labor education only stays on the surface of activities, lack of mature ideas and more systematic organization, and most of the labor education activities have the phenomenon of entertainment appearance and formalization.

3.3 The content of labor education in colleges and universities is limited

At present, the labor education activities carried out in colleges and universities are constrained by various resources such as venues and funds, which lead to the limited labor education activities and can not be expanded from the depth and breadth.[4] Most of the labor practice activities are limited in the campus, not out of the campus; After being into the society, it is difficult to achieve the ideal effect of labor education. In terms of the content of labor education, due to the lack of understanding of colleges and universities, there is no multi-faceted and diversified practical activities for the education content, which leads to the very limited education content.

3.4 The theory and practice of labor education in Colleges and universities are out of line

Because of the deep influence of exam oriented education, colleges and universities attach importance to theory and neglect practice in the process of labor education. First of all, colleges and universities pay more attention to professional courses and knowledge and skills teaching, so the time provided for labor education is limited; so even if the courses of labor education are set up, they only stay at the theoretical level. Secondly, the practice base that colleges and universities can provide for students is limited, so students lack the opportunity of labor practice, which ultimately hinders the development of labor education.

4. THE REALIZATION PATH OF CARRYING OUT LABOR EDUCATION FOR COLLEGE STUDENTS

4.1 To change ideas: setting up a correct view of labor education

First of all, colleges and universities should change their concepts and realize the importance of labor education, and labor education should also be the combination of theoretical education and practical education. Through frequent labor education in colleges and universities, college students can have a clearer understanding of labor, and then work more actively and objectively. College students are the main body of labor education, so we need to start from college students, actively create as many labor opportunities as possible for college students, and we can also hire excellent model workers and scholars inside and outside the school to make them give speeches combined with their own labor experience, and finally let

college students realize the value of labor education, to change the concept. [5]

4.2 To construct cultural atmosphere: creating a good working environment

In order to better carry out labor education, colleges and universities should also pay attention to cultural construction and provide a good working environment for students to carry out labor education. For example, colleges and universities can put up slogans similar to "labor is the most glorious" and "labor creates the future" in public places. Through these symbols, students can have a internalized effect. In addition, colleges and universities can also set up a special labor column on the school's official website, regularly elect excellent labor models and praise them on the official website, so as to stimulate the enthusiasm of students through this model demonstration.

4.3 To strengthen practice: actively carrying out labor practice

For labor education, the most important thing is not theoretical education, but the development of practical activities. Therefore, colleges and universities should actively organize students to carry out practical activities to ensure the effectiveness of labor education. For example, colleges and universities can organize students to plant trees on tree planting day, which can not only exercise students' labor ability, but also contribute to the environment. At the same time, colleges and universities can also encourage students to create labor education type associations, and actively carry out relevant lectures and forums in the school. In addition, in order to let students fully participate in labor activities, colleges and universities can also organize debate contests to promote the development of labor education activities in a variety of ways.

4.4 To pay attention to evaluation: establishing multiple evaluation system

Finally, colleges and universities should establish a sound evaluation system, and carry out assessment through diversified evaluation methods, which can effectively improve the teaching effect of labor education. [6] In the process of establishing the evaluation system, colleges and universities should take the students and labor education as the foundation, set from the labor concept, habits and skills, and evaluate the labor education of students through multi-level assessment, so as to show the students' labor situation more comprehensively. The establishment of a diversified labor evaluation system in colleges and universities can effectively mobilize the enthusiasm of students, ensure the standardized development of labor education, and ultimately promote the overall development of college students.

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Exploration and Enlightenment of Professional Doctoral Training System in College of Engineering, Texas A & M University

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Abstract: The first-class graduate education in the United States has cultivated a large number of high academic and applied senior professionals. Based on the research on the professional doctoral training system in college of engineering, Texas A & M University. This paper analyzes the enrollment system, funding system, research orientation, curriculum, teacher guidance, quality assurance and other important links, and draws the conclusion that the professional doctoral degree should have the attributes of academic, career orientation and efficiency. It also brings some important enlightenment to the reform of engineering doctoral training in China's colleges and universities: service demand, optimization of structure, cross integration, quality assurance, providing an innovative development path for the cultivation of engineering professional doctoral talents in our university.
Keywords: Professional doctor; Training system; Personnel training; Texas A & M University

1. INTRODUCTION

Texas A & M University (TAMU), founded in 1876, is a public research university, the sixth largest university in the United States and one of the world's top 100 universities (see Baidu Encyclopedia). In 2012, the author worked as a visiting scholar in the Department of computer science and engineering of TAMU. Through the communication with teachers and students of many departments of College of Engineering and the interview with the dean of College of Engineering, this paper makes a more in-depth study on the training system of professional doctoral talents in college of engineering, Texas A & M University. In this paper, the implementation and characteristics of several major links (enrollment system, funding system, curriculum, research orientation, teacher guidance, quality assurance) of the professional doctoral personnel training system in the college of engineering of TAMU in the United States are given in detail. On the basis of this, the enlightenment for the cultivation of professional doctoral students in China is discussed.

2. CLASSIFICATION OF DOCTORAL DEGREES IN AMERICAN UNIVERSITIES

After a century and a half of development, doctoral education in the United States has become one of the most successful education models in the world. Doctor's degree is divided into Research-oriented doctor, professional doctor and interdisciplinary doctor. The research-oriented doctoral degree focuses on the academic nature and

emphasizes the creative potential of scientific research, which mainly refers to the Ph.D. degree; the professional doctoral degree focuses on the professional application and practice, and needs the internship experience in the related majors, which is generally divided into two categories: one is the professional fields related to arts and science, such as doctor of engineering, doctor of business administration, doctor of public administration, doctor of education, etc.; Second, doctor of Arts, doctor of science, doctor of medicine, etc. are awarded to scholars who have made creative contributions to a certain specialty or discipline; interdisciplinary doctor's degree refers to interdisciplinary doctor's degree, such as bioengineering doctor, biochemistry doctor, astrophysics doctor, etc., are mostly obtained by scholars who are engaged in research and have achieved achievements in the frontier fields of science and technology [1].

3. PROFESSIONAL DOCTORAL TRAINING SYSTEM OF TAMU'S ENGINEERING COLLEGE

TAMU's engineering college at College Station is the school's largest college, ranking 14th in the United States. It has 12 departments and 17 doctoral programs, including 16 professional doctoral programs, covering Aerospace Engineering, nuclear engineering, industrial and systems engineering, computer science, computer engineering, electrical engineering, and material engineering.

3.1 Enrollment system

There are three main types of doctoral enrollment in college of engineering, Texas A & M University: those who have master's degree have applied for admission; those who have bachelor's degree have applied for admission; and during the period of master's degree, they apply for admission according to students' scores and wishes. The latter two belong to master and doctoral students.

In the first two cases, applicants need to provide GRE scores, and for foreign students, they also need TOEFL scores, which are also the key to be eligible for scholarship application [2]. But there are several conditions that are equally important: all course scores at the undergraduate and graduate stages, research papers at the graduate stage, letters of recommendation signed by professors and personal applications (work and research experience are important). The final admission depends on the faculty union of the Department where the Admissions Tutor belongs. Among these conditions, the enrollment tutors of TAMU College of Engineering attach more importance to the applicants' undergraduate and postgraduate

achievements and scientific research academic experience, especially the scores of the applicants' Mathematics and related courses and some professional basic theoretical courses are the key to determine whether the tutors can finally accept. The reason is that the students with heavy foundation are better at theoretical analysis of engineering problems in academic research.

In order to ensure the high quality of doctoral students, TAMU's engineering college usually gives priority to those students who have outstanding achievements in graduate stage and intend to continue to pursue doctoral degree according to the financial support of the federal government and the state, and the scientific research funding of the enrollment supervisors, which forms the system of continuing to study for doctoral degree.

Generally speaking, TAMU's engineering college is mainly applied for Ph.D. admission, taking into account the recognized English test results and the comprehensive evaluation of the teachers' Association.

3.2 Funding system

Due to the high tuition fees of graduate education in American universities, most students need to apply for financial aid to complete their studies [3]. A hundred years of education history has also led to the formation of a diversified, multi-channel, multi-program graduate education funding system [4].

In TAMU's engineering college, the grants for students mainly include grants (teaching assistants and research assistants), scholarships, loans and various work study opportunities. Grants and scholarships generally come from federal funds, Texas government funds and various forms of private funds. Some of these funds are used to fund research projects, while others are directly used for doctoral training. Some of the funds of the tutor's research projects can also be used as grants or scholarships for doctoral students. At the student level, there are "full scholarship and half scholarship", that is, whether the subsidy includes tuition and living expenses or just tuition. It is worth mentioning that with the change of social and economic forms and the different policy tendencies of the ruling party, the research funds from the federal government and the state government often change. In order to ensure that every teacher has funds to guide doctoral students, many departments adopt the funding rotation system, that is, each year, different teachers take turns to accept the college's funding to recruit one or two doctoral students. It ensures the continuity and sustainability of teachers' academic research.

In addition to the above funding system, doctoral students in TAMU's engineering college can obtain independent research funds by applying for various scientific research and fund projects, so as to solve the problem of insufficient academic funds.

3.3 Curriculum

In the United States, doctoral education starts with systematic reading. In TAMU's engineering college, doctoral students usually take two to three years to complete the required doctoral courses, generally more than 10 courses, 34 credits. Although some courses have been taken at the undergraduate or master's level, even the

course name is the same. But the depth and breadth are different. The doctoral course can be divided into several modules with different directions and specialties. Taking the Department of computer science and engineering as an example, the doctoral course system includes computer science and computer engineering. The doctoral students in computer science should take the basic courses as well as the necessary courses in each branch field; while the doctoral students in the computer engineering direction should choose some courses in the Department of electronic and electrical engineering as well as the basic courses. In this way, students can enjoy more academic resources and teachers, which is diversified and modular, and emphasizes interdisciplinary and interdisciplinary learning. In theory, it can be considered that this Cross College and cross department training mode is very conducive to the cultivation of outstanding talents in the field of engineering research, because the multi-disciplinary vision and compound ability and quality have become important conditions for solving complex problems [5, 6].

Generally speaking, the doctoral curriculum of TAMU's engineering college pays attention to the foundation, discipline and interdisciplinary. It is the characteristic of doctoral training, and also its significant advantage.

3.4 Research orientation

There are different interpretations of the concept of Research-oriented University at home and abroad, but on the whole, they all refer to a kind of university which places scientific research and training of high-level innovative talents as a priority, and has a close combination of high-level research results, scientific research and Teaching [7]. Obviously, the level of doctoral training is an important standard to measure whether a research university is worthy of its name. As a research university, TAMU's engineering college attaches great importance to basic research and interdisciplinary research, and encourages patent application and publication of high-level papers. The research orientation of doctoral students is also closely following the frontier of related fields, focusing on basic research and focusing on originality and innovation. It reflects the college's self-confidence and strong sense of social responsibility.

At the same time, the professional doctor of TAMU's engineering college aims to cultivate the ability to comprehensively use practical wisdom and professional knowledge and skills to solve the application problems in basic practice. It is required to study practical problems from both theoretical and practical dimensions, so as to realize the application and expansion ability of advanced professional comprehensive knowledge, scientific research ability in industry field, and practical innovation and application ability. In this way, the scope of doctoral employment can be greatly expanded to a large number of production industries and a wide range of industrial and commercial fields except universities and scientific research institutions.

It can be seen that the research orientation of doctoral degree in TAMU's engineering college is clearer and clearer, which strengthens the definition of talent function

of doctoral education.

3.5 Teacher guidance

From the specific process of doctoral training, the training of doctoral students in TAMU's engineering college stems from the guidance and supervision of tutors and teachers. It includes:

3.5.1 Supervision of initial elective courses: after doctoral students enter the University, the elective courses of basic courses are completed under the guidance of tutors. Due to the strict requirements of doctoral defense on credit (average score of all courses), it is generally no less than 3.0 (Grade A, credit 4.0; grade B, credit 3.0; grade C, credit 2.0; grade D, credit 1.0; grade F, credit 0). Therefore, during the course of study, the tutor will supervise the students' course reading.

3.5.2 Doctoral qualification examination: after one and a half years of doctoral study, a teacher guided research group will be determined according to the research direction of the students. There are usually four members in the research group, one chairman and three members. From choosing a certain professional direction to successfully pass the doctoral dissertation defense, they have to complete a series of tasks stipulated by the University, including the required course study, two large examinations, writing and defense of doctoral thesis, etc. In many schools in the United States, when students pass the doctoral qualification examination, they will be awarded a master's degree. This is not only a kind of feedback to students' efforts, but also a recognition of their academic level. Especially for those who have passed the doctoral qualification examination, but are unable to successfully study for various reasons, it is undoubtedly a consolation and harvest.

3.5.3 Guidance and supervision of later elective courses: compared with academic doctors, professional doctors set up more courses and involve a wider range of disciplines. The main reason is that solving practical problems requires more complex thinking and comprehensive ability as the basic conditions. The content of professional doctoral courses is more directly related to real problems. In guiding the course, the tutor pays attention to the existing practice test of doctoral students, emphasizes group learning and team cooperation, and adopts more practical implementation methods such as discussion, case, practice and field simulation, so as to give full play to the autonomy and participation of doctoral students in course teaching and practical exploration. Based on the theory of reflective practice, the process of professional doctoral training emphasizes students' reflective practice, and emphasizes that students constantly apply the learned theories to practical situations, and continue to test theories and creative thinking [8].

3.5.4 Topic opening

Because the professional degree generally emphasizes interdisciplinary, so the opening content is combined with the actual needs. It focuses on improving the ability to engage in specific professional work and cultivating high-level practical and applied talents through advanced professional knowledge learning and training.

The research topics are mainly selected from the first line

of production or the practical work of specific posts, and field action research must be conducted for a long time in practice [9]. The tutor group is composed of academic university teachers and practical practitioners. The paper emphasizes the creative application of solving practical problems, rather than staying at the theoretical level. To solve a practical problem often requires multi-disciplinary knowledge, so many professional doctorates require students to create a common knowledge base on the basis of different disciplines. Therefore, interdisciplinary integration has become an important feature of professional doctoral degree.

3.5.5 Degree defense

Academic dissertation generally does not require advanced academic and theoretical creativity, but should be closely combined with practical problems, reflecting the ability to use theory to find and solve practical problems. Moreover, with the increasing trend of diversification of student groups, the forms of dissertations are increasingly diversified. There are four most common forms of research results:

3.5.5.1 Research projects with smaller scale than those required by Ph.D. degree, but the evaluation criteria must be the same;

3.5.5.2 Complete multiple research projects;

3.5.5.3 It is allowed to adopt combination mode, that is, to submit a series of certificates instead of a single dissertation;

3.5.5.4 published research results.

However, no matter what, it is still the basic requirement for most professional doctoral degree awarding to finish the thesis independently, and to make original contribution or application of knowledge through peer review of external reviewers, which reflects the cultivation concept of innovative talents throughout doctoral education in the United States.

3.6 Quality assurance

From a large point of view, the United States has a variety of intermediary organizations to monitor the quality of doctoral training [10]. For example, one of the most prestigious organizations is the American Association of universities (AAUP), which in 1900 was composed of 14 famous research universities, including Harvard University and Columbia University, which mainly train doctoral students. One of its purposes is to supervise the quality of doctoral education, to establish evaluation criteria and conditions for the recognition of doctoral programs.

Meanwhile, the quality assurance of Texas A & M University is characterized by its the Quality Enhancement Plan (QEP) [11]. The QEP committee will also formulate a quality enhancement plan for professional doctors, focusing on innovative learning outcomes and learning supporting environment. The implementation steps are as follows:

3.6.1 School level strategic planning documents, including the selection and proposal of relevant topics;

3.6.2 After extensive consultation and suggestions, the quality enhancement plan committee will transform these themes into relevant documents containing key indicators;

3.6.3 Each academic unit formulates one or more specific indicators and student learning achievement requirements according to the performance objectives;

3.6.4 The evaluation of performance objectives and plans is supervised by the quality enhancement plan committee;

3.6.5 Collect evaluation results and feed back to relevant units.

In addition, in educational practice, the Teaching-Learning Roadmap (TLR) of Texas A & M University is the most closely related to teaching quality assurance. Accordingly, there is a teaching-learning roadmap Committee, whose main responsibilities include identifying doctoral level learning outcomes, which mark excellence and excellence. According to the corresponding objectives of the quality assurance organization, the idea of quality enhancement is carried out according to the quality assurance, as shown in Figure 1.

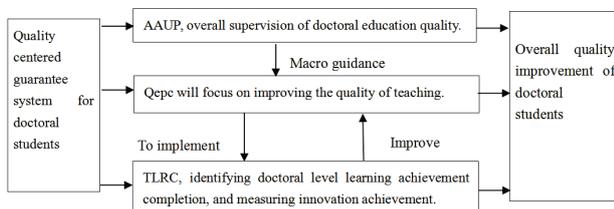


Figure 1. Education quality assurance system of Texas A & M University

To sum up, professional doctoral students cultivate "Research-oriented" and "compound applied" talents, and are committed to solving specific problems in practice, which are often characterized by "uncertainty, uniqueness and value conflict", which are not traditionally regarded as pure technical problems [12]. It is said that these three aspects reflect some essential attributes of professional doctor's degree: academic, career oriented and beneficial [13].

4. ENLIGHTENMENT TO THE CULTIVATION OF PROFESSIONAL DOCTORS IN CHINA

4.1 Establish a sound evaluation system for professors' recommendation and recruitment units, formulate detailed rules for recommendation and evaluation, and ensure the principles of openness, fairness and fairness of recommendation and evaluation, so as to make professional doctoral education the cradle of outstanding talents cultivation in the industry. Pay attention to improve the employability of students, expand the career path choice of doctoral graduates, and meet the social demand for doctoral graduates.

4.2 Establish a joint tutor guidance system. The on campus tutors who are good at academic theory research and knowledge innovation are mainly committed to the learning of doctoral students' academic theory and the cultivation of scientific research ability. The off campus tutors who are good at practical experience are mainly committed to the ability of doctoral students to creatively discover, analyze and solve complex practical problems and challenges. We should optimize the system and structure of professional doctoral education, improve the ability of education to adapt to and lead the social needs through the hierarchical structure, model structure and

discipline structure; on the other hand, we should promote the reform of training objectives, training process and training mechanism, and infiltrate optimization into relevant changes to achieve the unity of optimization and educational innovation.

4.3 Establish the system of professional degree and profession connection. Establish an academic degree "Overpass" mechanism between academic degree and professional degree, and realize the cross connection between the two doctorates, so as to make the whole doctoral degree system more flexible and dynamic, and provide a broader export for professional education, so as to cultivate more compound high-end talents [14].

4.4. Establish an integral professional degree quality standard and evaluation system. The professionalism, practicality and complexity must highlight. And finally the cultivation of innovative talents of professional doctoral degree become an irreplaceable unique role by improving the quality.

4.5 Establish a scientific and perfect graduate teaching and research assistant system, encourage graduate students to engage in undergraduate teaching assistant work, and formulate corresponding salary plan; encourage students to independently apply for various scientific research projects of the University, province and country, and establish students' scientific research archives.

4.6 Scientific development of the number of professional doctor's degree, to ensure the quality of professional doctor training. Only from 2016 in terms of the number of professional doctor's degree awards in China, the number of professional doctor's degree awards in China has exceeded that of the United States. However, since China is still in the developing country stage, considering the demand for high-level applied talents and the connotative development needs of "service demand, quality improvement" of graduate education, colleges and universities can combine the shortage of high-level applied talents and their own advantages in running schools. Meantime, it is necessary to maintain the appropriate growth of postgraduate students and ensure the quality of their training.

5. CONCLUSION

American graduate education attaches great importance to practical professional degree. The professional doctoral training system in the college of engineering of TAMU in the United States has a lot to learn from for the practical teaching reform in China's Engineering Universities: the student-centered practice-oriented mode concept promotes all practical teaching, with the improvement of students' comprehensive quality and innovation ability as the fundamental. At the same time, in the implementation process, it gives full play to the students' autonomy and promotes their interest in learning. The incentive system of the University and the state, as well as the far-sighted development strategy of enterprises, promote the industry and enterprises to actively participate in all aspects of practical education of college students. These are also the key problems that need to be paid attention to and solved in the continuous reform and improvement of practical teaching system in Colleges and universities in China.

In fact, professional doctoral degree is a bridge between theory and practice, providing a way for practitioners to produce and apply practical knowledge and develop their professional practical ability. This constitutes the "one body, two sides" function of professional doctor's degree: making contributions to theory and practice at the same time, developing professional practice ability by making contributions to professional knowledge, and promoting personal professional development by studying practical problems closely related to professional practice. However, at the same time, the academic quality standard of professional doctoral degree cannot be lowered. In fact, no matter what form and type of doctoral education, it should be based on strict education process and quality standards.

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Research on The Cultivation of Students' Innovative Quality Based on The Theory of Ideological and Political Education

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Abstract: Under the requirements of the new curriculum reform, college teaching emphasizes the construction of innovative thinking and cultivates all-round high-quality talents. It is imperative to promote the teaching reform of Ideological and political theory. Based on this, this paper takes the problems existing in the cultivation of students' innovative quality under the ideological and political theory course as the research breakthrough point. This paper puts forward targeted strategies from various angles to guide the realization of teaching reform and improve students' innovative quality.

Keywords: Thinking and Politics; Teaching in Colleges; Innovation

1. INTRODUCTION

With the rapid development of social economy, the demand for innovative talents in all walks of life is on the rise. In the development of modern teaching, more emphasis is placed on the cultivation of high-quality and all-round talents. Ideological and political theory, as the content of cultivation and construction of spiritual level, has a common point with innovative quality. However, from the practical point of view, there are still some problems in the cultivation of students' innovative quality based on the ideological and political theory [1-2].

2. THE EXISTING PROBLEMS OF CULTIVATING STUDENTS' INNOVATIVE QUALITY UNDER THE IDEOLOGICAL AND POLITICAL THEORY

With the deepening of the new curriculum reform, the teaching reform of Ideological and political theory has become the focus of the development of colleges and universities, which can be used as the basis to cultivate students' innovative thinking. From the actual teaching of colleges and universities, there are the following problems in cultivating students' innovative quality based on Ideological and Political Theory: first, the teaching resources are not adjusted according to the current political hot spots. In the information age, the speed of information generation has been greatly improved. As the socialized performance of ideological and political theory, current political hot spots have not been effectively applied to teaching practice. In addition to hot resources, network resources have not been effectively utilized. This has hindered the teaching reform and the cultivation of innovative quality. Second, the ideological and political theory and practical life fit a higher degree, we should pay attention to the effective combination of theory and real life, but due to the constraints of funds, concepts, mechanisms and other factors, the university curriculum

has not effectively combined with practice to complete teaching activities, teaching content is single, boring and inefficient, at the same time, students' divergent creative thinking is constrained, which is not conducive to teaching innovation reform. Third, at present, the efficiency of teaching classroom in Colleges and universities is low, which can not show the characteristics of innovation. Therefore, in the process of teaching reform, we should fully highlight the dominant position of students and create an innovative classroom atmosphere.

3. THE BASIC STRATEGIES OF CULTIVATING STUDENTS' INNOVATIVE QUALITY UNDER THE IDEOLOGICAL AND THEORETICAL BACKGROUND IN THE TEACHING REFORM OF COLLEGES AND UNIVERSITIES

In order to effectively promote the new round of curriculum reform and complete the teaching reform of colleges and Universities under the ideological and political theory with high quality, the following is to cultivate students' innovative quality from the following four aspects: the integration of current political hot spot resources, the cultivation of practical ideological and political innovation, the transformation of traditional teaching concepts, and the innovation of classroom teaching with "guidance".

3.1 Integration of hot political resources

In the information age, the speed of information dissemination is high, and college students' attention to current political hot spots has been improved. At the same time, under the guidance of Ideological and political theory, innovative quality training can integrate hot resources to promote teaching reform in Colleges and universities. For example, when preparing lessons, teachers should consciously combine the current hot topics for classroom design. Based on the content of teaching materials, teachers can collect students' opinions from time to time, and introduce the hot topics that students are interested in into teaching activities. Teachers can take the hot topics as the division basis, set up discussion units, and take "hot spots of the two sessions", "national economy and people's livelihood" and "moral and ideological and political" as the main contents. It can not only stimulate students' interest in learning with the help of hot topics, but also cultivate students' innovative thinking in the process of hot topic discussion, and guide students to form the habit of active thinking, and strengthen college students' attention to the society.

3.2 The cultivation of practical thinking and political innovation

The teaching content of colleges and universities is closely related to life practice. Therefore, in the process of promoting teaching reform based on Ideological and political theory, we should gradually act as a new type of classroom based on practice teaching. For example, we can use multimedia teaching aids to watch ideological and political videos, and carry out reading sharing activities combined with classic ideological and political theory literature. Compared with the traditional classroom teaching in Colleges and universities, the application of practical teaching methods to carry out educational activities can not only promote students' innovative thinking, but also guide students to actively participate in the classroom construction, activate the classroom atmosphere and drive students' thinking collision.

When colleges and universities complete the teaching reform and cultivate students' innovative thinking, they can combine social practice to highlight the ideological and political theory. For example, teachers can share videos based on multimedia teaching aids, and guide students to write impressions from the perspective of innovation and ideological and political education. In addition, we can use the holiday to lead students to carry out social investigation activities, show students' practical results in the form of research reports, expand students' career, and then improve students' innovative quality.

3.3"Guide" the introduction of innovative classrooms

In the teaching reform of colleges and universities, teachers should change the traditional education ideas, use modern teaching methods to build innovative classes, and use guided teaching methods to cultivate students' divergent innovative thinking. Teachers should fully mobilize students' learning initiative and cultivate students' problem consciousness on the basis of teaching materials. In the long-term teaching process, gradually cultivate the ability of innovation, use videos, pictures,

sayings, historical allusions, etc. to change the single classroom teaching form, design interactive links in the classroom, such as using debates, speech contests and other ways to promote students' innovative thinking. In a free classroom atmosphere, students are more likely to spread their own thinking, and then improve their innovative quality. In addition to this course, teachers can combine the teaching content. For example, combining with the current events review, philosophical debate and other activities to improve students' specific analysis ability, at the same time, guide students to integrate theory with practice, expand students' knowledge level, strengthen their ability to observe things, and then realize the cultivation of innovative quality.

4.CONCLUSION

To sum up, in the context of the new era, innovative thinking has become a necessary condition for social development. As a talent training base of education, colleges and universities can start from the ideological and political theory to complete the cultivation of innovative thinking. We can combine the current political hot spots to complete the integration of teaching resources, take practical teaching as a breakthrough point, change teachers' teaching ideas, use the new era of teaching innovation to build efficient classroom, and promote the innovative development of teaching.

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Research on Constructing Content System of Outdoor Safety Education for Teenagers

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Abstract: Outdoor safety education is an important form of safety education for young people. Based on the objectives and risks of outdoor safety education for young people, this study constructs a content system of outdoor safety education for young people, which includes outdoor safety knowledge, outdoor safety skills and outdoor safety concept.

Keywords: Outdoor education for teenagers; Safety education; Content system

1. INTRODUCTION

The state has always attached great importance to the safety of students. Safety and stability is the premise and foundation of doing all the work well. From the perspective of people's safety and national security, we have a profound understanding of the extreme importance of maintaining students' safety. Young people's outdoor education is carried out in an outdoor environment, which is full of fun. In addition, it can exercise children's sense of independence and team spirit. It is sought after by many parents, including research travel, camp education and other forms of young people's outdoor education is developing rapidly. But its accompanying adventure will bring a certain degree of risk, and cause some safety problems, which are concerned by parents and academia. To solve the safety problems in the outdoor education for teenagers, safety education for teenagers is the basic means. Moreover, safety education is also an important part of quality education. Paying attention to the outdoor safety education for teenagers is also practicing quality education. This paper focuses on the basic part of outdoor safety education, studies the content of outdoor safety education, and constructs the content system of outdoor safety education for teenagers.

2. THE BASIS OF CONSTRUCTING THE

Table 1: Content Model of Outdoor Safety Education for Teenagers

Primary module	Secondary module	Three-level module
Outdoor safety knowledge	Natural environment knowledge	knowledge of natural disasters; knowledge of meteorology and climate; knowledge of poisonous animals and plants; knowledge of topography and geomorphology
	Equipment knowledge Social and humanistic knowledge	outdoor equipment identification; usage; maintenance; maintenance knowledge customs; religious beliefs
Outdoor safety skills	Basic skills of outdoor sports	basic skills of outdoor sports
	Basic skills of first aid Life skills	sports injury first aid; acute disease management the construction of outdoor residence and tent; water purification; fire making; tool making; food making
Outdoor safety concept	security outlook	the concept of "safety first"; the concept of self-protection; the concept of protecting others
	Harmony concept moral sense rule view	harmony between people; harmony between man and nature question the coach; question the companion comply with the rules

CONTENT SYSTEM OF OUTDOOR SAFETY EDUCATION FOR TEENAGERS

2.1 Objectives of outdoor safety education for teenagers
Educational goals have guiding function [1], content comes from goals, and goals determine the direction of content [2]. The aim of education is to explore the law of the development of physical and mental safety and social safety. The goal of outdoor safety education is defined and generalized under the background of outdoor sports or outdoor education, based on the goal of safety education, combined with the unique characteristics of teenagers. This study believes that the educational goal of outdoor safety education for teenagers is to improve the safety level of students, ensure the safety and smooth progress of outdoor education for teenagers, improve the safety literacy of students in daily life and practice quality education through the teaching of safety knowledge, skills and awareness in outdoor activities for teenagers.

2.2 Risk of outdoor education for teenagers

This study conducted a questionnaire survey on the risk of outdoor education among teenagers and young outdoor educators after participating in outdoor education activities, in order to understand the current situation of the risk of outdoor education among teenagers in China and the understanding of the risk of the educated people and educators. Risk is directly related to safety, and outdoor education risk is an important basis for the construction of outdoor safety education content.

3. CONTENT SYSTEM OF OUTDOOR SAFETY EDUCATION FOR TEENAGERS

The content system of outdoor safety education for teenagers is based on the goals and risks of outdoor safety education for teenagers, which mainly includes three parts: outdoor safety knowledge, safety skills and outdoor safety concept. (Table 1)

4. OUTDOOR SAFETY KNOWLEDGE CONTENT WITH NATURAL ENVIRONMENT KNOWLEDGE, EQUIPMENT KNOWLEDGE AND SOCIAL HUMANITIES KNOWLEDGE AS THE CORE

4.1 Natural environment knowledge

Teenagers' outdoor education takes the natural ecological situation or simulating the specific natural ecological situation as the educational place, which is a way of education in the natural environment or simulated natural environment. Most of the risks in outdoor education come from nature itself, so it is particularly necessary to educate teenagers about natural environment knowledge in outdoor safety education. Natural knowledge includes natural disaster knowledge, such as debris flow, landslide, avalanche, etc.; Meteorology and climate knowledge, such as heavy rain, lightning, etc.; poisonous animals and plants knowledge, such as poisonous snakes, poisonous wild vegetables, etc.; terrain and geomorphology knowledge, etc.

4.2 Equipment knowledge

Outdoor sports in China belong to the category of "Sports". Teenagers' outdoor education depends on outdoor sports or involves outdoor sports in the curriculum. Equipment as the basis of outdoor sports, is essential. At the same time, most outdoor education activities need to live in the natural environment, so do the living equipment. Generally speaking, for teenagers' outdoor education, equipment is the lifeline of teenagers. Equipment knowledge mainly includes the identification, use and maintenance of outdoor sports equipment and outdoor life equipment.

4.3 Social and humanistic knowledge

In the outdoor education for teenagers, the differences of religious beliefs and customs caused by the regional differences of the educated are objective, and these differences are easy to cause contradictions and conflicts between the educated and the local residents due to the lack of knowledge and consciousness of teenagers. Social humanistic knowledge is easy to be ignored in the outdoor safety education for teenagers, but it should not be ignored. This study believes that social humanistic knowledge mainly includes customs, religious beliefs and so on.

5. OUTDOOR SAFETY SKILLS WITH OUTDOOR SPORTS SKILLS, RESCUE SKILLS AND LIFE SKILLS AS THE CORE

5.1 Outdoor sports skills

Teenagers' outdoor education is based on outdoor sports. Its curriculum is more or less designed for outdoor sports, and most of the outdoor sports are projects with high-risk coefficient. Therefore, it is particularly important for teenagers to develop basic outdoor sports skills. Because the outdoor education for teenagers is mostly outdoor sports experience, it is enough to teach teenagers basic outdoor sports skills. This study believes that outdoor sports skills include climbing ability, swimming ability and orienteering ability.

5.2 Rescue skills

In outdoor activities, when young people have big or small safety accidents, certain rescue skills often can avoid secondary injury if the teacher is not around. Here, it is not

necessary for young people to master the same rescue skills as rescue team members, but to understand and master the basic self-help and other rescue skills in the field, such as sports injury first aid, including sprain, trauma, etc.; treatment of heatstroke, sunburn and other acute diseases.

5.3 Life skills

Outdoor education activities for teenagers need teenagers to live away from their families, in the natural environment or in the built camp. In this environment, it is compulsory to make teenagers independent. In this case, if teenagers lack the ability to live independently, it will easily lead to some safety problems. This study suggests that life skills include field dwelling, tent building, water purification, fire making, tool making, food making, etc.

6. OUTDOOR SAFETY CONCEPT WITH SAFETY CONCEPT, HARMONY CONCEPT, RIGHT AND WRONG CONCEPT AND RULE CONCEPT AS THE CORE

6.1 Safety concept

Safety concept is the core and necessary content of outdoor safety concept education. In order to build a harmonious society and better protect the personal safety of teenagers in outdoor education activities, colleges and universities should pay attention to the cultivation of teenagers' safety concept. The education of safety concept includes the concept of "safety first", the concept of self-protection and the concept of protecting others.

6.2 Concept of harmony

In the outdoor education activities, first of all, it is carried out in the outdoor environment, which involves the connection between man and nature; moreover, outdoor education is a group education activity, which inevitably involves the connection between people. If the relationship between man and nature, and the relationship between man and man are not handled properly, it will easily lead to conflict. Therefore, the concept of outdoor harmony mainly includes the harmony between man and man, the harmony between man and nature.

6.3 Right and wrong concept

Analysis of many safety accidents, we will find that many factors point to one point, the lack of the concept of right and wrong. That is, they don't know what is safe or unsafe, and they don't have the basic ability to judge right and wrong, or they don't have the courage to question and oppose when they find unsafe. This is extremely terrible in outdoor education activities. This study believes that the concept of right and wrong of outdoor safety includes questioning peers, questioning coaches and so on.

6.4 Rule view

In this paper, the above statement is also raised to that outdoor education is a group education activity, which includes not only education activities, but also students' life. It is necessary to build and perfect the safety system in outdoor education to ensure the safety of teenagers. However, relevant studies show that some aspects of teenagers' awareness of social rules are not optimistic. [3] In outdoor education activities and life, it is extremely dangerous to ignore the rules, so the rule education must be included in the outdoor safety education.

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Research on The Major Theoretical Issues of Government Accounting Reform in China

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Abstract: China's economic development is very fast. Therefore, our government has carried out corresponding reform of accounting system, and has raised the attention of relevant departments on the theoretical issues of accounting reform. In order to carry out the accounting reform smoothly, our government should make relevant solutions to the problems such as the orientation of accounting reform objectives, the definition of accounting subjects, the design of accounting and system, and the reform path, so that the government accounting system can be improved. Based on this, this paper analyzes the major theoretical problems faced by China's accounting reform, and makes relevant discussions on the theoretical issues.

Keywords: Government accounting; Accounting reform; Theoretical research

1. INTRODUCTION

Now, in order to make the accounting work can be standardized, in order to make the accounting system meet the development of all walks of life in China, the government began to reform the government accounting system, and has achieved certain results. However, according to the implementation of China's accounting system, there are still some problems in the accounting system, which requires the government to strengthen the research on the major theoretical issues in the accounting system reform, so that the goal of the government's accounting reform can be clearly positioned, and the optimization measures of the accounting system can be improved, so that the government's accounting system can be implemented smoothly.

2. MAJOR THEORETICAL ISSUES OF ACCOUNTING REFORM

2.1 Target positioning

If the government wants to reform the accounting system, it must clarify the goal of accounting system reform, strengthen the original financial management of the government, so that the budget management can be better carried out: first, the government should improve the budget system, so that the budget system can reflect and control the budget revenue and expenditure in detail, and make the use of government information more valuable; Second, strengthen the evaluation of the use of the budget, so that the government can better achieve the budget objectives: Third, the government should make financial information more disclosed, so as to better meet the needs of information users, so as to make the government's financial objectives clear.

2.2 Subject definition

In fact, the subject definition refers to who is responsible

for accounting and reporting, and also determines the scope of the report. In fact, the accounting subject of the reform of government accounting system means that the government accounting system defines the scope of separate accounting of economic business, and also makes relevant records of economic changes. The subject of government report refers to the use of integrated resources to enable users' institutions or organizations to achieve their goals, and the main task of the reporting body is to solve the problems of accounting reports and defining the scope of reports. There is a great difference between the accounting subject of the government and that of the enterprise, which shows that the accounting and reporting subjects of the government can be carried out separately. In the government accounting system, the reporting subject can be said to be the accounting entity. Only when the information is used can the accounting subject become the main body of the accounting report. This also shows that the reporting subject of the reform of government accounting system is relatively complex. Therefore, in the process of actual selection, the staff should pay attention to the combination of the actual objectives of government accounting, so that the requirements of users can be met, and the selected subject can be more suitable for the reporting subject of government accounting.

2.3 Government accounting information disclosure system

At present, China's accounting system reform has been gradually implemented, all walks of life are very concerned about the reform process of the accounting system, which also leads to the government's accounting and financial reports become an important part of the reform. From the current situation of the reform of government accounting system, there are still many problems in China's financial report. The overall report is not complete, and the content of the report is not specific enough, which makes the report unable to meet people's needs. The main reason is that the government's accounting information disclosure system can not reflect the actual operation of the government. This also requires the government should refine the content of financial reports, so that the accounting information disclosure system can be further improved, so that the accounting information disclosure system can be combined with the actual situation, so that the accounting information disclosure system can meet the basic national conditions and meet the needs of social development and people's life.

3. ACCELERATE THE REFORM OF GOVERNMENT ACCOUNTING

3.1 Introduction of accrual basis accounting model

In order to speed up the reform of China's accounting

system, so as to ensure the smooth implementation of the accounting buttress, our government has introduced the accrual basis accounting model. The main reasons are: first, although the cash basis adopted in our country has certain advantages, and the accounting information is also very accurate, with the development of economy, such accounting model is too applied to Planned economy has been unable to meet the work needs of the government accounting system in China; second, the cash system has a high demand on China's fiscal policy, which also leads to the difficulty in the application of the cash system in line with the financial policy. Therefore, if we want to make the government accounting work smoothly, we must introduce the accrual system.

3.2 Establish a perfect system of government accounting standards

In order to complete the reform of our government accounting system, it is necessary for the government to establish a perfect system of government accounting standards, so that it can provide guidance for government accounting work. Secondly, it is necessary to strengthen the accounting standards of the government and the relevant business management Third, strengthen the relationship between the government accounting system and the government accounting work, so as to continuously improve the government accounting standard system, and lay a solid foundation for the development of accounting work.

3.3 Implementation steps and paths of accounting system reform

China's reform of government accounting system, or to the existing system integration work as the core, so that the construction of a standardized system can better help the implementation of the accounting system. We should first standardize the system of education or service industry, so that it can be used as a breakthrough point to study the government accounting system and financial information, so that it can revise the processing standards, so that the reform experience can be centralized, so that the effective reform experience can be applied to the accounting and financial reform. We should also effectively implement

the optimization of accounting system, which can refer to some advanced concepts, so that the reform theory of government accounting system can effectively and reasonably combine with the actual situation. In order to make the government's lack of accounting operation, the government should be able to conduct a better research on the accounting system, so as to make the accounting system more suitable for the government. Only by separating the two, can we better introduce the concept of modern financial information management, and should strengthen the support for the relevant theoretical research of relevant departments, so that researchers can better combine the actual situation to study the accounting system reform, so as to promote the implementation of accounting system reform [2].

4.CONCLUSION

With the continuous growth of China's economy, the reform of government accounting system has been paid more attention. Therefore, the government should be clearer about the goal of accounting reform, comprehensively innovate the accounting model, so that the government's accounting information disclosure system can be better applied, and the accounting system standard system will be more perfect, so as to promote the process of China's government accounting system reform, so as to promote the process of China's government accounting system reform the accounting system can be better implemented.

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Construction of Chinese Outdoor Education Practice Model

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Abstract: By using the methods of literature review, logical induction and comparative analysis, this paper summarizes and analyzes the relevant materials of outdoor education in the United States, the United Kingdom and New Zealand, and obtains three subjects of outdoor education practice in foreign countries. They are management subject, education subject and participation subject. Combined with China's national conditions, this paper obtains the practice model of outdoor education in China, which are management subject, education subject and participants.

Keywords: Outdoor education; Educational goal; Practice model

1. INTRODUCTION

In order to strengthen the comprehensive quality of young people and promote the all-round development of students, the State Council issued *Opinions on Deepening the Reform of Education and Teaching and Comprehensively Improving the Quality of Compulsory Education* on June 23, 2019; it clearly proposes to adhere to the "five educations" and comprehensively develop quality education. [1] China's primary and secondary education has been carrying out education reform around the goal of quality education, and the simple school education has been carried out. It can not meet the educational needs of young people, and the needs of students and parents for education are becoming more and more diversified. Various forms of out of school education have sprung up. As an important supplementary form of school education, outdoor education has been introduced to China from Europe and the United States. It plays an important role in developing the core literacy of young people, promoting their personal growth, and cultivating people with all-round development.

2. THE CONNOTATION AND VALUE OF OUTDOOR EDUCATION

2.1 Outdoor education has rich educational connotation

Outdoor education originated in the 19th century, and has developed more mature in European and American countries. George Donaldson once proposed "Outdoor Education is education in, about, and for the outdoors." Lewis believes that "outdoor education is a direct and simple way of learning, which is to extend the curriculum to the outside to achieve the purpose of learning." It's based on the principles of direct observation, sense of touch, sense of smell, and use." Institute for Outdoor Learning believes that outdoor education refers to the education of making good use of personal experience and developing individuals in an all-round way in the outdoor environment.

With the development of outdoor education for more than one hundred years, people's cognition of outdoor education is constantly changing, resulting in the same or similar terms as outdoor education, such as field education, adventure education, forest education, camp education and other related terms. Council on outdoor education has sorted out these concepts (Table 1). [2]

Table 1 Outdoor Education Concept Summary

Noun	Main Contents
Environmental education	Theme of outdoor environmental education
Conservation education	Protection theme of outdoor natural resources
Outdoor recreation	Outdoor activities purely for entertainment
Outdoor pursuit	Engaging in non-mechanical outdoor recreational activities in field
Adventure education	Engaging in outdoor adventure activities
Experiential education	"Learning by doing", similar to the characteristics of adventure education
Camping education	Field camping
Environmental interpretation	Services are provided by national parks or forest service centers

From the above different definitions and concepts of outdoor education, it can be seen that although scholars study outdoor education from different perspectives. Outdoor education is "education" first and "outdoor" second, from which we can conclude that outdoor education refers to a series of organized outdoor education in various ways, which is related to "human" and "nature" to develop individual cognition. The educational practice aiming at emotion and ability is an important part of school education.

2.2 Outdoor Education Plays An Important Role In Promoting Students' All-Round Development

The essence of outdoor education is to educate people in an all-round way. Through the practical experience of outdoor sports, it enables individuals to pursue the all-round development of people and the harmony between man and nature, which is more extensive and high-level than "physical exercise", including the goals of cognition, emotion and ability.

First of all, outdoor education as a carrier of outdoor sports or related social activities can improve the physical quality of students, through the learning of outdoor sports knowledge and skills, can cultivate their lifelong sports consciousness. Through the development of outdoor education, schools and society not only improve students' physical quality, but also enable them to master the knowledge and skills of outdoor sports, cultivate their sports consciousness, and lay a solid foundation for their healthy life in the future. [3]

Secondly, outdoor education can promote the development of teenagers' mental health through experiential learning. Teenagers establish their own three outlooks through the interaction with the objective world. Outdoor education allows young people to experience themselves in the natural environment, provide challenging experience through outdoor activities, and meet their needs of self affirmation. In addition, the special education content of outdoor projects makes it easy for them to interact with the objective world, establish contact, adjust their psychological state, and make young people in a state of physical and mental pleasure, which is conducive to psychological self-regulation to promote the development of mental health. Finally, with its special attributes, outdoor education strengthens students' social adaptability through interaction, socialization and natural influence. Through setting goals and establishing groups, outdoor education enables children to play different roles in outdoor activities in the form of teams, so as to enhance their sense of self belonging, fully experience cooperation and challenges, build trust, establish a sense of civic

responsibility, and improve their critical ability and leadership. Teenagers experience different risks and challenges in the process, so as to obtain a sense of achievement, increase self-confidence and enhance their social adaptability.

3. CONSTRUCTION OF OUTDOOR EDUCATION PRACTICE MODEL

Outdoor education ultimately serves the national economic development and social development. Different countries, different nationalities, different cultures and social problems have a direct impact on educational policies, educational ideas, educational laws and regulations, and thus form an endogenous force to promote the development of education.

The results show that national management style, culture and social problems have an impact on educational objectives, and then affect the objectives, forms and contents of outdoor education. The close relationship between outdoor education and national economy, culture and social reality, and the high consistency with national education goals, is a special form of outdoor education goals.

Table 2 Summary of Outdoor Education in Various Countries

	Objective of outdoor education	Form of organization	Administrative section	Implementation department
Britain	To promote multidisciplinary curriculum learning; to promote the all-round development of spirit and body; psychotherapy; to solve social problems	School curriculum; integration with other disciplines; outdoor activity center; outdoor adventure program; urban or suburban adventure; forest education	National Government Agencies; National Curriculum Council	Schools, outdoor education centers, communities and clubs
America	Physical, psychological, social, hands-on and spiritual growth.	Campsite education; adventure education; experience education; school curriculum, school cooperation with outdoor education institutions	Federal Department of education, State Department of Education	Primary and secondary schools, universities, folk Outdoor Education Schools (National Outdoor Leadership School, USA) profit-earning public welfare organizations(American Campsite Association, American Experiential Education Association)
New Zealand	Develop skills, personal and team ability, enjoy fun; learn traditional culture; understand the environment; safety education; innovate community outdoor leisure sports program	School Outdoor Education (as students' holiday homework); social form (Outdoor Education Center, outdoor leading school, non-profit Club) provides outdoor adventure plan;	New Zealand Ministry of Education; New Zealand sports and leisure Foundation	Field education center, outdoor leading school, environmental education group, non-profit and profit club; school

Although the goal of outdoor education in each country is not exactly the same, there are rules to follow in the practice of the goal. Through the summary of the practice of outdoor education in three representative countries, it is found that the practice of outdoor education mainly involves three levels of core forces and active subjects, including management subject, education subject and participation subject. Through the interaction of the three subjects, we can achieve the goal of outdoor education. The main body of management is the management decision-making level and the law making level of outdoor education, which determines the education policy and future trend; the main body is the education department, the Natural Industry Association, the Outdoor Association Center, and the outdoor institutions, through the formulation of laws and regulations, and the formulation of standards and industry norms, the training

of professionals, the provision of outdoor education activities and social services. The main body of education is the main body of outdoor education; they determine the quality of outdoor education. It is mainly for colleges and universities and outdoor industry associations, centers, institutions to construct the outdoor education professional training system, and cultivate professional talents to implement the goal and evaluation. Participants refer to teenagers and parents; teenagers and parents experience the specific objectives of outdoor education through outdoor education practice.

4. CONCLUSION

By summing up the practice law of outdoor education in the United States, Britain and New Zealand, we can enlighten China's outdoor education. Although the introduction of outdoor education in China is relatively short, it has gradually become an embryonic form. The

practice subject of China's outdoor education can also be divided into management subject, education subject and participation subject, so we can get the practice model of outdoor education. (Figure 1)

The main body of management is the administrative department, including the State General Administration of Sports, the Ministry of Education and all kinds of sports education associations, centers and so on. They are the decision-making level and the rule-making level of

outdoor education management. They are the makers of outdoor education related laws and regulations, which determine the education policy and future direction, and ensure the orderly operation of outdoor education. The main body of education is composed of colleges and universities and all kinds of outdoor related (including outdoor, natural and humanistic) training institutions. The main body of participation refers to the main body of young students and their parents.

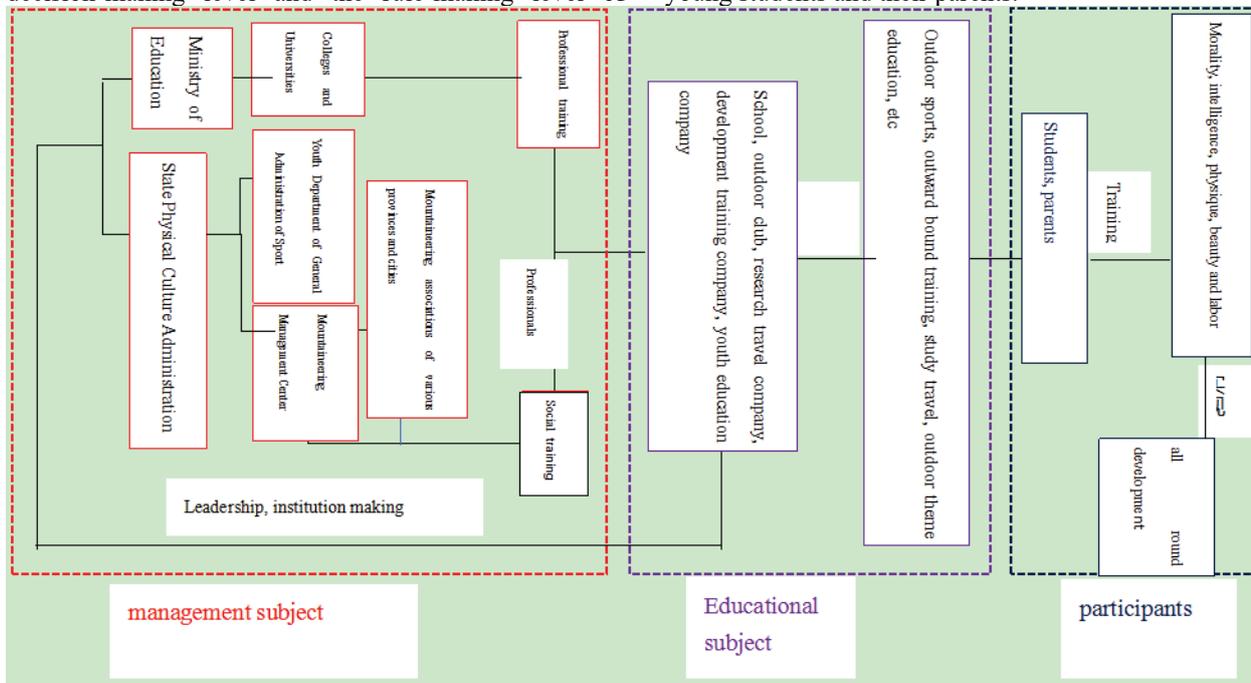


Figure 1 The Practical Model of Outdoor Education in China

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A brief Analysis on the Death in *King Lear*

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Abstract: As one of the four great tragedies of Shakespeare, *King Lear* has received numerous readers and critics' comments and discussions. Some are attracted by the marvelous writing technique and excellent use of language of this epoch-making drama, while others disagree Shakespeare's pessimistic attitude toward life and severely criticize its imperfect ending because of the absence of the poetic justice. This paper mainly investigates the causes and meaning of death of the main characters in *King Lear* through detailed textual analysis. By careful exploration, it concludes that Shakespeare expresses his reflection on the human nature and reveals his understanding of the significance of death.

Keywords: *King Lear*; Cause of the death; Meaning of the death; Human nature

1. INTRODUCTION

King Lear tells the story of an aged king of ancient Britain, who plans to divide his kingdom among his three daughters. Goneril and Regan, get his land by flattering him. Cordelia, does not, and Lear banishes her. She marries the king of France. Goneril and Regan abandon Lear and he gets mad in a furious storm. Meanwhile, the Earl of Gloucester's illegitimate son Edmund turns Gloucester against his legitimate son, Edgar, and gets Gloucester's wealth with the help of Goneril and Regan. Cordelia comes back with French army to save Lear, but the army is defeated. Edmund imprisons Lear and Cordelia and orders Cordelia hang to death. Edgar then kills Edmund in a trial. Lear dies on seeing Cordelia's body [1-8].

Since the tragedy ends with the death both of the evil group- Goneril, Regan and Edmund, and the virtuous group- Lear and Cordelia, this article attempts to analyze the causes of death of the two groups in detail and demonstrates Shakespeare's deep thoughts on the essence of human life and death. It also shows the goodness and evilness of the human nature by digging out the meaning of death and advocates that the death is not the ultimate end of the life but a new beginning of life.

2. KING LEAR AS A FOOL

King Lear irresponsibly and irrationally divides his kingdom to his three daughters according to their love to him. "Know we have divided In three our kingdom; and 'tis our fast intent To shake all cares and business from our age, Conferring them on younger strengths while we Unburthened crawl toward death." (Act I, Scene I) just as he says above, he claims that it is because he wants to unload the burden of him as he is aging and let the young generation take over the business. But, the manner of giving his business to the young is not rational, since his elder daughters love for him is fake and they never take their father's later life into consideration. They just interested in the wealth and power which is possessed by

their father. They falsely express their "love" like this: "I love you more than words can wield the matter; Dearer than eyesight, space, and liberty; Beyond what can be valued, rich or rare; No less than life, with grace, health, beauty, honour" (Act I, Scene I) Lear believes in this flattering love and gives his kingdom to Goneril and Regan, regardless of other people's suggestion. However, he wrongly considers his youngest daughter- Cordelia as the one who doesn't love him according to her word: "Love, and be silent... I love your Majesty According to my bond; no more nor less." (Act I, Scene I) Although her words are so true, so real and so sincere, Lear banishes her at last.

His mind is simple and he is so self-asserted that he thinks Goneril and Regan will take good care of him later. But, his daughters are ingratitude to him and even abandon him, letting him become mad in a stormy night on the heath. His daughters' ingratitude affects Lear as a gnawing and tearing of his flesh. Increasing helplessness, dependence on others with the accompanying indignities, bitterness and harshness of life, all of these make him realize that his decision is wrong. He later admits his foolishness: "I am a very foolish fond old man." (Act IV, Scene VII) and "I am even the natural fool of fortune." (Act IV, Scene VI) Based on the facts and analysis above, it can be concluded that Lear's simple mind, foolishness, irresponsibility to the kingdom and irrational dividing of the land caused his miserable ending.

After seeing the true face of his elder daughters', he comprehends the cruel reality that a king with no kingdom is nothing. Suffered and frustrated, he exclaims: "They flattered me like a dog, and told me I had white hairs in my beard ere the black ones were there...When the rain came to wet me once, and the wind to make me chatter; when the thunder would not peace at my bidding...They told me, I was everything. This a lie- I am not ague-proof." (Act IV, Scene VI) In the thundering night on the wasteland, his mind as well as body go out of control and becomes insane. His madness may also be a release of his mind. At this moment, freeing from the secular constrains, he is close to the nature and begins to meditate on the goodness and evilness of human nature. He truly appreciates Kent's loyalty and devoting heart to himself. In the meantime, he feels irritated at his daughter's ingratitude and cruelty to himself. He also reflect upon himself and acknowledges his foolishness and his character flaw such as self-centered, irrational, irresponsible, easy to be cheated.

When he is on the bottom of the life, without power, health, shelter and food, Cordelia comes to rescue him fortunately. However, Edmund imprisons him and Cordelia. Moreover, Edmund orders to hang Cordelia to death. Cordelia's death is a great blow to him and he dies in agony beside her body. From his death, we can see his deep love for

Cordelia and his strong desire to living with her. Death can be another kind of “being together with Cordelia” for him. His resolution “will die bravely, like a smug bridegroom. What! I will be jovial.” (Act IV, Scene VI) can show his choice when faced with worldly pleasure and spiritual eternity. His choice also embodies universal pursuit of nobility, dignity and spiritual love.

His bitter experience and miserable death let readers think over the question that does man live to suffer or suffer to live? Naturally, tragic ending of Lear is not one person’s misery. We may link King Lear’s tragedy with the society he lives. Shakespeare created this drama at the end of Elizabethan Age. The author depicts the real general mood of society like this: “Love cools, friendship falls off, brothers divide. In cities, mutinies; in countries, discord; in palaces, treason; and the bond crack’d ’twixt son and father. This villain of mine comes under the prediction; there’s son against father: the King falls from bias of nature; there’s father against child.” (Act I, Scene II) At that time, the whole country was not so good as it seemed. Political unrest, people’s uprising was everywhere. The conflict between newly rising capitalism and old feudalism became sharp. The traditional moral values began to collapse and the trend of extremely egoism began to popular. King Lear’s harsh treatment by his daughters parallels with the time he lives in and it is the reflection of corrupted social atmosphere of that time. The final death of King Lear may indicate the declining of the feudal society and the rising of capitalism.

3. CORDELIA AS AN ANGEL

In this play, Cordelia is one of the major representatives of the virtuous group, but her plot is relatively not so many. Nevertheless, she still gains the honor and praise from the readers. She is the symbol of true love, kindness and sincerity. One may say that her refusal to flatter his father like other two sisters results her tragedy. In fact, she loves her father more than her two sisters. She says: “I’ll do’t before I speak- that you make known It is no vicious blot, murder, or foulness, No unchaste action or dishonored step, That hath deprived me of your grace and favour; But even for want of that for which I am richer- A still-soliciting eye, and such a tongue As I am glad I have not, though not to have it Hath lost me in your liking.” (Act I, Scene I) Out of true love for her father, she chooses to express her love frankly rather than exaggerating it. What she says can fully displays her love, integrity and frankness. When she knows her father is abandoned by her two sisters and trapped in a miserable situation, she immediately comes back to rescue him, even she is well aware of her sisters’ cruelty and the danger she faces. For her, the best way to show her love to her father is to convey it by real action instead of just saying it by mouth. When her father wants to kneel down at her to express his remorse as he wrongly banishes her, she refuses it and holds his hands tightly. All of these can prove that she is the best manifestation of the goodness, virtue and generosity of the human nature.

She has great respect and love to her father. Even misunderstood by her father, she seeks out this rejecting father, rescues him, forgives him, and in a way dies for

him. As a tragic character, she is imprisoned and sentenced to death by Edmund. One may asks what did she die for. In fact, she completely understands that death is inevitable in human being’s life and she is not afraid of death. When confronting the choice to live in eternity or enjoy pleasure in the short life time, she prefers to die nobly for love and eternity without hesitation. The readers who hold the opinion that “Good is rewarded with good, and evil with evil”, cannot accept her death. Just as Kent asks: “Is this the promised end?” when he knows her death. Actually, death is easy when compared with countless agony and harshness of the life for Cordelia. Death may bring her new rebirth and eternity. In daily life, it’s not strange that the evil live while the virtue people die. But, we never doubt that goodness will win over the evilness. Even though she dies physically, her noble spirit and good fame will live in the people’s heart forever. People’s veneration, reverence admiration for her will pass generation to generation.

She experiences being misunderstood and suffers banishment and alienation, she also gains inner growth and sublimation of life. When she is blamed by her father as ungrateful daughter, she silently endures her father’s irrationality. With her sincerity, bravery, kindness and noble virtue, she accepts her malicious fate and pays back true love and care to her father, instead of cursing or revenging of him. She is generous, kind- hearted and full of forgiveness. In this way, she is much similar to Jesus who was crucified on the cross in order to save the people. Her brief sojourn on earth is only a vale of sorrows and a time of trial. With death, she can attain sublimation of the soul and reunites with her father. She transcends the worldly suffering and obtains the everlasting happiness which she is longing for. Death is not tragedy for her but a kind of sublimation of the soul.

4. EDMUND AS A VILLAIN

At the beginning of the play, Gloucester introduces Edmund as his bastard son: “Though this knave came something saucily into the world before he was sent for, yet was his mother fair, there was good sport at his making, and the whoreson must be acknowledged.” (Act I, Scene I) But, Edmund does not accept the identity of bastardy in his soliloquy: “Why bastard? wherefore base? When my dimensions are as well compact, My mind as generous, and my shape as true, As honest madam’s issue? Why brand they us With base? With baseness? bastardy? base, base?” He holds that he has equal position as the “legitimate son”- Edgar. Moreover, he believes that he is more powerful than Edgar. He trusts his strength will prevail over others. He also assumes that this strength derived from his bastardy, which he has viewed as an advantage given to him by Nature. He has prided himself in not being engendered in a stale, tired marriage bed; he was the product of a “lustful stealth of nature.” So, he decides to gain the power and fame which should belongs to him: “Well then, Legitimate Edgar, I must have your land. Our father’s love is to the bastard Edmund as to the legitimate.” (Act I, Scene I)

In order to satisfy his desire for power and fortune, he betrays his father and brother. Turning his father against

Edgar by using a fake letter, he successfully gains his father's trust. Poor Edgar reduces from a gentleman to "poor Tom" because of Edmund's trick. His heart is filled with egotism and he never shed a light to his brother who he wrongs and his father who he cheats. Guided by his endless desire for wealth and status, he sets himself against the social conventions and moral restrains. He shamelessly tells a lie to his father that he helps Lear and gets his father's land and power. Moreover, he imprisons Lear and Cordelia and commends to hang Cordelia to death. In his Discourses, Machiavelli points out that: "All men are wicked and that they will always give vent to malignity that is in their minds when opportunity offers." All of his deeds can testify that he is the presence of the wickedness of human nature as he is a treacherous, blackhearted, unscrupulous and evil villain. Thus, his villainy and cruelty leads him to the final death. Just as Edgar says: "Despite thy victor sword and fire-new fortune, Thy valour and thy heart- thou art a traitor; False to thy gods, thy brother, and thy father; Conspirant 'gains this high illustrious prince; And from the extremest upward of thy head to the descent and dust beneath thy foot, A most toadspotted traitor." (Act V, Scene III), his death is the reasonable punishment for his treason and evilness.

Only by dying, his wheel of fortune comes the full circle. But we cannot deny he attain his Redemption when he is dying by confessing that he has ordered to kill Cordelia and urges people to save them quickly: "I pant for life. Some good I mean to do, despite of mine own nature. Quickly send (Be brief in't) to the castle; for my writ is on the life of Lear and on Cordelia. Nay, send in time." (Act V, Scene III) These lines indicates his humanity and it can be asserted that he may gain the purification of the soul after death. His last words: "Yet Edmund was beloved. The one the other poisoned for my sake, And after slew herself." (Act V, Scene III) focuses on the universal pursuit of human beings- love. On his last breath, he confirms that he is loved by someone. In this way, he may find peace in death.

5.GONERIL AND REGAN AS DEVIL

Goneril obsessed with power and Regan is greedy and envious. For gaining the power and wealth of their father, they deceive their father through expressing their "love" for their father. Foolish Lear believes their words and transfers his power and land to them, expecting them to carry out their filial duty to him and to be nursed by them. However, just as As the Fool points out, Lear has succeeded in making his daughter his mothers. After achieving what they want from their father, they turn hostile to Lear. When Lear comes to them for shelter and food, they drive out him mercilessly, rendering him suffer in the cold stormy night.

Later, trusting in Edmund's flattering and fascinated by his handsome appearance, Goneril falls in love with him. In order to get married with him, she even secretly suggests Edmund to kill her own husband. When she knows that her sister- Regan also loves Edmund, she

poisons her to death in spite of the fact that she is her sister. It can be fully shown that her heart is full of malignity, darkness and malevolence. Regan is also greedy, envious and rash woman. So, death is inevitable for them since they have to reap what they have sown. It is another kind of self- destructing function of evilness in their nature. It also manifests the poetic justice of this play.

6.CONCLUSION

Death is everywhere in life and we are born to head for death. Death is also an everlasting theme of Shakespeare's tragedy. Displaying different character's death, Shakespeare explores varied connotation and implication of death. The noble people's death for love and dignity such as Cordelia, can be interpreted as the sublimation of the life, while the evil people's death such as Goneril and Regan because of cruelty and malignity in their human nature should be considered as the triumph of the goodness over evilness. Like Lear, some people die of their character flaw such as irrationality and foolishness and their death should be given sympathy and it can be a valuable lesson which teaches us how to live a life. Like villain Edmund, some people use unscrupulous divisive tactics in order to fulfill their endless desire for power, wealth and status. Obviously, it would cause their death. From Edmund's death, we can learn that one should be cautious to pursue his desire.

In conclusion, what has been discussed above, we can summarize that in *King Lear*, death is both the ending of the life and the beginning of rebirth. It brings new order to the society and new insight to the human life, just as it is said at the last of this play: "During the life of this old Majesty, To him our absolute power...All friends shall taste The wages of their virtue, and all foes The cup of their deservings...Rule in this realm, and the gored state sustain." (Act V, Scene III)

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Thoughts and Ways of Music Education in Higher Vocational Colleges in The New Era

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Abstract: As a special form of art and cultural activities, music has a very important value for people's spiritual world. As the training base of basic talents in China, higher vocational colleges must pay attention to the cultivation of students' music education, encourage students' all-round development and cultivate students' comprehensive quality through music education. However, according to the relevant investigation, there are some problems in the music education of Higher Vocational Colleges in our country. This paper will discuss the problems and solutions of music education in Higher Vocational Colleges in the new period.

Keywords: Higher vocational education; Music education; Thinking

1. INTRODUCTION

Music education has been growing from the primary school stage in China, but in the past, students, teachers and parents ignored the role of music education, especially in the high school stage, music class was basically replaced by other main courses, which led to the music literacy of most students is not ideal, indirectly improved the higher vocational level. To a certain extent, the difficulty of music education for students also blocks the all-round development of students' comprehensive quality. Therefore, relevant higher vocational colleges must improve the ideas and methods of music education according to the development characteristics of the new period, so as to cultivate students into high-quality all-round talents.

2. SOME PROBLEMS IN MUSIC EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Teachers and students do not pay enough attention to music education

Influenced by the traditional education concept, most people think that music learning in the learning stage is not doing a good job, which leads to the vast majority of higher vocational college students have a certain degree of prejudice against music education. They think that music education should only listen to music in class, and they don't think that music education can cultivate their own comprehensive quality, so many students are interested in music. They are not interested in happy lessons, and some students even skip classes. Some higher vocational colleges think that music education has little help for students' employment after graduation, and has little value for students' professional skills learning, so they cancel music class and give up the help that music education can bring to students [1].

2.2 The content of music teaching is boring and there is no teaching goal

Higher vocational colleges are different from professional music colleges. Most of them have not set up independent art majors, which leads to most music teachers in Higher Vocational Colleges relax their attention to music teaching content, most of them rely on their own expertise in class, and there is no innovation supplement for music teaching content, let alone whether students are interested. Not only that, a considerable number of music teachers in higher vocational colleges have not received professional music teaching training, which makes the curriculum more chaotic, teaching content is relatively loose, teachers often speak where they want, teaching objectives are very vague.

2.3 Old tradition of teaching methods

The music teaching methods in higher vocational colleges are relatively single. It is nothing more than playing music for students in class, and then teachers can explain music theory and music skills according to the music. This teaching method is similar to the indoctrination teaching in junior and senior high school, which usually makes students feel very boring and even disgusted with music learning, which is very important for students' music learning. The cultivation of music quality is extremely disadvantageous, and music teachers must pay attention to it.

2.4 Lack of professional music education talents

Because higher vocational colleges do not pay enough attention to music education, so the salary and treatment of relevant teachers cannot attract those music education talents with high quality and high level. And because most of the music teachers in higher vocational colleges are not graduates of music education, many teachers have limited teaching ability, and they are not satisfied with the education idea of students' education methods and other aspects are relatively backward, and the school has not paid attention to the training and management of this part of teachers, which leads to the poor effect of music education in Higher Vocational Colleges [2].

3. IDEAS AND WAYS OF MUSIC EDUCATION IN HIGHER VOCATIONAL COLLEGES IN THE NEW ERA

3.1 Strengthen the leadership of higher vocational colleges to pay attention to music education

With the progress of the times, the new curriculum reform gradually deepens, and the new education concept also begins to sprout. In this period, if we want to change the current situation of music education in higher vocational colleges, we must ask the leadership of higher vocational colleges to pay attention to the value and role of music education. The first thing to do is to organize many activities at the government level, such as music education

seminar, invite the leaders of colleges and universities to attend, focus on the value of music education for students in the new era, and gradually change the outdated concept of music education of Higher Vocational leadership. In addition, in the specific work, each higher vocational college can send a senior leader to take charge of the school Music education reform, organize a relevant working group, from top to bottom will pay attention to music education.

3.2 Improve the music education system of higher vocational colleges

In the past, the biggest problem of music education in higher vocational colleges is that it is not systematic and the content of education is chaotic. Therefore, if higher vocational colleges want to reform music education, they must build a sound music education system according to a series of standards formulated by the national education department and the actual situation of their own colleges and departments. The national education department should also organize experienced music education experts to compile music education textbooks for higher vocational colleges. Based on the music education system and music education materials, each higher vocational college sets up a complete system of music education courses. According to different majors, music education courses are set up as compulsory and optional. Every semester, the compulsory and optional courses should be investigated to find out what can be improved, and timely visits should be made to students to understand their understanding of music education Based on this, we can improve our music education system and curriculum planning. Finally, we can form a mutual aid college relationship with professional music colleges at home and abroad, and regularly invite celebrities to the school to give lectures, so that the original music teachers in the school can learn some advanced music teaching concepts and knowledge.

3.3 Strengthen the construction of music teachers in Higher Vocational Colleges

The professional level of music teachers in higher vocational colleges determines the effectiveness of music education in the school. Nowadays, the teaching ideas of the vast majority of music teachers in higher vocational colleges are more traditional and conservative. In view of this, the leadership of colleges should strengthen the training of modern education ideas of music teachers,

strengthen the modernization of music teaching team, and strive to make every music teacher be able to learn Students oriented, innovative teaching mode, extend the teaching content, abandon the traditional indoctrination teaching mode, and strengthen the communication with students after class. Music activities can be organized according to the changes of seasons and festivals, so as to shorten the relationship between students and music teachers. At the same time, we should also introduce modern music teaching equipment, such as multimedia equipment, projectors and so on, in order to improve students' interest in music classroom learning. In addition, it is necessary to increase the policy and funds for talent introduction, introduce high-quality and high-level young music education talents, and optimize the structure of music teachers in Higher Vocational Colleges [3].

4. CONCLUSION

Music can not only cultivate students' sentiment and cultivate their humanistic quality, but also promote the overall improvement of students' comprehensive quality, so it has attracted more and more attention from all walks of life. At present, although music teaching reform is carried out in China, there are still many problems, which hinder the improvement of music education on the comprehensive quality of higher vocational students. Therefore, relevant experts and scholars must conduct a detailed discussion in combination with the development background of the times and the structural characteristics of higher vocational colleges, so as to speed up the construction of music education system and promote the development of higher vocational colleges The overall development of students.

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Analysis on the Construction Path of Enterprise Intelligent Financial System

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Abstract: With the development of modern society, enterprises need to establish their own intelligent financial system to promote their financial management to adapt to the progress of the times. Therefore, Chinese enterprises need to fully clarify the significance of the construction of intelligent financial system and the existing problems of their own financial management, through updating the concept of financial management, training compound financial management personnel, strengthening information construction, building accounting environment and using intelligent tools to realize the construction of intelligent financial system, so as to promote their own development and progress.

Keywords: Enterprise; Intelligent financial system; Intellectualization

1. INTRODUCTION

With the development of various high-tech science and technology, modern society is developing rapidly in the direction of intelligence. For enterprises, with the development of the whole society, they also need to optimize their own financial management, establish an intelligent financial system, and constantly improve their financial management ability. In addition, due to the development of the times, the external market has a more in-depth impact on the internal financial management of enterprises. Enterprises need to constantly adjust their internal financial accounting problems according to the actual changes of the external market, constantly reform their own financial management system, strengthen financial management, realize transformation and development, and finally promote the construction of intelligent financial system, to provide more powerful support for the development of enterprises [1-7].

2. THE SIGNIFICANCE OF BUILDING INTELLIGENT FINANCIAL SYSTEM FOR ENTERPRISES

The development of information technology such as artificial intelligence has brought new development opportunities for enterprise financial management. The construction of its own intelligent financial system can bring many benefits for enterprises, mainly reflected in the following aspects:

2.1 Intelligent financial system can promote the automation of enterprise financial management process

At present, some enterprises have applied intelligent finance, such as intelligent financial robot, and achieved

good results. Generally speaking, intelligent financial system is a kind of aggregation based on intelligent technology, which is used to deal with various financial affairs within the enterprise. Through the resources owned by the enterprise itself, it can better realize the information sharing and interaction, greatly reduce the manual intervention, not only improve the work efficiency, but also reduce the cost of enterprise financial management, and promote the enterprise financial management more intelligent and high efficiency.^[1] Specifically, the current construction of intelligent financial system focuses on two aspects: first, highly repetitive work in enterprises can be completed more efficiently through intelligent financial system; second, the work with very clear logical process in enterprise financial management can be completed through intelligent financial system. The intelligent financial system can realize a variety of values. First, the intelligent financial system can promote the enterprise financial management work to be more efficient, thus increasing the satisfaction of enterprise employees and customers; secondly, the automation system in the intelligent financial system supports multiple terminals to conduct information interaction at the same time, and can realize data integration and synchronize the information of the front and back office.

2.2 Intelligent financial system can promote the diversification of enterprise financial information

The intelligent financial system makes the enterprise financial data intelligent from the scope of collection, different ways to obtain, data information processing and data information analysis. First of all, from the perspective of data collection range, with the explosive growth of the current social information, the collection range of enterprise data information needs to continue to expand and deepen, which requires enterprises to expand from internal to external; data granularity needs to develop from coarse to fine, and the collection frequency of data information also needs to change from the original day to every hour, every minute and even every second. Meanwhile, the description of data information also needs to develop from dozens to hundreds or thousands.^[2] The construction of intelligent financial system can help the enterprise financial management to realize the diversification of financial information and realize the corresponding development. Secondly, from the perspective of data processing and analysis, intelligent financial system can analyze and sort out financial data

through intelligent data processing engine and analysis model on the basis of database technology and data information mining technology to meet the needs of enterprises. From the perspective of future development, the enterprise intelligent financial system will be composed of intelligent system and human beings.

2.3 Intelligent financial system can promote enterprises to realize financial service platform

Enterprise financial service platform is an application based on the automation of management process and the diversification of financial information. Specifically, the intelligent financial system can promote the enterprise financial management to achieve centralization, standardization and informatization. The most important thing is to realize the intelligence of enterprise financial management, which can make the enterprise financial management more efficient in dealing with the work of accounts receivable, accounts payable, asset management, fund management and reimbursement, and expand the scope of these work. This transformation can greatly reduce the investment of internal financial management personnel. At present, the functions of business, finance, tax and other staff in enterprise financial management have crossed. The intelligent financial system can realize more accurate management service and information authorization from the aspects of user information, resource management and information management. At the same time, the intelligent financial system can also reduce the management risk and improve the management efficiency through its own data self inspection mechanism.

3. DEVELOPMENT STATUS OF ENTERPRISE INTELLIGENT FINANCIAL SYSTEM

At present, although many enterprises have begun to construct intelligent financial system, there are still many problems, and these problems greatly affect the improvement and development of enterprise intelligent financial system.

3.1 There are hidden dangers in the financial management of most enterprises

As we all know, everything has two sides, so does the intelligent financial system. In the intelligent financial system, it can realize data sharing, and the organ data sharing can help the enterprise financial management work more efficient and convenient, but at the same time, it also brings certain security risks to the enterprise financial management work. For example, some lawless elements can enter the enterprise's data information database through the network, resulting in the leakage and loss of data information, which brings huge information to the economic loss of the enterprise.^[3] From the current point of view, many of the attacked enterprises have low security level of their own intelligent financial system, and have been in a state of inadequate management for a long time, which makes it easier for many criminals to enter the internal network of enterprises, thus stealing internal information of enterprises and bringing losses to enterprises. On the whole, it is because of such security risks that some enterprises have doubts about the construction of intelligent financial system. They are not willing to invest time, energy and capital to construct

intelligent financial system, which greatly hinders the improvement and development of intelligent financial system.

3.2 Lack of management talents

The application of any new mode and new system needs to be supported by corresponding talents. Otherwise, both the new mode and the new system can not be well applied, so is the construction of enterprise intelligent financial system. Specifically, the construction of intelligent financial system needs high-quality comprehensive talents as the support, because in the intelligent financial system, the relevant staff not only need to master the corresponding financial knowledge, but also need to master certain computer knowledge, Internet knowledge, etc.. At the same time, they also need to have a certain advanced thinking and long-term vision, so as to promote enterprises to realize more intelligent financial system construction. However, from the actual situation of many enterprises, the internal staff only master the professional knowledge of finance and can only deal with financial problems. However, their computer professional knowledge and skills are low, and they can not skillfully use computer equipment, so they can not achieve efficient financial management through computer technology, which leads to the internal of the enterprise. The construction of intelligent financial system is difficult to carry out smoothly.

3.3 Lack of support from decision makers

Enterprise intelligent financial system not only needs the corresponding talents as support, but also needs intelligent hardware and software as support, so as to realize the construction and efficient application of intelligent financial system. Specifically, in the construction process of intelligent financial system, we need to make full use of Internet technology, hardware equipment, software equipment, network bandwidth, storage equipment, etc. Only when these factors are fully considered, can the construction of intelligent financial system be better carried out.^[4] But no matter in terms of technology or equipment, enterprises need to invest a lot of money and time in it. From the actual situation of many enterprises, due to the need to invest a lot of time and money in the construction of intelligent financial system, the construction of intelligent financial system can not get the support of senior managers, which leads to the construction of intelligent financial system without capital investment, and finally can not be completed successfully. In addition, because the intelligent financial system will bring certain security risks, the senior leaders of the enterprise think that the intelligent financial system can not bring better management for the enterprise, so they are not willing to invest a lot of money and time in the construction of the intelligent financial system.

3.4 The level of scientific management ability is low

Although the current has entered the information age, but many enterprises' financial management mode is still very backward, and the management concept is mainly based on the traditional management concept. Furthermore, the management mechanism is not perfect, for it is difficult to meet the development needs of enterprises. For example,

in some enterprises, financial management still needs to be carried out face to face. At the same time, problems such as repeated implementation, communication difficulties and information exchange lag will appear in the management process, which requires intelligent financial system. In addition, in many enterprises, for the financial management staff, the intelligent financial system environment is a new environment; many financial management staff can not adapt to this environment, can not better carry out financial management work in such an environment, so that even if many enterprises have built intelligent financial system, but such a system is not perfect. Therefore, it is difficult to play the role of intelligent financial system. At the same time, the enterprise management will not be able to cope with the risks in the new environment because of the factors such as not adapting to the new environment and lack of scientific management ability, which makes the enterprise management hesitant in the construction of intelligent financial system.

3.5 Immature financial management system

At present, some enterprises have started the construction of intelligent financial system, but from the actual situation, the financial management system of many enterprises' intelligent financial system is not mature.^[5] It is mainly reflected in the following aspects: first of all, the financial management system of many enterprises can not connect with other economic activities related systems, and can not realize the flow of information. Secondly, there is no seamless connection between the financial management system and the personnel management system and business management system of the enterprise, so the data information sharing between these systems is not possible. Different systems are relatively independent and difficult to integrate, which greatly hinders the construction and improvement of the enterprise intelligent financial system. In addition, the top-level intelligent construction of many enterprises' intelligent financial system is not perfect and lacks the overall planning of financial management system. In fact, for the financial management of enterprises, it is necessary to pay attention to financial data and try their best to ensure the safety of these financial data, but most enterprises often ignore the safety of financial data. At the same time, due to the limitations of objective conditions, many enterprises still have defects in the storage of financial data information, which leads to the phenomenon of data loss, which is not conducive to the full play of the role of intelligent financial system.

4. THE EFFECTIVE PATH OF CONSTRUCTING ENTERPRISE INTELLIGENT FINANCIAL SYSTEM

4.1 To update the concept of financial management and enhance the support of enterprises

With the reform of China's economic system and various accounting reform measures promulgated by our country, great changes have taken place in the financial management mode and system of enterprises. Therefore, in such an environment, if enterprises want to realize the construction of intelligent financial system, they must

change their own financial management concept, so as to promote the construction of intelligent financial system can be carried out more smoothly. Specifically, enterprises need to establish an intelligent management mechanism to achieve efficient overall planning of financial management firstly. The decision makers of enterprises need to have a deeper understanding of the concept of intelligence, fully grasp the knowledge and skills about intelligence, improve their management ability in the aspect of intelligence, constantly update their management concepts, break the original thinking limit, strengthen the support for the construction of intelligent financial management, invest more money and time, and lead enterprises to transform their financial resources. Business management mode, constantly promote the development of enterprise financial management to intelligent, complete the construction of intelligent financial system. Secondly, the enterprise also needs to optimize and adjust its internal division of labor on the basis of strengthening support, carry out reasonable division of labor, and clarify the responsibilities of each department. It can continuously implement the management system, reasonably allocate the internal resources of the enterprise, and improve the financial management ability of the enterprise.

4.2 To improve the overall management level by training compound financial management personnel

First of all, the enterprise should urge the financial management personnel to strengthen the study unceasingly, to realize the transformation to the compound financial management personnel. The financial management of enterprises is changing all the time, such as the management system, management standards, management standards and so on. Therefore, in order to adapt to the environment of the enterprise, it is necessary to continuously improve the level of personnel management in the enterprise environment. In the construction of intelligent financial system, if financial management personnel do not know how to provide services through intelligence and only can provide low-cost services, it will lead to the construction of intelligent financial system difficult or the intelligent financial system can not play its own role.^[6] Specifically, enterprises can provide relevant staff with learning channels, cultivate more compound financial management talents, and promote the construction of intelligent financial system. Secondly, the intelligent financial system can better help financial management personnel to make decision analysis, and promote financial management personnel to obtain more reliable information. Therefore, enterprise financial management personnel need to deal with such work transformation, fully realize the cooperation with intelligent financial system, so as to give full play to the role of intelligent financial system.

4.3 To provide guarantee for the construction of intelligent financial system by strengthening information construction

First of all, enterprises need to strengthen the infrastructure of financial system. At present, there are

various kinds of financial management software in the market. Enterprises can choose the financial management software which is in line with their own actual situation to meet the demand of more and more refined financial management. At the same time, in the use of these software, enterprises also need to constantly analyze the shortcomings of their own management, update ideas, gradually realize the development of intelligent management, and lay a solid foundation for the construction of intelligent financial system. Secondly, enterprises need to establish their own financial information database. Any kind of financial management activities are based on massive data. Therefore, enterprises need to establish their own financial database, sort out the internal and external data, fully mine the hidden information in the data, and carry out financial management based on big data, so as to provide guarantee for the construction of intelligent financial system. Finally, it can improve the internal construction control of informatization. For enterprise financial management, effective internal control is the premise to ensure the construction of intelligent financial system. Enterprises should fully combine their own actual situation, improve their own internal control, and set goals in line with their own actual situation. At the same time, we should fully consider the construction process of the intelligent financial system, run through the internal control, optimize the relevant nodes, so as to provide more powerful guarantee for the construction of the intelligent financial system.

4.4 To set up accounting environment and reduce safety risk

The establishment of accounting environment mainly refers to the establishment of the corresponding standard operation platform, which enables all kinds of business of the enterprise to pass the audit of financial software and financial management personnel, and automatically complete the accounting account listing. Specifically, it can be carried out in the following aspects: first, in terms of operating costs, enterprises can build corresponding platforms to promote the smooth flow of financial business. For example, enterprises can establish intelligent financial sharing platform. Such a platform can improve the control ability of enterprises for financial business, strengthen the security of enterprise financial management, so as to eliminate hidden dangers for security;^[7] for example, the intelligent accounting platform can realize the intelligent processing of financial analysis, accounting and report filling, which can not only improve the management efficiency, but also reduce the security risk by reducing the manual processing process. Secondly, in terms of operating income, enterprises need to establish the corresponding operation system to intelligently manage the receivable data, payable data and revenue data. In this way, it is not necessary for financial management personnel to carry out manual statistics to prevent errors, but also to promote the management of these data under manual supervision, so as to eliminate security risks to a certain extent. Thirdly, in terms of capital expenditure, enterprises need to build a

corresponding platform to promote the smooth flow of capital funds. For example, in the allocation of assets, RFID technology can be used to paste the asset tag on the product. If there is a change, the transfer application can be automatically triggered and the corresponding adjustment can be completed. Finally, the whole enterprise security system can be established.

4.5 To improve financial management system by application of intelligent tools

At present, financial robot is the main intelligent tool that enterprises can apply. The first is the software robot, which can replace the manual to complete some repetitive and logical work, such as resource management, budget distribution, voucher filing, accounts receivable and payable, contract signing, invoice issuing, etc. Enterprises can use financial robot to define the financial management work as different links on the assembly line, carry out flow operation, and finally complete the fixed financial management work. The second is the hardware robot, which can help the enterprise to complete some financial management work more efficiently. For example, in the asset inventory, the robot can instantly complete the inventory of the assets equipped with infinite radio frequency tags, and can compare with the data in the database, so as to calculate the asset data of inventory gain and inventory loss. In addition, enterprises can use these intelligent tools to realize the docking of financial management system and other systems, and protect the security of financial data to the greatest extent through such intelligent tools.

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The Application of Project-based Teaching Mode in the Course of Ceramic Art Design

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Abstract: With the current intensification of competition in the design industry, the training of ceramic art design professionals is also advancing with the times. As a relevant education and teaching institution, effective measures must be taken to stimulate students' creativity and enable students to adapt to the job market. To improve their market competitiveness. The project teaching model can just make up for the shortcomings and shortcomings of traditional teaching, determine the teaching method according to the teaching content, pay attention to cultivating students' practical and innovative abilities, and let them adapt to the needs of the job market as soon as possible. This teaching model is of significance to students' employment and teaching development. Profound.

Keywords: Project-based teaching; Ceramic art design; Professional courses

1. INTRODUCTION

The current project teaching model is becoming more and more popular. This teaching model can make up for the shortcomings and shortcomings of traditional teaching, determine the teaching method according to the teaching content, and attach importance to cultivating students' practical and innovative abilities, so that they can adapt to the needs of the job market as soon as possible. The application of the project-based teaching model in the ceramic art design course requires a variety of effective measures to maximize the teaching effect[1-2].

2. THE CONNOTATION OF THE PROJECT-BASED TEACHING MODE IN THE CERAMIC ART DESIGN COURSE

Project-based teaching is mainly a set of problem-oriented teaching methods designed to design learning situations, and is based on a student-centered education method in the real world. Before implementing the project-based teaching model, it is necessary to conduct market research, design studios according to market demand, and design graphic multimedia studios. Each studio needs a dedicated person in charge and five or so teachers And about four designers. The teaching plan should also be arranged according to the specific situation, so that the management system is continuously improved, and the market demand is met as much as possible to ensure the smooth development of teaching activities. In the whole teaching process, the project evaluation is very critical. It is composed of the display of project results, the level of personalization of the work, students' innovative thinking, teamwork ability, theme introduction, results report and project progress. The implementation of this type of teaching has the following important significance.

At present, students majoring in art and design rarely have the opportunity to be exposed to practical operations. Most of them learn theoretical knowledge in school, so practical experience is very lacking. When they enter the work position, they may not adapt to the theory for a long time. Knowledge cannot be used in actual work, so a considerable part of them are not qualified for their work. Therefore, traditional theoretical teaching has not adapted to the needs of the development of the times. Corporate cases should be closely linked with actual teaching. In daily courses, not only virtual cases should be used for teaching, but also real cases should be practically integrated to let students experience real work. Circumstances, and consciously discover and solve problems from it, accumulate experience through teaching, make teaching and actual work seamlessly connect, and finally realize the goal of training skilled talents in the school.

Secondly, it is conducive to cultivating students' autonomous learning ability. When art design students learn through the project teaching model, the identities of students and teachers also change. Teachers no longer use indoctrination teaching, but as guides for enlightening teaching. Students continue to accumulate experience and improve their learning ability in the process of asking questions, discovering problems, and solving problems. As the students of the second party of the project, they must directly participate in the design and implementation of the project. In this process, students can ask teachers for any questions. Teachers should guide them to find answers by themselves according to the questions raised by students. When students find answers independently, they also increase their enthusiasm and initiative in learning. In the project-based teaching model, the teacher changes from the protagonist to the guide, and the student changes from the receiver to the dominant [1].

Finally, it helps to cultivate students' communication and cooperation skills. As a student of art design, you must have the ability to communicate and cooperate in your future work, and the foundation of the project-based teaching model is teamwork, so it is precisely helpful to the cultivation of this ability. In the process of project-based teaching, group learning is the most commonly used. Only a reasonable division of labor can ensure the orderly progress of the project. Under this teaching mode, students can not only learn theoretical knowledge, but also have the ability to communicate, cooperate, and respond to changes. In order to improve, the cultivation of these abilities will be of great help to their future work.

3. THE APPLICATION STRATEGY OF PROJECT-BASED TEACHING MODE IN CERAMIC ART

DESIGN COURSE

3.1 Combination of project teaching and field teaching

In the teaching process, teachers should not simply teach theoretical knowledge, but also combine operational and practical content for practical teaching, so that students can understand the real work process and help them to perfectly combine theory with practice. Through on-site learning, students have deepened their understanding and mastery of design tasks. After returning to school, the teacher then arranges specific design tasks for students for practice. The students are divided into several groups according to their personal characteristics, with three to four people in each group. Choose one representative for each team leader. Under the leadership of the team leader, each member cooperates with each other and elaborates their design plans, and then invites corporate designers and class teachers to comment and guide the works. In this way, not only the professional skills of the students will be greatly improved, but also the management ability, project organization ability, entrepreneurial spirit, cooperation consciousness, communication ability and application ability will also be improved, laying a good foundation for entering the enterprise in the future.

3.2 Building a contextual teaching environment

The implementation of project teaching for art majors requires not only a reasonable allocation of teaching resources, but also an increase in practical training and experimental resources. According to the teaching characteristics of design majors, the college should make full use of effective resources to establish decorative material model rooms, practical training rooms, simulation studios, etc. Then combine theoretical knowledge with work practice to strengthen students' team awareness, creativity and initiative. In this regard, the college should strengthen school-enterprise cooperation, make full use of corporate resources for project teaching, and teachers and students must be integrated into the company. The leaders and experienced designers in the enterprise should also come to the school regularly to give lectures. In this way, the combination of work and study is realized, and finally a win-win situation for students, the school, and the enterprise is formed. Compared with the traditional teaching model, the school-enterprise cooperation model can invigorate the classroom atmosphere, improve the teaching effect, enhance the students' interest in learning, open their horizons, and enhance their professional abilities in a subtle way, so it has been praised by teachers and students [2].

3.3 Building a team of "double-qualified" teachers

The art design profession is inseparable from the market. It is not enough for professional teachers to master a wealth of theoretical knowledge. They must also know the actual operation of the production line. The practical ability of teachers is directly related to the teaching effect.

Therefore, it is extremely urgent to build a team of "double-qualified" teachers. The so-called "dual-professional" teachers means that teachers must have both technical titles and full-time teacher qualifications. Teachers can only have a clearer teaching goal in the course if they have a timely grasp of the enterprise mechanism and process and industry development trends. Teachers must have in-depth corporate internships, have a deep understanding of the production process of the company, participate in expert lectures, skills training and skills certification, have a grasp of the development of the industry, understand the latest technology, and can keep up with the times and keep pace with the times to become real "Double Qualification" teacher.

3.4 Introduce the project teaching form of "combined study and competition"

"Combination of study and competition" refers to the introduction of various design competitions in the professional teaching process. Design competitions generally consist of two categories: one is a competition initiated by a company, and the other is a competition initiated by a design association or a university. The questions of this type of competition are currently more forward-looking, and more attention is paid to the originality and conception of students' designs, and they focus on cultivating their sense of innovation. Participating in this kind of competition will improve students' ability to discover and solve problems, and broaden their horizons, paving the way for future design work.

In short, with the current fierce competition between the education industry and the art industry, project-based teaching training is very necessary and also has important value. Practice has proved that this teaching mode and training method effectively saves both schools and enterprises. The resources of the two have strengthened the effective communication between the two. For students, they can learn a lot of practical knowledge that cannot be learned in the classroom, which is generally recognized by the students, but we also need to pay serious attention to the possible problems and adopt Effective coping strategies and actively explore new training methods.

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Research on The Design of New Han Clothing Based on Cultural Heritage and Shape Innovation

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Abstract: New Hanfu design is the inheritance, promotion and development of traditional culture from the perspective of fashion design. Under the background of cultural diversity and integration, it is of great practical significance to strengthen the research on the design of new Hanfu for the revival of Hanfu culture and the construction of cultural confidence. Starting from the content of Hanfu culture, based on cultural heritage and shape innovation, this paper briefly analyzes the key points of new Hanfu design for reference.

Keywords: Cultural heritage; Han clothing design; Form innovation; Han clothing culture.

1. INTRODUCTION

Carrying forward and inheriting Chinese excellent traditional culture is an important condition for realizing the Chinese dream of great rejuvenation of the Chinese nation. The Chinese nation has formed a rich national culture in the long-term development process, and the Hanfu culture is a typical representative. It takes Hanfu as the carrier to convey the wisdom, thought and spirit of the ancient Chinese people. Understanding the connotation of Hanfu culture and innovating the shape of Hanfu on this basis is the return, promotion and development of national traditional culture, which is conducive to the sustainable development of China's clothing culture. The author of the following new Hanfu design experience, intended to attract jade [1-2].

2. ANALYSIS OF THE CULTURAL CONNOTATION OF HAN CLOTHING

Hanfu, also known as "national costume", belongs to the traditional national costume of the Chinese nation, which contains rich national thoughts, consciousness and spirit. As for "Hanfu", it is recorded in Hanshu as "Yuehan clothing system", which refers to a clothing system in the Han Dynasty. However, "Hanfu" not only refers to "Han Dynasty costumes", which has formed a systematic cultural system in the long-term development process. What we call "Hanfu" at present is a carrier of traditional culture and a general designation of ancient Chinese costume. It has the characteristics of "upper garment and lower garment", "five elements and five colors", "cross collar right Lapel" and "wide robe and big sleeve". In terms of "upper garment and lower garment", it symbolizes the unity of heaven and earth. The upper part is the sky, with black color as the main color, and the lower part as the ground, with yellow as the main part. Since there are four seasons in the sky, the upper garment

is usually composed of four pieces of cloth. The ground is divided into December, and the lower part is often composed of 12 pieces of cloth. Both men and women pay attention to loose and flat clothing, which symbolizes justice, generosity, tolerance, integrity and freedom.

3. THE MAIN POINTS OF THE DESIGN OF THE NEW HAN CLOTHING BASED ON CULTURAL HERITAGE AND SHAPE INNOVATION

With the continuous improvement of national cultural awareness and people's awareness of Hanfu culture, more and more people pay attention to Hanfu culture, and begin to accept and love Hanfu, so as to promote the development of Hanfu design and manufacturing industry. Hanfu is becoming more and more important in the inheritance of Chinese traditional culture. In the design of contemporary Hanfu, cultural heritage and shape innovation are the key.

3.1 Cultural heritage

The key points of fashion design, especially the new Hanfu design, are thought expression and cultural presentation. In this regard, designers should have a comprehensive and clear understanding of the cultural connotation of traditional Han ethnic costumes, and be able to extract the excellent ideas, spirit and consciousness, and pass them on to the new Hanfu design, so as to inherit and carry forward the excellent traditional national culture. For example, Hanfu culture contains a wealth of Confucianism. From the appearance of Hanfu, it pays attention to "the beauty of neutralization". The clothing is straight, with harmonious structure and simple lines, which gives people a sense of dignity, regularity, implication and grace. This aesthetic style is also the aesthetic pursuit of contemporary people. At the same time, in today's highly valued harmonious society construction and advocating people-oriented, the principle of "the beauty of neutralization" of traditional Han ethnic costumes has extended value, which is worthy of inheritance, development and promotion. For another example, the Han clothing patterns have rich connotations, which show the objective things in nature or realistically or abstractly. At the same time, through the combination of pictographic culture, they give clothing specific meaning. From the patterns of Han clothing, we can fully understand the ideas of "harmony between man and nature", "modest and courteous, dignified and orderly". In the design of new Hanfu, inheriting the idea of "harmony between man and nature" of traditional Han nationality clothing, carrying forward its etiquette and educational

characteristics, is conducive to the sustainable development of the clothing industry, makes clothing from an objective thing into an intangible force, and promotes the progress and development of human society.

3.2 Form innovation

General secretary Xi depointed out clearly for the Chinese traditional culture that while excavating the connotation of Chinese excellent traditional culture, we should carry out cultural inheritance and innovation with the requirements of the times, so as to make the Chinese traditional culture "show eternal charm and the style of the times". In the new Hanfu design, while inheriting the national culture and national spirit, we should also base on the aesthetic concept of contemporary society and combine with the international fashion requirements to endow the Hanfu with eternal vitality. In this process, fashion designers should pay attention to the following points. First, we should have a deep understanding of the connotation of traditional culture, be good at extracting valuable cultural symbols from traditional culture, and flexibly apply them to the design of new Hanfu, avoiding mechanically copying and pasting. For example, in the design of new Hanfu with the theme of "Nine Songs", the designer deeply interprets the connotation of the "Nine Songs" and refers to a variety of visual images with Han cultural characteristics (such as Han Dynasty painting, Han Dynasty architectural landscape, Nuo dance, etc.). The traditional culture visual image contains cultural characteristics and traditional cultural elements extraction, so that the design of Han clothing form has narrative, and realize the effective association between traditional emotion and modern emotion. Second, to establish a sense of innovation and development, in the process of displaying national style and national consciousness, give new connotation to the new Hanfu, realize the cultural transcendence, and let the culture go out of the local and international. Third, the combination of traditional cultural elements and modern science and technology. That is to say, in the process of new Hanfu design, we can use modern technology to display the traditional cultural elements, make it more in line with the aesthetic needs of contemporary consumers, and endow the clothing with humanized, personalized and diversified characteristics. For example, in the selection of clothing fabrics, in addition to meeting the requirements of clothing shape and color, it is also necessary to ensure that the clothing is appropriate, comfortable and suitable for the wearer's identity and occasion. Therefore, in addition to the selection of cotton, hemp, silk and other natural materials commonly used in traditional Chinese clothing, man-made fabrics can also be used to improve the shortcomings of natural materials in modeling design and experience perception. For example, the Confucius

Institute of the University of Liberia chose not only high-quality slub hemp fabric as the main fabric, but also the auxiliary materials with strong air permeability and high comfort. Another example is the introduction of Modern Jacquard Technology in the clothing process design, so that the new Hanfu patterns (flowers, fish, birds, animals) have a three-dimensional sense, and enhance the richness of new Hanfu patterns. In the application of traditional batik technology in garment processing, modern aesthetic concept is introduced to innovate batik pattern, which combines traditional dye technology with modern fashion design concept, and makes batik pattern more natural and harmonious in the new Hanfu. In addition, contemporary people's pursuit of art is more diversified and unique. Designers need to choose and construct design elements based on the basic requirements of artistry, characteristics and marketization. Therefore, in the design of new Hanfu, we should be good at mining the fashion elements that fit the aesthetic concept of contemporary consumers, and enhance the vitality and charm of Hanfu under the organic combination of multiple elements, so that the Hanfu can really be loved by people.

4.CONCLUSION

In a word, the new Hanfu design is not only clothing design, but also related to the self-confidence of national culture, which determines the success or failure of the revival of Hanfu culture. In the design of new Hanfu, designers should be based on the inheritance of national traditional culture, be able to extract traditional cultural elements in form innovation, transmit the spirit of traditional culture, and extend the connotation of traditional culture. This paper injects the contemporary culture idea, satisfies the modern society esthetic demand. Hanfu culture is shining in the development of social globalization, which provides strong support for the sustainable development of fashion design.

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Research on Humanistic Care of Ideological and Political Education of College Students

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Abstract: With the continuous improvement of the level of modern education, ideological and political education as an important part of the modern college teaching process, has a great impact on the growth and development of college students, therefore, in the daily teaching process, the relevant teachers need to adapt to the needs of the new curriculum reform and the overall development of the education industry, actively change the traditional education concept, strengthen the application of humanistic care and other ways Combined with modern teaching technology and equipment, a large number of teaching resources are collected from the outside world to create a more high-quality and effective teaching atmosphere, stimulate students' learning enthusiasm and initiative, provide guarantee for their own knowledge level, professional quality and psychological progress, and promote the improvement of Ideological and political education level. The following mainly analyzes and explores the humanistic care of College Students' Ideological and political education.

Keywords: College students; Ideological and political education; Humanistic care

1. THE SPECIFIC CONCEPT OF HUMANISTIC CARE

Usually, the so-called humanistic care is mainly composed of humanity and care. Among them, humanity mainly refers to people-oriented, while care is mainly to respect and understand people. In the process of Ideological and political education in modern colleges and universities, by strengthening the application of humanistic care, students can be fully educated in their daily teaching and learning life Respect others

2. COMMON PROBLEMS OF IDEOLOGICAL AND POLITICAL EDUCATION OF MODERN COLLEGE STUDENTS

2.1 Lack of advanced education concept

Through the investigation of a large number of colleges and universities, it is found that due to the influence of the traditional education mode, the relevant teachers mostly explain the theoretical knowledge to the students in their daily teaching, and the teaching content is limited in the teaching materials, ignoring the ideological and political education, which leads to the lack of effective contact and communication between teachers and students, and teachers can not fully grasp the students' psychological state and learning water At the same time, some teachers lack sufficient understanding of the new curriculum reform standards in teaching, and still occupy the main position in the teaching process, which further affects the improvement of students' Ideological and political level.

2.2 Pay too much attention to daily management

At the same time, due to the lack of scientific and advanced teaching ideas, most of the teachers in the ideological and political education are mainly classroom teaching, and the students are in a passive receiving position, unable to exchange and discuss some knowledge and problems, and unable to communicate with the teachers after the end of classroom teaching; in addition, due to the lack of special psychological counseling departments in some schools When students have problems in their study and life, they can't be solved in time. As time goes by, some psychological problems will appear, which will affect their later growth and development.

2.3 Students have a strong sense of competition

With the continuous progress of modern society, the competitive pressure of all walks of life is increasing. Due to the lack of social experience of some college students, they are easily affected by the outside world, resulting in the rapid improvement of their sense of competition. In addition, some colleges and universities lack enough attention to ideological and political education, and students lack enough effective psychological care, which can easily lead to the emergence of extreme behavior And then affect the healthy and stable growth and development of college students.

3. THE SPECIFIC ROLE OF HUMANISTIC CARE IN THE IDEOLOGICAL AND POLITICAL TEACHING OF COLLEGE STUDENTS

3.1 Meet the needs of daily teaching

In the past, in the process of carrying out ideological and political education in relevant colleges and universities, relevant teachers did not pay enough attention to it. Most of them teach according to the contents and regulations of teaching materials, and lack sufficient communication with students. With the application of humanistic care in Modern Ideological and political education, relevant teachers need to strengthen the understanding and attention of humanistic care, and through the communication with students Communication, clear their own psychological state and learning needs, in order to develop a more targeted teaching program, lay a solid foundation for the improvement of daily teaching level [2].

3.2 Improve the self-development level of College Students

The research shows that when the ideological and political education in Colleges and universities is in progress, the relevant teachers need to fully understand the students, combined with the application of modern teaching technology and equipment, according to the students' own needs, introduce a large number of teaching resources,

broaden students' horizons, enrich their own knowledge level, so as to guarantee the level and quality of Ideological and political education, and promote the development of Ideological and political education on the other hand To improve the self-development level of college students.

4.SPECIFIC COUNTERMEASURES TO STRENGTHEN THE APPLICATION OF HUMANISTIC CARE IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

4.1 Strengthen the transformation of educational concept
At present, in order to strengthen the application of humanistic care in the ideological and political education of college students, the relevant teachers and school managers need to change the traditional education concept, strengthen the application of people-oriented concept, and carry out a lot of psychological counseling work on this basis. Through the communication with students, they can make clear their inner pressure and needs, and relieve them through scientific ways, and make sure that they are satisfied To solve students' own problems, make it easier for colleges and universities to carry out daily learning, and cultivate students' own comprehensive quality, so as to promote the overall healthy development of modern college students' Ideological and political education.

4.2 Strengthen the main role of students

With the continuous application of the new curriculum reform standards in modern education, the traditional education ideas and methods have been effectively transformed. At the same time, relevant teachers also need to give full play to the main role of students in the teaching process, stimulate students' learning enthusiasm and enthusiasm, and carry out real-time control according to their own learning level and state, so as to promote the improvement of the level of Ideological and political education High.

4.3 Strengthen the communication between teachers and students

Under normal circumstances, when students are in daily learning, due to the influence of some external bad factors, students are easily bored, negative and other emotions, which have a great impact on the daily learning process. In order to change this situation, relevant teachers need to actively communicate with students, deal with their own bad emotions, and make them more efficient in daily learning Learning and living, to lay a solid foundation for later healthy growth and development.

4.4 Strengthen the enrichment and innovation of teaching methods

In addition to the above measures, in order to strengthen

the application of humanistic care in college students' Ideological and political education, relevant teachers also need to use computers, multimedia and other modern teaching equipment to introduce more advanced and high-quality teaching technology and methods from the outside world, and organize the application of a large number of professional teachers. According to the specific characteristics of colleges and universities and ideological and political education, the teaching methods should be carried out in-depth At the same time, the relevant teachers can also create a network system platform for them to conduct psychological counseling through online communication with students, solve students' own problems, and further guarantee the level and quality of modern college students' Ideological and Political Teaching [3].

5. CONCLUSION

To sum up, ideological and political education as an important part of the overall education work in modern colleges and universities, in the past, due to the influence of teaching philosophy, technology and other aspects, teachers lack enough attention to it, students also lack enough learning enthusiasm, and even appear bored, anxious, depressed and other emotions; in order to solve these problems, relevant teachers need to comply with the requirements of the new curriculum reform standards We need to innovate teaching methods, strengthen the application of modern teaching technology and equipment, introduce rich teaching resources, expand students' horizons, improve their own knowledge level and professional quality, and make them more actively participate in the ideological and political teaching process, so as to provide sufficient foundation and guarantee for the healthy development of the overall education work in Colleges and universities.

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Research on the Innovation of College English Teaching Mode from The Perspective of Big Data

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Abstract: English teaching is an important part of college teaching, which has a great influence on the overall quality of college teaching. Under the new situation, the development of information technology is very rapid. It plays an increasingly important role in various industries, and promotes the development of society to a certain extent. However, it is worth noting that at this stage, some colleges and universities in China do not fully understand the innovation of English teaching mode from the perspective of big data, and cannot actively innovate it, which leads to the difficulty in improving English teaching level significantly and is not conducive to the improvement of students' English Performance. This paper makes a detailed analysis of the current situation of College English teaching, and puts forward some strategies of Innovating College English teaching mode from the perspective of big data, so as to bring some help to the improvement of English Teaching in Colleges and universities.

Keywords: University; Big data perspective; English teaching mode; Innovation strategy

1. INTRODUCTION

At present, there are some deficiencies in College English Teaching in China. It is difficult for students' English literacy to be effectively improved, which can not meet the requirements of the society for College English teaching. At present, some colleges and universities gradually realize the significance and necessity of innovative English teaching mode from the perspective of big data, and actively try to improve their English teaching level to a certain extent. However, due to the influence of various factors, there are still some problems in English teaching, and the teaching mode still needs further innovation. In this case, it has a strong practical significance to study the innovation strategy of College English teaching mode from the perspective of big data.

2. CURRENT SITUATION OF COLLEGE ENGLISH TEACHING

Different from other stages of English teaching, College English teaching should be combined with students' professional courses, so as to improve students' professional ability and expand their competitive advantage in the talent market. However, it is worth noting that in this case, College English teaching lacks reliable basis and unified standards, which leads to the randomness and blindness in English teaching, and the progress and quality of English teaching are not ideal. Moreover, some teachers blindly pursue the progress of

teaching work in practical work, blindly emphasize the improvement of students' English achievements, and can not objectively evaluate the students' performance in the classroom, which leads to the unclear English teaching objectives and difficulties in effectively improving students' English quality. At present, the single teaching mode is also the main problem in College English teaching. Because of the single teaching mode, the interest of English teaching is low, and it lacks enough attraction for students, so that students can not actively participate in the teaching process, and even touch the development of English teaching work, which makes English teaching more difficult and less effective. In addition, some teachers are limited to teaching materials in the process of English teaching, and can not make effective use of network resources. In this case, the content of English teaching is limited, which has caused great restrictions on students' thinking. It is difficult to effectively improve students' English scores and do not take advantage of students' future development [1].

3. INNOVATION STRATEGY OF COLLEGE ENGLISH TEACHING MODE FROM THE PERSPECTIVE OF BIG DATA

3.1 Innovation of teaching concept

Under the new situation, colleges and universities should make clear the necessity and significance of innovating English teaching mode from the perspective of big data, pay attention to the innovation of teaching ideas in practical work, so as to provide reliable basis for the development of English teaching. At present, the communication and cooperation between different regions of the world is becoming more and more frequent. As the main language of national communication, the demand for English talents is also increasing greatly. In this case, College English teaching is facing new challenges. However, in the past, some colleges and universities pay less attention to the social needs when carrying out English teaching work, and only carry out the work according to the content of teaching materials. In this case, college students are often difficult to adapt to the needs of their posts after graduation, which is not conducive to the development of students. In view of this situation, before carrying out English teaching, colleges and universities should make clear the objectives of English teaching, fully realize the new requirements of social development for English talents, improve English teaching based on this, attach great importance to students' dominant position, and cultivate students' practical ability while improving students' theoretical achievements, so as to promote

students' future development Lay a solid foundation. For example, colleges and universities can maintain good communication and cooperation with enterprises, carry out targeted training of English talents according to the needs of enterprises, and provide practical and Applied English knowledge for talents through enterprises, so as to ensure that students' practical ability can be better cultivated [2].

3.2 Innovative teaching methods

In order to innovate English teaching mode from the perspective of big data, colleges and universities should pay attention to the effective innovation of teaching methods. In the traditional English teaching process, College English teachers mostly explain English knowledge to students by one-way knowledge infusion. Teachers lack correct understanding of their own role in the teaching process and ignore the students' dominant position in English teaching, which leads to students' passive learning of English knowledge. The atmosphere of English teaching is relatively dull and students' learning is active It is difficult to effectively guarantee the quality of English teaching. In order to solve this problem, College English teachers should establish a strong sense of innovation, actively change their own ideas, increase the application of information technology, and play English video through multimedia equipment, so as to reduce the difficulty of students in learning relevant knowledge. In addition, teachers should pay more attention to the application of new teaching modes such as autonomous learning method and hierarchical teaching method, so as to give full play to students' subjective initiative in English teaching, so as to speed up the progress of English teaching and improve the level of English teaching. For example, teachers can divide students into different levels according to their major, English foundation and learning ability, and adopt different teaching plans for different levels of students, so as to improve the pertinence of English teaching and ensure that students can improve their English scores through English teaching [3].

3.3 Integrating teaching resources

From the perspective of big data, College English teachers should pay attention to the integration of teaching resources in order to achieve the goal of innovative English teaching mode. Under the new situation, College English teachers should not stick to teaching materials,

and increase the application of information technology. Through the use of network resources to enrich the content of English teaching, and improve the interest of English teaching, attract students to actively participate in the teaching process to ensure the efficient and orderly development of English Teaching. And teachers should mainly create a good teaching environment, require students to communicate in English classroom and life, so as to exercise students' ability to apply English knowledge. Teachers should also guide and encourage students to use information technology to access network resources, so as to better learn English knowledge and promote the improvement of students' English performance. In addition, teachers should pay attention to deal with the existing teaching resources and provide the integrated resources to students in order to avoid the limitation of time and space on students' learning English knowledge, ensure that students can learn relevant knowledge anytime and anywhere, and strengthen students' learning of English knowledge.

4. CONCLUSION

To sum up, the innovation of English teaching mode can improve the level of College English teaching to a certain extent, provide English talents for the society, and promote the communication and cooperation between China and other regions. From the perspective of big data, colleges and universities should make clear the shortcomings of English Teaching in the past and realize the purpose of innovating English teaching mode by means of innovating teaching ideas, innovating teaching methods and integrating teaching resources, so as to improve the level of English teaching and promote the substantial improvement of students' English scores.

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Exploring Cross Cultural Design Procephalonin Nongfu Bottled Water

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Abstract: This essay explores cross cultural approaches in packaging design. In particular, this work will focus on NongFu branding by case analyzing the illustration of its bottled water.

Keywords: Nongfu; Brand; Packaging; Bottled water.

1. INTRODUCTION

Along with the development of economic, more and more kinds of products, more and more intense competition, However, some good products not only have a good reputation and value, but also a successful packaging to stand out in many commodities, and promote the good development of enterprises. This essay explores cross cultural approaches in packaging design. In particular, this work will focus on NongFu branding by case analyzing the illustration of its bottled water.

Nongfu spring Co., Ltd. Is a drinking water production enterprise in China, it was established in September 26, 1996, primitive name was known as "Zhejiang Qiandao Lake Yangshengtang Drinking Water Co., Ltd.", it was located in Hangzhou, With five high-quality water base. Zhejiang Qiandao Lake, Hubei Danjiangkou, Guangdong Wanlv Lake, Jilin Changbai Mountain and Shaanxi Baoji Taibaishan respectively. NongFu Spring brand as the most popular consumer products by the international professional market research institutions announced. The world's largest market research firm - AC Nielsen released China's urban consumer market report, it announced the NongFu spring for domestic consumer goods is one of the six in the most popular brands, NongFu spring is only one local brand in China.

The product positioning of branding is contains rich in natural mineral water. Moreover, they have three ideas about cultural ideas. The first is that environmental protection concept, it means NongFu springs never use the city tap water; every drop has a source;

the second is natural concepts, it means we do not produce water, we are just nature porter; the third is health concept, it means NongFu spring only produces natural alkaline drinking water, intensity opposed to adding artificial minerals in the water. Focus on these concepts as foundation, on the one hand, shaping the corporate image, on the other hand for the packaging design to lay a good background.

Products: water: Spring drinking natural water; Juice categories: Nongfu orchard, water-soluble C100; Tea: Oriental leaves, milk tea; functional categories: vitamin water, screaming, a total of four categories. "Oriental leaves" in 2012 and another one is "milk tea" in 2014, both were got Pentawards silver award. In May 2015, the

people are concerned about the glass bottle "high-end water series" packaging in the international, they packaging design won three international prizes in one month. the following case study to explore the case of Nongfu spring development of packaging products, as well as the new packaging of illustrations with the original form of packaging to compare the effect of bottled design.

2. PRODUCTION ANALYZING

First of all, it is about the word in design, they have kept the original style of the word design. "NongFu spring" is production's name. "NongFu" in Chinese means "Farmer", in China, when people think of farmer's image, they will feeling a goodness man. Then, they will associate the production; it also thinks that is good quality merchandise for drinking water security psychological desire. Moreover, "spring" word, giving people a feeling that a natural, green and health psychological feeling.



Figure 1. Original

NongFu spring natural drinking water packaging is appearing on the market in 2012, it obvious that there are three elements were changed. First, the bottle design is more streamlined design style than before; second, the product label from the top half of the bottle to the lower half; third, the logo replacement. The new logo is a bright spot, concise and clear, full of artistic aesthetic design sense, It has a deep contextual meaning in China, and it can improve the recognition and cognitive. At the same time, NongFu spring natural water of source has eight high quality water bases, before update the Logo is just one of the water sources of Qiandao Lake, from the brand identifying information levels; the new logo is more integrality. Figure 1.

From the NongFu spring trademark, all of them are hand-painted; the top of the trademark is a continuous green mountain shape, at the same time, the birds flying above the mountains in the air. Focus on the color point of view, green is usually as a green, full of vitality, a symbol of natural. Mountain and birds are together in the picture, the

green as background, giving an environmentally friendly, safe, natural feeling. Under the trademark is the production's name in red, the red color usually gives a visual stimulus, the content is remarkable, easily eye-catching. From the trademark as a whole, green and red with color contrast, impressive for people. Not only embodies the characteristics of its products, environmental protection, compelling. Improve the attention, easy to understand, distinct personality. Figure 2.



Figure 2. Second generation packaging logo
From the packaging point of view about the bottled water, this small bottleneck, under the middle of bottle. Follow symmetry smooth shape, giving a visual sense of beauty. At the same time, this design consistent with the laws of mechanics. Easy for consumers to hand, easy to place on the goods shelves in the supermarket, but also to facilitate the concentration of a large number of mineral water cargo transports. The material of the bottle is made of hard plastic, which ensures the safety of the mineral water in transportation and avoids the pollution of the water in transportation and ensures the quality of the product. This packaging, to meet the requirements for such packaging is a very wise choice.



Figure 3. Second generation packaging
In order to enable young people to obtain a better consumer experience, NongFu spring generalize the "sports drinking water" to young people, Thus, packaging updates in 2015. From the user experience point of view, in the bottle lid design to re-design, the new bottle can be one-handed switch, there is a special valve inside of the bottle cap, the bottle of water only in the case of pressure will be out, usually if we rollover or inverted, the water of

bottle still will not flow out, for the children who are lively and like some fresh things, it is the first choice. Figure 3.



Figure 4. New packaging design
In addition to bottle upgrades, Nongfu spring also invited the famous British illustrator: Brett Ryder to design. "I've always had a fascination with bygone medical journals, dusty advertising boards and the Haynes BSA 650 manual. Such an assortment of taste in fine Illustration combined with an ability to replace a four-cylinder manifold with only a few "minor" screws left over was always destined to have a profound influence on my work." He said. Translating political, financial, and economic briefs into clever, bright, communicative illustrations is a hefty task for any artist. Brett Ryder, however, appears to pull it off without breaking a sweat. His portfolio is positively bursting with works for the likes of The Financial Times, The Economist, New Scientist, and The Guardian, each project deftly executed with his signature mix of collage and printing. Proof that a vivid imagination has as much of a home in fact-based periodicals as it does on the pages of a children's storybook. Figure 4.



Figure 5. British illustrator: Brett Ryder
He give play to free imagination, sufficient understanding of product background information, using the fantastic way to stimulate children's imagination, drawing a group of imaginative decorative patterns, Changbai Mountain in the four seasons to show the scene in the year and different animal images respectively. For example, a monkey plays a phonograph, holding a bird in hand, when the birds singing through the phonograph sounded, the filled with

colorful flowers on deer's head, beautiful plants and animal patterns, all of them are on the antlers, birds, butterflies and flowers are into a carnival of the spectacular, bright vibrant with vitality, the whole is full of natural customs and child interest, as if the children imagines that the natural world of Changbai Mountain by themselves, reflecting the emotional design. Figure 5.

Decorative illustrations, on the one hand, it not only show that highlight visual information and improve the product sales effect, but development the deep of enterprise brand culture and entrepreneurial spirit too. what is more, it can

bring new visual effect and re-improve original function, because the illustration is better than true pictures, we can have more and more imagines in illustrations, so the brand was supported very much for young people. On the other hand, it makes art and culture to perfusion into the product naturally, this forme is a kind of aesthetic guidance, also was popular in design.

NongFu spring parturition the new of two natural drinking water, "high-end water series" and "infant drinking water" respectively in 2015.



Figure 6. High-end water series packaging

After 3 years, NongFu springs "high-end water series" for the pursuit of perfect packaging, therefore, the kinds of design has 8 packaging forms, divided into two groups of transparent and green color. The product packaging embodies the idea of develop the ecological culture, wild animals and plants are harmonious coexistence on the Changbai Mountain, share the same water, so that natural elements as part of the product packaging containers, is meaning the return of nature. Figure 6. The bottle shape has a sense of semantic meaning, use of metaphor performance techniques, and selection of a streamlined style of water droplets abstract form. Long elegant curve, smooth and full of flexibility, wall thickness uniformity is good, it is just right to show the refractive glass transparent texture. Decorative design of main idea is that animals and plants as the source of inspiration on the Changbai Mountain, it is show that natural ecological civilization of the creative concept and natural elements, expressed the habitat of the awe on the Changbai Mountain. Why they are popular?

There are four transparent packaging are used to contain non-gas natural mineral water, selected the typical climate and plants: snow, hawthorn crabapple, ferns and red pine fruit. Four green bottles has natural mineral water for containing gas, selected four typical animals: Siberian tiger, Chinese sand dune, red deer and osprey. Eight patterns of the bottle are unique on the Changbai Mountain.



Figure 7. Winter scenery

All of them are hand-painted. at the same time, the product

design about aesthetic has more rich cultural value, it can convey the product return to the original of natural meaning, highlight the rich human nature and pay a tribute to natural ecological the humanistic idea, combined with sophisticated manufacturing process, so that making the product packaging in the international compelling, won the three international awards in one fell swoop. Figure 7.



Figure 8. Infant drinking water

Another is "infant drinking water", it also belong to the natural drinking water, we never see this style of drinking water packaging for infants and young children before market in China, because we lose sight of some baby's facility design. Therefore, with respect to bottle design, designers think this production from interactive design area, divided the bottle into two parts, it is facilitate for parents to take the bottle. Figure 8.

Tea culture has a long history in china, with a huge potential of tea consumption market. However, there are many similar tea packaging in market, It is not good to clearly know them, so Nongfu spring product packaging will conduct a new packaging design, making the "Oriental Leaf" and "Whisked Milk Tea".

"Oriental Leaf" product line has four flavors: Black tea, green tea, jasmine tea and oolong tea. So the product packaging has four patterns, they are use the same shape of the bottle, the decorative pattern in content and color both are corresponding fit. On the shape, the overall shape of the bottle is round on the top, and the bottom is square, with traditional Chinese culture "Tianyuan place", its meaning Taoist philosophy, it insinuation that the company pursuit strict production and excellent quality. In the details of the bottle, there are three lines oblique fold in the parts of the lower corner, on the visual level is rich. In the decoration, the idea relies on Chinese tea culture, at the same time; it has the feeling of traditional paper-cut, but also quite the feeling of shadow puppet, with a strong cultural significance.

Green tea, green tea production process has fried tea, baked tea, tea air-curing, steaming tea. The true sense of green tea processing, is from the 8th century, invention of steaming green tea technology. At the end of the Southern Song Dynasty, Nampo Zhaoming is the first man to introduced that Chinese tea ceremony to Japan, he become the earliest disseminator, tanked the Chinese tea ceremony to Japan. So in the "Oriental Leaf" green tea packaging design, they use some Japanese ancient buildings on the label.

black tea, tea as a dowry with Wencheng princess into

Tibet, then, the local people form a drink tea habit, however, some people located in the central plains, they need horses, so they began to a trade for the horse and tea reciprocal interchange. Moreover, the horses as the main means of transport in the road, it is known as the "Tea-Horse Road". Therefore, the "Oriental Leaf" black tea pattern design selected horse graphics.

Oolong tea, "Chinese special tea, " is another name. The records in the "Tea Book": "in 1607 Dutch East India Company, the first shipment of black tea from Macao to Europe." At that time, the oolong tea is so popular in England, was famed the world over. Owing to the tea from distant sea, it rare and precious, hence, tasting oolong-tea even becomes a luxury quality symbol in European nobility life. Therefore, "Oriental Leaf" oolong tea packaging design wills choice some ocean sailing on graphic.

Jasmine tea is odor type tea. It maintain the pure odor of tea, also has aroma of flowers. Jasmine tea has been popular since ancient times, many ancient books and poems have recorded, so "Oriental Leaves" jasmine tea design is a fresh flower and a butterfly, the butterfly flew to the flowers, it use the illustration style in this design, make us full of infinite imagination to think the taste and aroma in tea, likewise make us to feel relax in the tea time. Packaging design won Pentawards Silver Award in 2014, the bottle design using imitation from techniques, inspired by the traditional handwork make tea. "whisked" means the simple and direct summary of the tea production in complex process, it given expression to a cultural connotation and traditional culture.

3. RESULTS AND DISCUSSION

To sum up, the new packaging is very successful in China, Good illustrations can increase the value in business products, it is attractive to the consumers, it is not limited to the performance in concrete objects, it is more emphasis on the product itself, it is good for expression that to know the abstract content. For similarity enhance the artistic content, account of the good packaging design comes from good ideas, it not only need finely painting, but has great meaning too, it can clearly express characteristics of the product, and has a certain significance and cultural value. Through above case analysis, Nongfu spring series of packaging re-design from four angles, traditional culture, care the ecological environment, humane and emotional.

4. CONCLUSION

Therefore, in my view, it also that the success points of the packaging not only need unique shape, but the design has deep cultural value too, at the same time, it show us a deeper level about user experience feelings, it is good to establish a brand image and it has a great positive effect. ‘

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Research on Image Building of College Counselors from The Perspective of Collaborative Education

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Abstract: With the increasingly important role of education in the process of economic and social development, contemporary education, especially higher education, is gradually moving towards the stage of collaborative education with the deep participation of families, universities and all sectors of society. Under this background, as an important part of college teachers, college counselors must also speed up the improvement of their comprehensive quality, and strive to establish a high quality education system under the new situation. College counselors have a good image and strive to become guides and intimate friends of college students.

Keywords: Collaborative education; College counselors; Image building

1. INTRODUCTION

With the steady development of higher education in the new era, the joint role of family education, school education and social education is gradually becoming one of the new forms of higher education personnel training in the new era [1]. Under the background of family school community collaborative education, college counselors must constantly improve their own quality and calmly cope with various difficulties and challenges in the daily education of college students, which requires college counselors to have comprehensive qualities in many aspects, truly achieve strong politics, excellent business skills and excellent style, and constantly help college students grow up healthily.

2. THE SIGNIFICANCE OF COUNSELORS' WORK FROM THE PERSPECTIVE OF COLLABORATIVE EDUCATION

Under the background of family school community collaborative education, the task and mission of college counselors is more arduous than before.

2.1 Counselors are an important group to effectively carry out the ideological and political education of college students

College students are valuable social resources, and the university stage is also a critical period for the formation of one's outlook on life, world outlook and values. It is of great significance to carry out ideological and political education for college students, continuously improve their ideological and political quality, and cultivate them into new people of the times with good quality, so as to realize the construction of a well-off society in an all-round way and accelerate the socialist modernization [2]. The ideological and political education of college students mainly includes ideological and political theory education,

daily ideological and political education and professional theory course Ideological and political education. The three cooperate with each other and jointly undertake the ideological and political education of college students. As an important part of college teachers, counselors mainly undertake the daily ideological and political education of college students, which is in a big position. The front line of students' Ideological and political education plays an important leading role in the growth of college students.

2.2 Counselors are an important guarantee to maintain the security and stability of campus

In recent years, with the rapid development of China's higher education and the rapid expansion of the scale of running a school, the development of higher education has entered the stage of popular development. It is more necessary for counselors to do a lot of daily complicated and small work in this process and play an important role as stabilizers. In particular, all kinds of factors that affect the stability of colleges and universities are still widespread, and incidents such as safety problems, psychological problems and life problems occur from time to time. Counselors are in the front line of student work, and they can grasp the relevant information in time and get close to students' emotions. Therefore, carrying out counselor work is conducive to resolving all kinds of incidents in time. In order to maintain the harmony and stability of campus and ensure the order of daily education and teaching in Colleges and universities.

3. ANALYSIS OF THE IMAGE OF COLLEGE COUNSELORS FROM THE PERSPECTIVE OF COLLABORATIVE EDUCATION

Under the current background of family school community collaborative education, college counselors need to constantly improve their own quality, maintain strong combat effectiveness, and constantly establish a good image of themselves and the group.

3.1 High political level

In essence, the work of counselors is the work of being a person, which needs to be carried out closely around the major issues such as "for whom to cultivate people" and "how to cultivate people", which requires the counselors to have excellent political level in the process of shaping their own image. Specifically, on the one hand, they should have high political literacy, actively establish the lofty ideal of communism, and have a bright future. They have correct political attitude and firm political stand, and have high political literacy. On the other hand, we should have a strong political consciousness, and always keep a high degree of consistency with the Party Central

Committee in terms of political stance and political views. Only in this way can we correctly lead students in politics and help them make progress in time when they have wrong political ideas. Finally, counselors should be good at dealing with problems from the political level, and should deal with problems from the perspective of maintaining the harmony and stability of the campus. Only in this way can we take every student seriously in our daily work, deal with every little thing, and do a good job in the ideological and political education of college students.

3.2 High professional quality

Contemporary counselors are facing a new generation of college students, their ideological differences and diversity are increasing, and their subjective consciousness begins to wake up. Especially with the advent of the information age, the channels for students to obtain information are more diversified, and the advantage of counselors' monopoly of information no longer exists. If counselors want to be handy in their daily work, they must constantly improve their comprehensive ability. Quality, with strong professional quality, strong professional quality mainly requires counselors to have a solid theoretical foundation, have a wide range of cultural knowledge, master a variety of scientific work skills, so that they can face all kinds of new situations and new problems, especially in dealing with all kinds of emergencies, do not panic, calmly deal with, timely stabilize students' emotions, prevent accidents. We should make the best use of the situation to deal with the situation and push forward the work.

3.3 Correct work style

The good image of the counselor team is not only reflected in the high political level and high professional quality, but also in the decent and fair work style [3]. As a counselor, in the face of all kinds of routine work and the new requirements of College Students' Ideological and political education, we should lead and infect students with good moral quality and selfless dedication, and help and guide college students with full enthusiasm, especially in the accurate identification of poor college students, the evaluation of scholarships and grants, and the enrollment of college students. In the process of the party and other

work related to the vital interests of students, we should be impartial, regardless of close or far away; in the process of dealing with emergencies such as student safety incidents, we should be reliable, aggressive, and able to fight hard. At the same time, we must always maintain a full enthusiasm and fighting spirit. As long as we always have this high enthusiasm and fighting spirit, we can be helpful to other students. People, especially the majority of students have a positive leading and exemplary role, in order to really play an educational role in daily work and life, and constantly improve the quality and level of Ideological and political education of College Students under the new situation.

4. CONCLUSION

In short, the rapid development of higher education, especially the gradual formation of cooperative education between family, school and society, has put forward higher requirements for the work of counselors. On the one hand, colleges and universities should take effective measures to speed up the cultivation and training of the vast number of front-line counselors, and strive to improve their comprehensive quality. On the other hand, the vast number of college counselors must constantly play their own subjective initiative. In the new era, we should establish a good professional image of college counselors with strong politics, professional skills and correct style, and steadily promote the quality and efficiency of Ideological and political education in Colleges and universities.

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The Role of Multimedia Information Technology in the Construction of Sports Humanities Education

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Abstract: With the continuous deepening of current education reforms, multimedia physical education is constantly emerging, which can effectively mobilize students' enthusiasm, thinking development ability, reduce teachers' pressure, and can make up for the lack of humanistic education in current physical education. In this article, the author puts forward some strategies for using multimedia technology to promote sports humanities education based on his own experience.

Keywords: Multimedia information technology; Sports; humanities education

1. INTRODUCTION

In the past, our physical education was in the traditional sense with the ultimate goal of strengthening the physical fitness and serving the purpose of learning knowledge and skills. At present, it seems that this kind of teaching that only focuses on physical fitness can no longer meet the requirements of the new century for quality education as the center and training comprehensive quality talents for comprehensive development. The function of traditional school physical education needs to be given new understanding and adjustment by sports workers, and one of its indispensable tasks is to strengthen humanistic education in physical education.

2. THE LACK OF HUMANISTIC EDUCATION IN CURRENT PHYSICAL EDUCATION

Sports humanities education is different from sports exam-oriented education. In recent years, the value orientation of education in many places lies in entering higher education. This kind of education is a utilitarian education with a material benefit. Physical education is one aspect of education. If physical education only pays attention to the standardization of sports technical movements, and students have a little understanding of theoretical knowledge and so on, the professional term sports movements will not match. Moreover, in current physical education, teachers generally teach students what to learn, and even let students play by themselves. Failure to be student-centered also ignores the subjectivity of students and the factors of beauty in sports. This will make sports that are challenging, passionate, and aesthetically boring, and fail to reflect the art and flavor of physical education.

From a conceptual point of view, these are all because the relationship between physical education and aesthetic education has not been rectified, and the people-oriented concept and spirit of physical education have not been reflected. In this way, it is easy to appear uncoordinated

and imperfect in the human body and mind as a whole, resulting in slow and stagnant development of physical education. If physical education wants to develop, it must correct the relationship between physical education and humanistic education. In this context, the sports humanities in physical education should be strengthened. Sports humanities education is essentially perceptual education. It involves the cultivation of various perceptions, imaginations, etc., as well as the reshaping of people's knowledge and interest. Sports humanities education focuses more on the instillation of knowledge, technology and rules. In this kind of education, a primary goal and a key link is to improve the cultivation of sports humanistic knowledge or humanistic ability, and then stimulate the cultivation of the humanistic interest of individual senses and give motivation to participate in sports activities. At the same time, humanistic education in physical education is to cultivate and improve students' perception, appreciation and creativity of sports beauty through sports creation and humanistic practice. Might as well adjust the class hours of the inner sports classroom to increase the humanistic influence on students, because with the development of technology, we have the help of multimedia teaching, which has the following specific advantages.

3. ADVANTAGES OF MULTIMEDIA INFORMATION TECHNOLOGY

Multimedia can arouse the enthusiasm of students. When students become interested in a certain thing, they will take the initiative to take the action of learning and searching, and carry out active and innovative thinking activities, and correspondingly, they will receive better learning results. This is in line with students' psychological cognition. Many students' obvious characteristics are inattention, very active and curious. If these psychological cognition characteristics are guided by multimedia teaching, they will be in a combination of dynamic and static. Creating a pleasant teaching scene in an environment that matches the shape and sound can make students feel stronger sensory stimulation, can actively participate in teaching activities, concentrate their attention, and the classroom atmosphere appears very active over time.

Multimedia reduces the teaching pressure of teachers. In traditional teaching, physical education teachers need to keep talking and work hard to write on the blackboard. A lot of time is wasted in these classroom physical activities, and the effect is often not good. For example, when describing an action, a clear representation of the action is

an important basis for the formation of skills, which requires teacher's explanation and demonstration, but sometimes some actions are difficult to describe in words, and with multimedia, you can watch an intuitive Multimedia can not only dismantle the actions, but also perform decomposition and demonstration, which can fully improve learning efficiency and stimulate students' interest in learning. And we know that the dust brought by blackboard writing is very harmful to teachers. The ability of teachers to stand on the stage is a test in itself, while multimedia is clean and harmless, making it easier to create a clean teaching environment for teachers . Multimedia teaching can infinitely expand people's various thoughts and senses. In many cases, pictures in physical education textbooks are used to stimulate students' thinking and imagination, but the effect is not very obvious. Multimedia teaching can stimulate students' sports imagination, and assumes a bridge of imagination for students through a virtual space-time domain. Accompanied and guided by multimedia, they can help develop observation ability, self-study ability and thinking ability, and they can combine their own experience to learn more skills and tactics, change students' passive memory into active reception, and expand their thinking. In the humanistic pleasure, a healthy and noble humanistic interest is formed, perfecting the shaping of the beauty of the soul, and allowing students to explore and discover in the endless ocean full of poetic thinking and imagination [1].

4. STRATEGIES OF USING MULTIMEDIA INFORMATION TECHNOLOGY TO PROMOTE SPORTS HUMANITIES EDUCATION

In the process of humanistic physical education, physical education teachers must first use multimedia based on the students themselves, summarize the humanistic orientation of students from teaching practice, and instill knowledge and interest in time according to the characteristics of students' humanistic interest and psychological activities, combined with specific physical education projects Go to multimedia lectures. In physical education, physical education teachers can appropriately reduce the number of courses in the physical education hall, and can use multimedia to systematically introduce some sports knowledge and sports news, sports Figures, sports events, etc., and use various methods to inspire students as much as possible, Let them pay attention to sports in the future. When watching, pay attention to communicate with the students more and pay more attention to the side to explain, so that they can not only learn knowledge but also arouse interest. But it should also be noted that the introduction must be based on practice, not purely vague. Excessive indoctrination of theory will

instead arouse students' disgust. Teachers pay attention to the way of education, guide students to pay attention to sports anytime and anywhere in different ways, and inspire their imagination and creativity. All forms of multimedia education are acceptable. You can even watch the live broadcast directly, so that students can get the fun of knowledge and improve the humanities and appreciation ability.

Second, in the process of physical education, we must clarify the purpose and actively combine theory with practice. Physical education is a highly comprehensive and practical course. Pure multimedia theory learning helps to improve students' sports humanistic ability and interest cultivation, but we must also pay attention to participating in practice to complete the internalization of theory and knowledge. Only when students have learned relevant knowledge can they be truly strengthened in practice. At this time, teachers have the responsibility to provide students with relevant simulation and practice conditions. Efforts to standardize the various behaviors of students in activities so that they can obtain authenticity and knowledge. Students can be trained to be referees and guide them to discover and apply the relevant theories they have learned [2].

Finally, let the appeal of multimedia in the physical education classroom become more lasting. The teaching capacity of multimedia is large, efficient and effective. Teachers actively use multimedia to expand classroom content and horizons. By watching animation videos and courseware, they can quickly bring a lot of sports information to students. From ancient times to the present, from the east to the east. In the West, multimedia can break the constraints of time and space and convey teaching information through images, sounds, colors and animations. If teachers can persist in multimedia teaching for a long time, sharing and communication will increase and update every day. The classroom will be the best source of sports information for students, broaden their horizons, and develop a deep affection for the country and the nation, and for nature and harmony. Human nature is also full of inquiry spirit. This plays an important role in inspiring students to pursue truth, goodness and beauty, and develop a good personality.

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Research on Network Public Opinion Construction in Tibetan Areas of Sichuan From the Perspective of The Overall National Security Concept

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Abstract: General Secretary attaches great importance to national security and constantly improves the concept of the overall national security concept. Due to the important role of Tibetan areas in western China, the construction of network public opinion is very important. The overall national security concept is the ideological core of the network public opinion security concept in Tibetan areas of Sichuan. Its ideological construction is directly related to national security and has become the main battlefield for security and stability in western China. this study studies and discusses the construction of network ideology in Tibetan areas of Sichuan from the perspective of the overall national security concept. This is not only the need to face the challenge of network ideology, but also the urgent requirement to maintain national security.

Keywords: Overall national security concept; Tibetan area of Sichuan; Network public opinion

1. INTRODUCTION

On April 15, 2014, General Secretary put forward the overall concept of national security for the first time in a clear and systematic way at the first meeting of the State Security Commission of the CPC Central Committee, which has been continuously enriched and developed since then. During his visit to Beijing, General Secretary stressed that "biosecurity should be regarded as an important part of China's overall security". The sudden outbreak of COVID-19 once again shows that major infectious diseases and biosecurity risks are major risks and challenges concerning national security and development and overall social stability. At present, the international and domestic environment facing China is undergoing profound changes. Externally, the world is undergoing major changes unseen in a century, with insufficient impetus for global economic development and frequent local conflicts and turbulence. Major public health emergencies such as the COVID-19 epidemic show that traditional and non-traditional security issues will constantly bring new tests, global challenges are on the rise, and the international situation is becoming more unstable and uncertain. Domestically, the reform has entered the deep waters, a variety of predictable and unpredictable risk factors significantly increased, the party's long-term ruling under test, test, test of the market economy, the external environment of reform and opening-up test has a long-term and complexity, the party lacking the ability to face the danger of the spirit of the

slack, danger, danger from the masses, a negative corruption has sharp and seriousness.

To fully understand the basic connotation of the overall national security concept, we need to understand the following points:

1.1 The core essence of the overall concept of national security lies in the organic unity of people's security, political security and national interests.

In the report, the party's 19 xi general secretary pointed out that the overall national security concept "must adhere to the national interest first, for the purpose of people's safety, political safety as a fundamental, external and internal security as a whole, homeland security and national security, traditional security and non-traditional security, its own security and common security, improve the system of national security system, strengthening the construction of national security ability, resolutely safeguard China's sovereignty, security and development interests". General Secretary has clearly taken the supremacy of national interests, people's security and political security as the guiding principle of national security. Its internal logic lies in the fact that people's security is the first and foremost security, and it occupies the central position of national security. China's national nature determines that the fundamental purpose of national security is to protect the interests of the people, the fundamental basis of national security lies in the people's identity, and the fundamental strength of national security lies in the people's support. Political security is the fundamental guarantee for safeguarding the people's security and national interests. Its core is the security of political power, system and ideology, and its fundamental requirement is to safeguard the leadership of the CPC, the socialist system with Chinese characteristics, and the leadership authority of the CPC Central Committee with Comrade at its core. The unity of the destiny of the Communist Party of China and that of the nation and country determines that political security is the premise, foundation and guarantee of all other security.

1.2 The overall national security concept is characterized by its totality and dialectics

Overall national security concept is the key to "general" 2 words, intended to emphasize two points: one is the emphasis on the innovation of the concept of national security, namely the comprehensive and dialectically grasp the connotation and extension of national security, realize that national security is a mutual influence each

other inseparable organic whole, forms of security, safety, security factors, security risk linked each other and influence each other; The second is to emphasize innovation in national security governance, that is, to take comprehensive and systematic measures to deal with national security threats, and to avoid "dealing with the first and the last". To reflect on, study and judge national security in the new era, it is necessary to combine integration with integration. Therefore, overall national security has both epistemological and methodological significance.

1.3 Understand the requirements of the overall national security concept

In the new era, traditional and non-traditional security factors are intertwined, internal and external security factors are permeating and influencing each other, and the connotation and extension of national security have significantly increased. Most of the current security problems are complex security problems, security causes are extremely complex, security factors are highly interconnected, security threats are extremely serious, and security impact is extensive and profound. Which requires the state security work must be established is widely involved in politics, homeland, military, economy, culture, society, science and technology, information, ecology, resources and overseas interests in areas such as integrated system of national security, as stressed general secretary, must "set up the system of centralized and unified, efficient and authoritative national security". The overall national security concept adheres to five overall plans. The essence of the concept is to emphasize the comprehensiveness, integrity and systematicness of national security and to take an overall, coordinated and comprehensive approach to national security.

2. ELEMENTS OF NETWORK PUBLIC OPINION IN TIBETAN AREAS OF SICHUAN

Tibetan-inhabited areas in Sichuan include Ganzi Prefecture, Aba Prefecture and Muli Tibetan Autonomous County of Liangshan Yi Autonomous Prefecture, and the network public opinion is mainly composed of personnel factors, network communication channels and event factors.

2.1 Human factor

It includes reactionary separatist organizations and personnel at home and abroad as well as network promoters and opinion leaders with ulterior motives.

2.1.1 Reactionary separatist organizations and personnel at home and abroad

After the Dalai clique fled in 1959, it successively established a large number of organizations abroad, including the government, parliament, courts and other organs of political power of the Puppets of Kasha Tibet, as well as its "resident agencies" stationed in Europe and the United States, as well as non-official organizations such as the "Xiqing Society" and "Tibetan women". Under the abduction and instigation of the Dalai clique, Tibetan monks and laymen in China have fled to other countries and regions. These organizations and personnel have become the backbone of the Dalai clique's overseas separatist activities and the backbone of its overseas

separatist activities for "Tibet independence".

2.1.2 Network promoters and opinion leaders with ulterior motives

Driven by various interests, there is an active "water army" on the Internet in China, which is also mixed with some people who are corrupt and dissatisfied with the social system. They conspire with the ethnic separatist forces to plot issues, fabricate facts, influence public opinion and manipulate public opinion in a planned and organized way, thus exacerbating the situation of instability in the Tibetan region.

2.2 Event factor

These include events of instability caused by domestic realities and those deliberately created by foreign hostile forces.

2.2.1 The unstable events caused by the contradictions within the territory

As all Tibetan areas in Sichuan have been lifted out of poverty, social and economic development and convenient transportation have resulted in frequent personnel and economic exchanges between Tibetan areas and other ethnic groups, which has promoted local social development. Due to the imbalance of economic development, the acceleration of urbanization and the level of government governance caused by many contradictions, it is inevitable that some real contradictions caused by unstable events. =There are mainly conflicts between cadres and the masses, group petition events caused by natural resources contention, ethnic and religious issues left over from history, etc.

2.2.2 A deliberate act by a hostile foreign power

Events deliberately created by foreign hostile forces are, from the very beginning, contradictory between us and the enemy. All such events are carefully organized and planned by some people. Behind the event, some command in the dark, they borrow human rights, freedom, democracy, religion, environmental factors, such as use of religious affiliation and clan ties, deception, perched on a part of the ethnic minority people and religious believers, the field is in the form of text, images, video, form the Internet, exaggerated and distorted reports, seize the opportunity to promote their political, culture, values, and put forward various unreasonable demands, defacing national religious policy of the party and the government, fomenting discontent, creating confusion, cause larger events, to put pressure on the party and the government, the purpose of serving the manufacturing division.

3. AT PRESENT, THE CONSTRUCTION OF NETWORK IDEOLOGY IN TIBETAN AREAS OF SICHUAN PROVINCE FACES THE REALISTIC DILEMMA

3.1 The Western countries make use of the Internet to westernize and divide China's ideology. In today's world, although the network technology has made great progress, the Western countries, led by the United States, still firmly control the control of information in cyberspace. Compared with them, China's western region is still at a disadvantage in terms of network technology research and development, management, security and other aspects of strength and experience. Therefore, some Western

countries make use of their dominant position in network technology to continuously export capitalist values to China. Especially with the surge of Internet users in China and the rapid development of we-media platforms in recent years, cyberspace has become the main battlefield of ideological struggle and a "terminal tool for exporting Western values to the whole world". In the network era, whoever has mastered the control of information has the ability to manage and disseminate ideology. The power of discourse of network ideology, from the root, is the external and internal speaking ability. "The rubik's cube of world politics in the future will be controlled by those who have the power of information".

3.2 The diversity of values and interest demands has reduced China's public opinion guidance in cyberspace. With the transition of market economy and the increasing refinement of social division of labor in Tibetan areas of Sichuan, people's values and interests are gradually becoming diversified and complicated. In order to protect personal interests, people begin to form interest groups with different interest demands through the Internet, and constantly make various voices on the Internet. The diversified development of values and interest demands directly impacts the core socialist values to a certain extent, which leads to people's neglect of the common interests of the country and the collective. At the same time, the lowering of the threshold of network technology and the rapid development of "we media" platform make the communication of network information present the characteristics of socialization, fragmentation and integration.

3.3 The lag of ideological propaganda and education hinders people's recognition of the mainstream ideology. In the long process of revolution, construction and reform, propaganda work has always been the most important form for the Party to seek ideological identity. However, for a long time, the propaganda work of the Party in The Tibetan areas of Sichuan has a strong color of "indoctrination". With the continuous development and progress of network technology and the change of people's thinking and reading habits, "indoctrination" publicity and education can no longer meet the requirements of the development of network society. For one thing, the publicity is stilted. Under the traditional "inculcation" mode of publicity and education, the positions of both sides of publicity and education are not equal, and the educatees are in the position of passive acceptance. In the network society, people are in an equal position in front of knowledge and information, and have a high degree of independent choice. Compared with the rigid and dry theoretical propaganda, the Internet attracts the attention of netizens more with its abundant information and vivid and diverse forms of expression.

4. THE BASIC PATH FOR THE CONSTRUCTION OF NETWORK PUBLIC OPINION IN TIBETAN AREAS OF SICHUAN UNDER THE OVERALL NATIONAL SECURITY CONCEPT

4.1 Adhere to the concept of reconstruction, from the strategic importance and strengthen the construction of network ideology. Right thinking and understanding is

half the battle. With the gradual popularization of network technology, the huge productivity contained in the network is gradually released, which has a huge impact on people's life. The development of the Internet has opened a new era for human society, profoundly affecting and changing people's way of life, thinking and behavior. Thus, Manuel Castells sees the Internet as an "electronic missionary" and notes that "electronic missionaries are a more efficient and penetrating form of indoctrination in our society." At present, The Tibetan area of Sichuan is in the deep water area of reform and opening up. Building the discourse power of network ideology is by no means the work that can be accomplished by copying the old books in a new guise. First of all, we should attach great importance to ideological propaganda and education in cyberspace. At present, the ideological propaganda and education in the network society in Tibetan areas of Sichuan is still relatively backward. Secondly, we should make full use of the network and innovate the concept of publicity and education. In the network society, people's reading habits are characterized by fragmentation, entertainment and fast food.

4.2 Strengthen the construction of various systems, and constantly enhance the leadership of network public opinion. we must strengthen the construction of various systems, constantly enhance the leadership of the network public opinion, in order to better lead the network ideology construction of Tibetan areas in Sichuan. First of all, establish a strict network information review system. The reform and opening up not only brings opportunities for China's economic development, but also gives opportunities for western countries to carry out cultural infiltration. Western countries take advantage of the imperfection of China's Internet information censorship system to spread all kinds of non-Marxist ideological trends and decadent capitalist thoughts through the Internet, and even distort facts or forge some negative information that attacks and denigrate the image of our Party and government. In the crucial period of comprehensively deepening reform, "no matter what or how we change it, we must not abandon our orientation or our position". In the face of the increasingly severe cyber situation, we must establish a strict censorship system of cyber information and resolutely nip all kinds of information that attack socialism, undermine national unity and endanger national security in the bud, so as to maintain the stability and order of cyber space. Secondly, establish and perfect the network ecological purification system. Under the influence of western cultural infiltration, some people only pay attention to the pursuit of economic benefits, but neglect social responsibility.

4.3 Set up the correct value orientation of life, guide and enhance the discourse power of network ideology. With the improvement of comprehensive national strength, although we have always stressed the realization of peaceful rise, some Western countries still have a strong ideological prejudice against socialist China. They make use of the advantages of network technology and take the network as the media to publicize and advocate western values through music, film and television works. In

In addition, the social contradictions accumulated in the process of China's reform have gradually become prominent, resulting in a variety of negative and negative information and denigrating the image of the Party and the country on the Internet emerge one after another. Cyberspace is the common spiritual home of the people. Such negative information and remarks not only undermine the "cyber spiritual home", but also threaten the construction of cyber ideology. Therefore, we must attach importance to the value guidance of the subject of network, strengthen the education of socialist core values in the field of network, and use socialist core values to guide the construction of network ideology.

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Construction of Practical Teaching Mechanism of Ideological and Political Course in Higher Vocational Colleges Under the Background of Integration of Production and Education

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Abstract: In order to adapt to the background of the integration of production and education, colleges and universities put forward the experiential teaching mode of Ideological and political theory. Under this background, the practical teaching of Ideological and political course not only has perfect teachers, but also has certain space and assessment ability, which is a new opportunity for practical teaching of Ideological and political course. It has the characteristics of convenient operation and effectively solves the problems in the teaching of Ideological and political courses. School enterprise cooperation is the main body of Ideological and political course in higher vocational colleges. It needs close cooperation between enterprises and schools, enrich practical teaching content, and construct a perfect teaching mechanism. It is not only to ensure the perfection of the evaluation mechanism, but also to ensure the combination of practice and evaluation, so as to truly achieve the purpose of improving the quality of talent training and provide continuous talent support for enterprises and society.

Keywords: Integration of production and education; Higher vocational colleges; Ideological and political course; Practical teaching mechanism; Construction

1. NEW OPPORTUNITIES FOR THE PRACTICAL TEACHING OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF PRODUCTION AND TEACHING INTEGRATION

1.1 The practical teaching team of Ideological and political education has begun to take shape. The implementation process of Ideological and political course under the background of production and education integration is not completed by ideological and political teachers alone, but also needs to complete the formulation of teaching practice plan in many aspects, including the cooperation between professional departments and teachers, professional teachers and teachers. This needs to be combined with the actual teaching situation to complete the docking between the three, on the one hand, to train the professional skills of higher vocational students, on the other hand. On the premise of coordination, the ideological and political literacy of students is investigated and guided. In the past, the ideological and political practice teaching mode is mainly the unilateral system of Ideological and political teachers, and all teaching plans and practical activities are completed by teachers. Compared with the

practical teaching of Ideological and political course after the integration of production and education, the latter pays more attention to the training of students' ideological and political literacy, which is more comprehensive.

1.2 The practice teaching space of Ideological and political course is becoming more and more specialized. Ideological and political course, school and patriotism teaching base are the traditional teaching mode of Ideological and political teachers. At present, some higher vocational colleges have built the practice base of Ideological and political teaching in related enterprises. However, the alternate teaching inside and outside the school not only wastes teaching funds, but also consumes more time. At the same time, it can not let all students participate in the practice of enterprise ideological and political base, and the extra teaching tasks of Ideological and political course will lead to students' dissatisfaction and seriously affect their learning enthusiasm. With the deepening of the integration of production and education, the teaching practice mode of Ideological and political course in higher vocational colleges has changed, and most of the teaching practice process is completed in the training room and enterprises. With the gradual unification of professional courses and practice forms and subjects, the management and arrangement of enterprise practice teaching in Ideological and political course practice teaching is more and more perfect, which makes the teaching task of students' Ideological and political course practice be completed in the professional production and teaching docking.

1.3 The new mode of professional quality assessment for higher vocational students has gradually formed. Generally speaking, the ideological and moral character, ideological and political performance of students' practical posts are the main contents of identifying students' practical posts. However, it lacks the integration of Ideological and political content professional identification, and also lacks the assessment of students' professional quality and curriculum practice. Under the background of integration of production and education, the evaluation of students' Ideological and political performance is mainly completed by substitute courses, professional teachers and professional teachers. In this process, students need to understand the professional ideal, morality, team spirit and innovation spirit, and take the process as an active guidance method to realize the cultivation of students' craftsmanship and professional

spirit.

2. THE CONSTRUCTION OF PRACTICAL TEACHING MODE OF IDEOLOGICAL AND POLITICAL COURSE IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF PRODUCTION TEACHING INTEGRATION

2.1 To know the main body clearly and give priority to the practical teaching of school enterprise collaborative education

Under the background of the integration of production and education, the relationship between Higher Vocational Colleges and enterprises is gradually close. At the same time, the teaching mode has changed from a single teaching mode of professional teachers to the situation of joint guidance of business teachers and teachers. In the integration of production and education, the practical teaching of Ideological and political course plays an important role. It not only enables students to be guided by professional departments, but also can accept the guidance of enterprises and ideological and political department. It realizes a new mode of practical teaching guidance subject, which is the school enterprise collaborative education mode. Under the background of the course, it can not only realize the integration of Ideological and political courses with teaching practice, but also realize the integration of teaching and learning. In addition, it is necessary to clarify the responsibilities of professional teachers, ideological and political teachers and professional teachers, and clarify the division of labor, so as to achieve a clear division of labor and perform their own duties. In order to maximize the role of practical teaching of Ideological and political course, it is necessary to investigate the requirements of enterprise talent quality to formulate the course teaching objectives; in the design of practical teaching planning, ideological and political course teachers should take the initiative to take responsibility, fully reflect the mode of production and teaching integration in the selection of teaching resources and methods, and make clear the selection path, and also need to collect professional teaching The teachers of Ideological and political course will teach the practical teaching content to professional teachers and professional teachers, so as to clarify their respective responsibilities and division of labor.

2.2 The content and form of practical teaching should be closely integrated with enterprises

In the ideological and political course of higher vocational colleges, the required courses mainly include the theoretical system of socialism with Chinese characteristics, ideological and moral cultivation and legal basis. The practical teaching objectives of Ideological and political course mainly focus on the resources and pursuit of enterprises, and divide the practical teaching content of Ideological and political course. This mode is the content and mode of Ideological and political practice teaching after the integration of production and education. It is the main goal of Ideological and political teaching in Higher Vocational Colleges to cultivate students' ideological morality and legal system in different roles. It is necessary for students to learn to solve problems with different

views and ideas, and integrate Marxist views into the process, and fully understand the main principles and lines of the Communist Party, so as to make students meet the requirements of cultural confidence, theoretical self-confidence, system self-confidence and road self-confidence of socialism with characteristics.

2.3 The family of practical teaching mechanism needs to ensure the combination of evaluation and guarantee

The main contents of the evaluation mechanism are practical teaching guidance and student evaluation in Ideological and political department. Professional departments, professional teachers and ideological and political teachers are the key to evaluate students, which need to be evaluated according to students' performance in different links. In the process of evaluating ideological and political teachers, we need to know whether teachers lead students to complete the teaching content of Ideological and political practice, and the level of teaching quality. In order to promote the effectiveness of the evaluation mechanism, it is necessary to formulate the corresponding guarantee mechanism. In this process, it is necessary to build a practical management group of Ideological and political course under the integration of production and education, and the group should make clear the relevant system and scheme according to the actual situation. In addition, the personnel system and performance system should be strictly implemented according to the system. Finally, ensure that the practical teaching funds of Ideological and political department can meet the practical teaching requirements of Ideological and political course.

3. CONCLUSION

To sum up, the deep integration of production and education has become the focus of Vocational Teaching Reform in China, which has been attached great importance by the state. In modern higher vocational education, the integration of middle-class education and teaching has become an educational background with obvious characteristics. Under the background of integration of production and education, how to cultivate students in Ideological and political courses in higher vocational colleges has become the focus of higher vocational colleges to explore Content. Because the practice teaching mode has the characteristics of paying attention to experience and actual effect, it is not only easy to operate, but also has a clear goal. It has become an effective teaching mode under the background of the integration of production and education. Therefore, it is necessary to analyze the construction of the mode and improve it. In order to improve the overall level of Ideological and political courses in higher vocational colleges.

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Research on the Path of United Front Work in Colleges and Universities from the Perspective of New Media

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Abstract: The united front work in colleges and universities is an indispensable part of the united front work of the Chinese Communist Party. In the era of rapid development of network and communication technology, it shows some advantages and disadvantages. Therefore, we should fully understand the position and role of the united front in the university, give it new connotations, discover new forms of action, let it continue to exert its vitality and vitality, and jointly promote the harmony of various family relationships. In order to realize the great rejuvenation of the Chinese nation, we must gather all forces.

Keywords: New media; United front work; Colleges and universities

1. INTRODUCTION

With the gradual deepening of our party's understanding of the work of the united front, colleges and universities, as important positions for training and selecting high-quality non-party representatives and non-party intellectuals, are the source of training a new generation of non-party representatives. Fully mobilizing the enthusiasm of the broad masses of non-party intellectuals is related to the cultivation of talents in colleges and universities, the reform and development of colleges and universities, the prosperity of the united front cause, and the long-term existence of the multiparty cooperative political consultation system.[1]

The new media is relative to the old communication media. "Media" is an intermediary that can transmit and receive information in the process of dissemination, while "new media" is built on the basis of digital technology, computer network technology, and mobile communication technology. These three intersect and complement each other to form New media technology provides channels for the transmission of data information, which is also the advantage of new media technology.[2] After the emergence of new media, many aspects of our life world, people's production, lifestyle, thinking habits, psychological conditions, etc. have changed. New media has also transformed the development, communication and exchange of work in all walks of life. Influence, the united front work in universities is no exception.[3]

2. SITUATION ANALYSIS

Under the current situation, most college party committees, under the leadership of the higher-level united front departments, are aware of the role of new media in the development of united front work. The traditional united front work carrier has not adapted to the current

development of the new situation of the united front in colleges and universities. Some universities have already made full use of new media to carry out university united front work based on the actual united front work of their respective schools. For example: the establishment of the official website of the school's united front department, WeChat official account, official Weibo account, and the WeChat group and QQ group of the members of the united front department. This new media platform makes the communication and interaction between the members of the united front more convenient, and thus makes this kind of communication daily, which is important and positive for the exchange and study of policies and theories between the subject and the object of the united front work in universities. In recent years, non-party members of colleges and universities have actively adapted to the needs of the country's economic and social development, played an active role in performing functions such as participation in politics, democratic supervision, and social services, and made irreplaceable contributions. Therefore, with the rapid development of information technology in modern society, the party committee of colleges and universities fully realizes this point and actively establishes a network united front work platform, making this platform an important work position for college united front workers and members. The school's united front department takes the initiative to strengthen the construction of the network united front culture, give full play to the positive role of the Internet, and provide a space for united front members to fully display themselves in the virtual world of the network, and can express opinions and suggestions more freely, which promotes the participation of united front members to a certain extent Democratic management and supervision of universities. The network united front has penetrated into all aspects of the united front work in colleges and universities, occupying an important position. Through the operation of various new media carriers, colleges and universities have achieved many gratifying achievements in their united front work. However, there are also some problems and shortcomings.

2.1 Departmental website emphasizes constriction rather than management

Recognizing the unstoppable force of the online united front, colleges and universities have established united front work department websites. While carrying out actual research, in order to enhance the comparison and representational of the research, we have browsed the websites of various levels and categories of college

management departments. Among them, the United Front Department website has such a phenomenon: Although the website is completed, it is easy to view the homepage. It can be found that the content is focused on the level of simple introduction, the section content setting has no characteristics, the website content is updated slowly, and the information is not released in time. The website is not well-used in actual work and is just a mere formality. It still adopts the old working methods in the past and is far from becoming the main position for united front theory and ideological study and propaganda.

2.2 Stick to the old ways of working

At present, there are still cases in which universities and colleges use new media to implement united front work. Although the official website and WeChat public platform have been built, they follow the rules in actual work, are featureless, unattractive, and lack pertinence. At present, we should guide the young and promising United Front members of the democratic parties to follow the party unneringly. United Front leaders and department workers should put aside their managerial status and make full use of new media platforms, such as the United Front official website and WeChat public platform., WeChat groups, QQ groups, etc., interact and communicate with United Front members, listen to their voices, and truly integrate into the atmosphere of the United Front member group, so as to effectively obtain the true voice of the members, and collect important, sensitive and hot topics related to the United Front work in colleges and universities. The most important moment and the most critical problem are truly solved.[3]

2.3 The business level of media workers is uneven

At present, there are temporary secondments and concurrent employment of workers from other departments among the united front workers in colleges and universities. Due to the lack of attention of college administrators, the United Front staff are unprofessional and have no relevant work experience. At the same time, there are still situations in which university United Front staff are not proficient in operating new media methods. Some colleges and universities arrange older workers in united front positions. Their acceptance of new things is not high, they are slow to learn new working methods, and will not actively innovate their work methods based on daily work practices to make new The media plays a small role in the daily united front work.

3. CAUSES ANALYSIS

3.1 Party and government leading cadres have insufficient understanding of the new media united front work

In recent years, colleges and universities have been adjusted and reformed continuously, and the members of the leadership team have been updated frequently. This has caused gaps in the understanding of the important position of networked united front work, little understanding of new situations in the united front work of colleges and universities in the new era, and understanding of the work of non-party intellectuals Not enough understanding of the important role played. The use of new media in the development of united front work in various universities is uneven. In many universities, it

has not attracted enough attention and lacked planning for the series of opportunities and challenges faced by the new media united front work.[4]

3.2 Publicity and mobilization work is not in place

The lack of publicity and mobilization for the network united front work makes it difficult to ensure the pragmatism of the united front work. The leaders of all levels of colleges and universities have fully realized the important role of new media in the daily work of college management, but have not realized the important role of new media in the united front work. Many people don not even know the nature, content, and role of the united front work. They think that this work is just uploading and distributing, taking the form, and understanding the united front policy and handling united front issues in the work is unscientific and rigorous. If you do not understand the work objectives, working methods, and working principles of networked united front work, you will not be able to properly deploy and use new media to carry out united front work in actual work. Therefore, it is particularly important to make full use of new media to promote and mobilize the united front work in colleges and universities.

3.3 Institutional setup is not perfect

The management of colleges and universities has a low level of awareness of the value of united front work, and even less knowledge of the use of new media to carry out united front work. Some college leaders believe that the democratic parties in colleges and universities play a negligible role in the peace period of the Communist Party of China, and regard them as tools for the Communist Party of China to achieve revolutionary victory. They believe that they are only political decorations in the current period and have no practical value or role.[5] Therefore, in the actual institutional setup of colleges and universities, the united front department does not have full-time staff, but other departments are concurrently appointed, and even take turns to be responsible for the work of the united front department. Non-Party people in colleges and universities are generally highly educated intellectuals. They are generally on the front line of teaching and scientific research, and the United Front Department of the school has fewer opportunities to contact them. Therefore, the united front department does not have a very good understanding of their ideological status, work conditions, practical problems, and their role. University management often ignores this point.

3.4 System construction is not perfect

“Only with a sound work system and mechanism can it be conducive to the development of united front work. Advice and suggestions for democratic parties in universities, play a role in cultivating and selecting high-quality non-party representatives for our party, and promote the development of university united front work.” [6] A high-quality new media united front work system is an organism that runs through every link of this work, and is of great significance to continuously promoting the scientific, democratic, and institutionalized united front work in universities. The system of using new media to carry out the united front work should have certain hints

and guidance on what relevant personnel do and how to carry out the work. At the same time, there are corresponding regulations for what relevant personnel cannot do. However, in actual work, colleges and universities often ignore this point and have not formulated explicit regulations to guide and restrict this work. For example, some colleges and universities have basically established departmental official websites under the general trend of new media and the requirements of their superiors. However, in actual work, the utilization rate of websites and other new media is very low. It has not really achieved the use of new media to promote the systematization and identification of the united front work in colleges and universities, and continuously improve the effectiveness of the united front work in colleges and universities. Incorporating new media into the united front work of colleges and universities is in an empty state.

4. THE UNITED FRONT WORK PATH OF COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF NEW MEDIA

New media united front work in colleges and universities should focus on establishing new concepts, establishing new systems, and perfecting new mechanisms to promote normalization of the united front work in colleges and universities. In this regard, I propose the following countermeasures and suggestions, hoping to help colleges and universities use new media carriers to carry out united front work.

4.1 Establish a new concept of incorporating new media into united front work

The rapid rise of new media and the development at an unimaginable speed, netizen have become the largest group in today's society, and the object of united front work has also shifted from offline to online, which has had a huge impact on the traditional way of united front work. The management department of colleges and universities should first realize that the work of the united front is constantly evolving, and should not just be immersed in the achievements in the past, but should actively practice more efficient united front work methods in actual work. To practice the integration of new media into the united front work of colleges and universities, it is necessary to change the management concept, master relevant new media knowledge, and actively promote the use of new media to carry out the united front work of colleges and universities. The Minister of United Front Work of the Central Committee pointed out in a survey in Hunan that "we must start from the overall situation of rallying people's hearts and strength for the party, adapting to the characteristics of the network law, starting from the innovation of work methods, and doing a good job in network united front work, and we must focus on strengthening A sense of responsibility and opportunity." [7] Therefore, we can fully realize the importance of using new media to carry out united front work in this era. We must establish the concept of a new media "united front", start with ideas, strengthen propaganda, and make the concept of new media united front work deeply rooted in the hearts of the people. In actual work, we make full use of Internet media and

mobile phone platforms to continuously expand the scope of united front work in colleges and universities, and effectively build new media platforms for united front targets in colleges and universities.

4.2 Adhere to the concept of advancing with the times

The united front work in colleges and universities must adhere to the concept of advancing with the times, that is, the concept of using new media to carry out united front work. First of all, at the management level of university leaders, we should establish a united front work concept that keeps pace with the times, and strengthen the importance of networked and informational united front work; Secondly, at the level of departmental workers, it is necessary to establish a working philosophy of advancing with the times. It is necessary to fully realize that traditional working methods and methods can no longer meet the needs of current United Front members. Relative working methods and suggestions should be put forward according to the needs of United Front members, Familiar with the operation method of the network work platform, perform, maintain, and manage the work well in the later stage; Finally, at the level of united front members, the concept of advancing with the times should be established. The united front members should actively respond to the school's propaganda of the inclusion of new media in the united front work. In actual work and life, use the new media platform established by the relevant departments of the school to carry out Work, offer advice and suggestions, participate in university management and democratic supervision.

4.3 Improve the integration of new media into the new mechanism of united front work

Party committees of colleges and universities should continue to promote the construction of new media-related platforms for the united front, incorporate new media united front work into the planning of the school's united front work, and formulate systems and measures suitable for the development of united front work in colleges and universities. The united front work in colleges and universities often uses a top-down mechanism, which is not conducive to giving play to the initiative, enthusiasm and creativity of united front members. Therefore, we must continue to explore and establish a united front work mechanism that combines up-and-down mobility in actual work, so as to give united front members as much freedom as possible. And on this basis, continue to improve the new media united front work information feedback mechanism, the new media united front work public opinion guidance mechanism, the new media united front worker training mechanism and the new media education and training mechanism for non-party representatives. As a result, the new media united front work method has truly become an important channel and effective means for universities to carry out united front ideological and political work. Therefore, the new media united front work method will truly become an important channel and effective means for colleges and universities to carry out united front ideological and political work.

4.4 Cultivate high-quality new media united front workers

High-quality new media united front workers have the

characteristics of advancement, initiative, and foresight. They often have good ideological and political awareness and theoretical literacy, and have a strong understanding and grasp of our party's united front theories and policies. He has united front work experience, active and keen united front thinking, lively and outgoing personality, and has superb new media technology, and can fully integrate daily united front work into new media technology, and fully grasp the guidance of united front public opinion. This requires that the united front departments of colleges and universities should take a multi-pronged approach and continuously cultivate a team of high-quality new media united front workers.

5. CONCLUSION

With the continuous deepening of reform and opening up and the continuous development of the socialist market economy, some people are increasingly deviating from our socialist core values under the influence of Western individualism, money worship, and self-interest. Non-party people in colleges and universities are also senior intellectuals, not only affecting the country's economic construction and social development, they often have unique views on the country's political and social development, and occupy a very important position in social public opinion. To do a good job in the united front work in colleges and universities, in addition to scientific and clear guiding ideology and work concepts, we also need to continuously innovate various systems and mechanisms in actual work and enrich related theories. Use new media to do a good job in the united front work in universities and improve the effectiveness of the united front work in universities. Gather the wisdom and abilities of non-party people in colleges and universities, so as to help the united front work of colleges and universities, and help the rapid development of society and the country.

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Research on the Existing Problems and Countermeasures of Outdoor Safety Education for Teenagers

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Abstract: In recent years, campus security incidents occur from time to time, and the security situation is not optimistic. The youth group has the characteristics of incomplete physical and mental development, poor risk identification ability, lack of self-protection ability and so on. The safety of students has attracted the attention of all walks of life. With the improvement and promotion of outdoor education in recent years, outdoor safety education as a new form of safety education has gradually entered people's attention. As a new thing, it always has its shortcomings and needs to be further improved. Starting from the three elements of education: educators, learners and educational influence, this paper analyzes the hidden danger factors of outdoor safety education, and puts forward relevant preventive measures from the three levels of society, school and family.

Keywords: Youth safety education; Situation analysis; Countermeasure's research

1. INTRODUCTION

With the continuous promotion and development of China's outdoor education for teenagers, the social demand for outdoor education is more and more urgent, and the promotion of youth outdoor education has become a hot topic. [1] At the same time, the safety problem of outdoor education for young people in our country has been widely concerned by the society, and the problem of insufficient outdoor safety education derived from it has gradually attracted the attention of the society.

2. ANALYSIS ON HIDDEN DANGER FACTORS OF OUTDOOR SAFETY EDUCATION

The safety behaviors of teenagers, coaches and managers interact with outdoor education environment, equipment and other factors. This paper will analyze the hidden dangers of outdoor education based on the three elements of education: educators, learners and educational influence.

2.1 Hidden risk factors in the aspect of educators

The factors in the aspect of educators includes lack of professional ability and improper organization of activities, lack of activity education experience, and complex and difficult to supervise environment.

For a worker engaged in outdoor education, on the one hand, when facing a wide range of outdoor projects, it is necessary to master the technical points of each project and the safety problems involved; on the other hand, the students are in adolescence, lively and full of personality, and need flexible teaching organization to guide learning, improve students' interest in learning and ensure the safety

of the process. But from the current situation, the professional knowledge and skills of some coaches are not perfect, and the form of teaching organization is improper. Teenagers have a strong interest in exploring strange environment, so educators should have rich safety knowledge and strong safety awareness, and have a clear and comprehensive understanding of outdoor risk points. From the reality, some educators lack the ability of risk identification, the safety concept is relatively backward, and they do not pay enough attention to the hidden danger factors of safety incidents.

The characteristic of outdoor education is to carry out education in the outdoor environment. The open environment, the uncertainty of the weather, the mobility of personnel and other factors determine the inevitability of its security risks. When educators engage in safety teaching activities, they should also supervise the whole activities, which puts forward higher requirements for educators.

2.2 Hidden risk factors in the aspect of the learner

The factors in the aspect of the learner are: the body is not fully developed and easy to be injured during activities; the ability of emotion regulation is weak, and conflict behavior often occurs.

Adolescence is the golden age of adolescence. At this stage, there is a certain gap between students and adults in terms of bone density, muscle strength and cardiopulmonary function. In the face of such intensive, difficult and risky activities as outdoor education, teenagers are easy to cause injuries and safety accidents in such activities.

Young people's weak safety awareness, immature physical and mental development, poor cognition and response ability to emergencies lead to the injury of young people in emergencies is far greater than that of adults [2], but it just becomes one of the hidden dangers in the process of education.

The physical development of adolescence is close to maturity, but the psychological level is still in development. During this period, teenagers' emotions often show strong excitement, excitement, frustration and depression, and they are very unstable. They tend to go from one extreme to the other, and adopt a negative way to solve problems. The lack of emotion regulation ability directly leads to the occurrence of conflict behavior.

2.3 Hidden risk factors in the aspect of education influence

The factors in the aspect of education influence are: the education content is complex, causing safety accidents; improper education methods lead to safety accidents.

Due to the diversity and complexity of the environment, the content of outdoor education has become diverse and complex. In the face of complex teaching content, teenagers are bored with the teaching content and process, and some important safety knowledge and operation can not be accepted and digested by learners, which directly leads to risk accidents caused by the lack of safety knowledge and technology.

As far as outdoor education is concerned, the reason why educational means are unreasonable is that the creation and selection of educational means are more difficult than the establishment of educational purposes, and the educational results caused by the use of educational means are sometimes unpredictable. [4] In the outdoor environment, the unreasonable use of educational means may lead to the occurrence of risk accidents.

3. SAFETY PREVENTION COUNTERMEASURES OF OUTDOOR EDUCATION FOR TEENAGERS

3.1 Social level

Whether it is outdoor education or the awareness of social safety, it will play a positive role in creating a safe environment for young people.

Firstly, to establish a sound legal system to promote the implementation of education safety is necessary. As the saying goes, "Nothing can be accomplished without norms or standards." Without the compulsory requirements of relevant laws and regulations, the implementation of safety education is difficult to really implement. Promoting safety education legislation and legalizing safety education is the most ideal way to promote the implementation of safety education.

Secondly, to promote the safety mode of outdoor education and form a consensus on education safety is necessary. As an innovative form of safety education, outdoor safety education has been concerned and recognized by the society in recent years. With the gradual establishment and maturity of the outdoor safety education mode, the focus has now shifted to promoting this safety education mode to the society, so that the society can reach a consensus on safety education and create a social safety education atmosphere.

3.2 School level

For teenagers, school is not only a place for education, but also an indispensable part of their life. As far as the current situation is concerned, most of the outdoor education for young people is based on the school, which puts forward higher teaching requirements and management system requirements for the school.

Firstly, schools should build a scientific and reasonable outdoor safety education curriculum system. According to different teaching environment and student groups, "what to teach" and "how to teach" are particularly important. Planning and constructing a scientific and reasonable outdoor safety education curriculum system can enable students to receive scientific outdoor safety education in an orderly manner and make the curriculum system "targeted" and "operable".

Secondly, schools should improve the professional ability and safety concept of safety education teachers. As the first barrier of safety education, the safety concept and

ability of teachers in school directly affect the effect of safety education. In order to eliminate the safety accidents caused by the lack of teachers' education ability, it has become an urgent need to improve the comprehensive quality of safety education teachers.

Thirdly, schools should pay attention to the physical and mental development of young people and conduct scientific guidance. Teenagers' body and mind will be further improved and developed, but it can not be ignored that this stage is also the key period of teenagers' body and mind fluctuations. In terms of physical development, it is intuitive and visible, but in terms of psychology, it is implied in the inner, and it is not easy to be found. This requires schools to pay more attention to the physical and mental development of young people, timely find problems, supplemented by "psychological counseling room" and other scientific ways to correct, in order to develop healthily.

3.3 Family level

Family education is the most fundamental education in the whole education system, especially for young people. It is the education of outlook on world, life and values, which has an important role and significance for people's healthy growth. [5] Family education, a subtle and practical form of education, is particularly important for the safety of outdoor education.

Firstly, families should pay attention to the teaching of safety behavior by words and deeds, and pay attention to the cultivation of safety concept. Family as the first place of education, and parents as the first teacher, they can be regarded as the foundation and importance of family education. As a natural instinct of human beings, imitation behavior determines that parents' unsafe behavior will be imitated by children, which requires parents to set a correct safety model in family life and strengthen the guidance and cultivation of safety concept.

Secondly, families should pay attention to the correction of wrong behaviors and the cultivation of safe behavior habits. Habit refers to the way of life formed for a long time. A bad habit will directly lead to some unsafe events. The youth stage is the golden age of habit formation. In this stage, the bad safety behavior of teenagers should be corrected in time, supplemented by correct safety education, so as to promote teenagers to develop good safety behavior habits.

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Discussion About the Measurement of School Academic Effectiveness

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Abstract: The question of how to measure school effectiveness is not new. It is, of course, bound up with fundamental questions about do schools have effect on students' outcome? If so, what is an effective school? How to best measure a school's effectiveness? The main purpose of this essay is to obtain an insight into the evaluation of school effectiveness and point out some of the concerns about measuring school academic effectiveness, with a discussion of different ideas about the definitions of school effectiveness.

Keywords: Effective school; Measurement; School effectiveness

1. WHAT IS MEANT BY THE TERM AN EFFECTIVE SCHOOL

Perspectives in economics demonstrate that effectiveness is related to the production process of an organization. This process can be demonstrated as a transformation of input to output through a process. Therefore, effectiveness may be described as the extent that the desired level of educational output is attained. Based on this view, some studies suggest that an effective school may be the one in which students progress further than might be expected, based on the different pupil input into those schools [1]. Other studies have emphasized the importance of the school process, especially school organization, administrative practices, and teaching processes. Therefore, the general way to define an effective school is by identifying the factors that make schools unusually effective. Those factors are strong educational leadership, school climate, high expectation of students' achievement, frequent monitoring of progress, co-operation, school culture and values, good classroom management, modeling of good behavior by teachers, pleasant working environment, and so on [2].

2. HOW HAS SCHOOL ACADEMIC EFFECTIVENESS USUALLY BEEN EVALUATED

The main motives for creating evaluation in education have three concerns, accreditation, accountability, and as a mechanism to stimulate improvement in education. These functions have a common purpose of stimulating school quality. According to the productivity perspective, the level of output is the core of quality judgments in schools. Thus, from a quality perspective, the focus of effectiveness is on the instrumental value of input and process indicators to maximize outputs [3]. However, it should be noted that types of outputs can be divided into cognitive output and non-cognitive output. In this essay, cognitive outputs, mostly in terms of academic achievement in core subjects, will be employed. Because of the accountability purpose, school

effectiveness is usually evaluated comparatively. In this sense, one of the ways to evaluate the school's performance is to compare average student scores in high stakes standardized examinations between schools. However, using league tables solely based on raw results has been strongly criticized by educational practitioners and researchers. They argued that it is an inadequate measure of school performance, without taking into account the context of a school and factors like student socio-economic background and attainment. Raw results are appropriate to represent student's academic performance, but they do not indicate how effective a school is made on students. Something more sophisticated is needed to measure schools more fairly and with more validity [4].

An alternative way to measure school academic performance is to make schools accountable for the progress shown by their students over a phase of schooling, which is known as a value-added approach. This concept of value-added rests on the assumption that schools will add 'value' to the outcomes of their students. Comparing schools' effectiveness based on value-added measurement means to find whether students in some schools make relatively greater or less progress than those in other schools in the same sample. Under this approach, factors that are associated with the school academic performance but over which schools have little or no control will be adjusted. Taking the stage of input into consideration, some input factors are under the direct control of the school. For example, schools can influence the distribution of financial resources and teacher commitment. However, factors such as students' prior attainment, socio-economic background, the grading phase of schooling, and the educational system, are beyond the control of the school. Goldstein and Thomas (1996) conducted a value-added analysis of A-level results based on individual student data and adjusted for intake achievement. They point out that failure to take account of prior achievement will lead to inaccurate inferences. In practice, the UK government has introduced a headline measure of progress named Progress 8, which measures student's progress between the end of primary school key stage 2 tests and the GCSE examination. The government argues that it is a fairer and more meaningful comparison for school accountability purposes because of the adjustment of student's key stage 2 prior attainment [5]. The Chinese government applies a similar measurement of school performance, based on the difference in examination results between a student's *Zhongkao* (high school entrance exam) and *Gaokao* (university entrance exam) [6].

3. HOW ADEQUATE ARE THESE APPROACHES TO MEASURING SCHOOL ACADEMIC EFFECTIVENESS

Measuring the value-added contributed by a school to its student outcomes offers a fairer way of presenting school performance, and even provides additional guidance for school self-evaluation and further improvement. In methodological terms, however, the underlying problems of how to achieve valid value-added measurement remain. Good and Brophy (1986) point out that the lack of concern with contextual factors will be regarded as a limitation of school effectiveness research. Based on the contextually sensitive school effectiveness research. Contextual variables, such as the school racial, ethnic, and social class (SES) composition of the student body, the grading phase of schooling, and the school size, should be taken into consideration in value-added measurement.

Second, school effectiveness evaluation seems to over rely on quantitative methods. Most school effectiveness research is situated within the quantitative-orientated tradition and the input-process-output-context framework is generally employed in school effectiveness evaluation studies. With the development of statistical techniques, multilevel modeling is widely recognized as a sophisticated approach to analyzing schooling data in hierarchical nature (for example, a data set of students is nested within the classroom in schools). However, quantitative measurement data alone (results of surveys) may not be the best measurement of the process variables. When researchers use the survey data alone, without collecting other necessary data, such as classroom observations, interviews, and other proximal indicators, it may be difficult to explain some research results [7].

Third, moving away from contextualization will result in weakness in the research. A simple value-added approach based only on controls for student prior attainment is criticized for its failure to ensure fair comparisons of school performance by missing the 'context-specific' educational phenomena, in their review of education quality, effectiveness, and evaluation in China, South America, and Africa, outlined that there are different landscapes of education reform in each education system and gives various calculations of value-added measures in China, Chile, and Zanzibar. Munoz-Chereau and Thomas (2016) compare the two-level value-added model (student and school levels), three-level value-added models (student, classroom, and school levels), and four-level value-added models (student, classroom, school, and context levels) using a sample of Chilean secondary schools. It points out the weakness of two-level models in drawing conclusions and advocates the use of the four-level model in the context of Chile [8].

Fourth, to obtain a valid evaluation result, there is a concern about time and cost. Sampling problems in school effectiveness evaluation have often been criticized because small samples cannot allow for generalization of the results. What is more, school effects are considered as consisting of ongoing processes. Thus, a preferable

indicator of a school's performance is the growth in student achievement, rather than student scores on one occasion. Hence, it is necessary to conduct a longitudinal large-scale study to assess school effectiveness. However, if a large enough sample of schools is selected to allow data analysis and study change over time, then the task will be extraordinarily difficult in terms of time and money.

Sammons et al. (2016) indicates another concern about communication of results. If the most effective way of measuring the school effectiveness appears to be made by the research, then can the results from complicated value-added models conducted by researchers be communicated to external audiences or have practical value? Therefore, the value of the way to measure school effectiveness should be extended to practical applications that could inform not only the governments or education authorities, but also individual schools, which could draw on the information as part of their self-evaluation of effectiveness.

4. CONCLUSION

In short, how to evaluate the effectiveness of a school is based on our conceptualization of an effective school. The key issue for the best evaluation of an effective school is to discuss how fairly and validly to measure and compare schools' performance. In consideration of the practical value, the factors that seem to motivate or hinder the application of the evaluation approach in a specific socio-cultural context should also be emphasized.

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System Construction of Ideological and Political Education Work Content of Higher Vocational Counselors

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Abstract: Vocational college students are about to enter the society to participate in work, so they not only need to have a wealth of knowledge reserves and professional practice ability, the ideological and political core literacy is equally important for them. Therefore, as counselors in higher vocational colleges, they should strengthen the ideological and political education of college students, and construct the content system comprehensively, so as to ensure the comprehensive development of college students. This paper first expounds the content of Ideological and political education of higher vocational students, the particularity of Ideological and political education work and the importance of the content construction of Ideological and political education in higher vocational colleges, and then puts forward personal opinions on the system construction of Ideological and political education work content of higher vocational counselors.

Keywords: Higher vocational counselors; Ideological and political; Education; System construction

1. INTRODUCTION

At present, the ideological and political work in higher vocational colleges is the key content of education. From the current situation, the ideological and political education in higher vocational colleges can mainly solve the political views and positions of college students, and then cultivate them to establish correct humanistic quality values. But at present, most of the higher vocational counselors focus on the students' learning, so there are some negligence in the ideological and political work.

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

The content and direction of Ideological and political work of students in each age stage are different, but the content is basically ideological, political, psychological and moral, etc. after these organic combination to form a whole, this can form a complete ideological and political education system in higher vocational colleges, which can not only connect with the previous education, but also form a complete ideological and political education system It can conform to the trend of the times. But in recent years, college students' Ideological and political ability should be improved, especially from the perspective of social development In terms of knowledge and skills education, moral education has not been implemented [1].

3. THE PARTICULARITY OF IDEOLOGICAL

AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

Higher vocational college counselors will not be able to choose their major because they will not be able to study in higher vocational colleges. Secondly, our country's higher vocational colleges generally focus on the training of skills, focusing on the cultivation of students' professional ability, so most of the students' learning time is put here, and the time that counselors can carry out ideological and political education on them will be greatly compressed. Finally, for the cultivation of talents, higher vocational counselors have certain particularity, because college students need to master the content is not only learning, but also to lay a good foundation for them to enter the society to participate in work in the future, so the humanistic quality is extremely important [2].

4. THE IMPORTANCE OF THE CONTENT CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES

The reasonable construction of the ideological and political work content of higher vocational college counselors is the essential demand of their own ability, because most of the counselors in higher vocational colleges have obvious deficiencies, they put most of their energy into the daily affairs management of students, so the ideological and political work has been ignored. In such an environment, students will naturally think that ideological and political education is not important to them. In addition, there is no standardized and systematic education system, so it is difficult for counselors to carry out their work, and the improvement of their own ability also has limitations. The traditional idea of Ideological and political education has been implemented in Higher Vocational Ideological and political education for a long time, so when vocational counselors carry out in-depth ideological and political work, they will have a huge impact on traditional education. From another point of view, the actual demand direction of each college student is different, and their future employment direction can be reflected. Therefore, the counselors in higher vocational education are often based on the actual needs of the development of college students to construct the work content, which is also the inevitable demand of the development of Ideological and political work in higher vocational colleges.

5. THE SYSTEM CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION CONTENT OF HIGHER VOCATIONAL

COUNSELORS

5.1 Ideological and political theory and mental health education of college students in adaptation period

Higher vocational college students from high school into the university is an educational stage of change, so they still need a period of time to adapt to life, so in the ideological and political work education, higher vocational counselors need to learn from their high school ideological and political teaching materials to contact, such as patriotism, ideals and beliefs and moral concepts, etc., these are the core values of socialism. The specific performance of the concept is also what vocational college students have been exposed to before. And for daily psychological counseling is more important, college students in adolescence for love, confusion for life and learning pressure will make their psychological deviation, so vocational counselors should make reasonable use of the network as ideological and political education assistance, find students' psychological problems from students' QQ and WeChat dynamic, online reasonable counseling, so as to make sure Keep their mental state healthy [3].

5.2 Career planning education for college students during their development

Most of the higher vocational college students will go to work after graduation, so when they are in college, counselors need to strengthen the education of students' career planning, so that they can plan their own life goals and avoid confusion. When they participate in the political competition, they should not participate in the ideological and practical work of every college student, so they should not only participate in the ideological and practical work, but also participate in the practical work. For example, counselors propose that the university should hold a career planning competition for college students, and set up rich prizes to guide students to participate. In the process of planning their own career, college students actually belong to the category of Ideological and political, so that they have goals and build self-confidence.

5.3 Employment guidance and professional ethics education in the mature period of University

Junior college students are about to graduate, so they must have mature thinking and emotion to consider and deal

with problems, and higher vocational counselors must have the ability to analyze market trends and development trends, to list out for students, so that they have a certain sense of crisis, so during the school they have to seriously consider the future direction of development. Then, teachers should use the computer information network to search for some large and stable enterprises according to their major to show them, so that college students have the goal of struggle and yearn for the future life. Moreover, we should pay attention to their professional ethics, which also lays a good foundation for their future life and development [4].

6. CONCLUSION

To sum up, the counselors of higher vocational colleges must strengthen the ideological and political education of college students, so that they can establish a correct outlook on life, values and the world. In this way, it will not only be conducive to college students' learning or dealing with people, but also enable them to plan their own lives, and then be positive and optimistic in their future life and work. This is the essence of Higher Vocational College Counselors' work.

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On the Development of English Reading Course in Higher Vocational Colleges

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Abstract: In today's era, if all walks of life want to seek further development, it is bound to go abroad and strengthen foreign contacts. English ability is also playing an increasingly important role in career development, and English ability has gradually become the core requirement of the society for high-quality talents. However, in the current English Teaching in higher vocational colleges, not only the students' English foundation is poor, but also there are great deficiencies in teaching philosophy and teaching methods. As a result, the students cultivated in higher vocational colleges often do not have proficient English communication ability, which seriously limits the students' future life development. Higher vocational colleges must be in the spirit of being responsible for students, effectively improve students' English learning conditions, comprehensively promote the reform of English reading, and enhance students' English core literacy.

Keywords: Higher vocational colleges; English teaching; Reading teaching; English reading

1. INTRODUCTION

With the advent of the information age, the world is increasingly connected as a whole, and the global economic and cultural exchanges are increasingly close. In this situation, if we want to realize the great rejuvenation of the Chinese nation, we must increase cooperation and exchanges with other countries. English, as the most widely used language in the world, is playing an increasingly important role in all walks of life in our country. As a place to cultivate "professional" talents, higher vocational colleges need to pay attention to the core needs of the industry for talents, so as to better cultivate students. Only by effectively enhancing students' English ability, can they win a broader development space for students. However, in the process of English Teaching in higher vocational colleges, there are still many disadvantages, especially in the aspect of English reading, which restricts the improvement of students' English core literacy and urgently needs to be effectively solved.

2. THE SHORTCOMINGS OF ENGLISH READING TEACHING IN HIGHER VOCATIONAL COLLEGES AT PRESENT

2.1 No clear education orientation

No matter in any subject learning, teaching objectives are extremely important. A good teaching objective can not only effectively motivate teachers to complete teaching tasks and encourage students to complete learning tasks, but also scientifically guide teaching activities, so that teaching activities can be carried out in an orderly way. But in the current English reading activities in higher

vocational colleges, not only there is no clear teaching orientation, even many teachers don't know what the core goal of English reading teaching is, just according to the textbook content to explain. At the same time, the content of teaching materials is more inclined to daily English communication, without too much design of professional content. The fundamental purpose of English Teaching in higher vocational colleges is to enable students to flexibly use English to communicate in their careers, which leads to the "professionalism" of English Teaching in Higher Vocational Colleges, paying more attention to the learning of professional terms, and the simple daily English communication content can not meet the needs of student's Future career needs [1].

2.2 Students' English literacy is low and there is a serious polarization phenomenon

Due to the general prejudice against higher vocational colleges in the society, most students only regard higher vocational colleges as the substitute for the failure of college entrance examination. The first choice of students is higher vocational colleges. At the same time, due to the continuous enrollment expansion of Higher Vocational Colleges in recent years, the quality of students that higher vocational colleges can recruit is significantly reduced. In this education trend, students' English literacy can be imagined, basically at a low level, coupled with the source of higher vocational college students also include secondary vocational college students, resulting in the further reduction of students' overall English level. Moreover, there is a big gap between the students' English level. Although the students' English level is generally low, there are also a few English partial students who have a very high level in English, which leads to a serious "polarization" phenomenon in students' English literacy, which leads to the situation that teachers often have no way to start in the design of teaching activities, and the teaching content is poor Too basic is not conducive to the optimization and improvement of students with good English foundation; too difficult teaching content is not conducive to lay a solid foundation for students with poor English foundation [2].

3. EFFECTIVE MEASURES FOR THE FURTHER DEVELOPMENT OF ENGLISH READING IN HIGHER VOCATIONAL COLLEGES

3.1 Clear education orientation and professional English reading teaching policy

According to the characteristics of Directional Cultivation of "professional" high-quality talents in higher vocational colleges, in the process of English reading teaching, we should also develop towards the "professional" direction, further clarify the education orientation, promote teachers

and students to realize the fundamental significance of carrying out English reading teaching activities in higher vocational colleges, so as to integrate more "professional" factors into English reading teaching, and let students establish a harmonious relationship. Set up a perfect professional English knowledge system to help students better carry out the work.

3.2 Strengthen information construction and build multimedia classroom

Reading teaching is a very open teaching activity. No matter the English foundation is good or bad, students can learn nutrition from reading teaching activities. Students with poor English foundation can choose simple English texts to read; students with poor English foundation can choose difficult English texts to polish their own quality. However, in the traditional English reading class, due to the teachers' limited energy and class time, teachers can only explain the limited English texts in great detail, and can not explain all the difficult reading texts to meet the reading needs of all students. In the multimedia classroom, we can not only rely on the huge educational resources of the Internet to select English reading texts of various difficulties and subjects to meet the English reading needs of different students, but also make exquisite multimedia courseware to make students understand English texts more thoroughly and efficiently, and shorten the time for teachers to explain a single reading text. At the same time, students can copy the multimedia courseware and go home to study it carefully, which can effectively solve the serious problem of "polarization" of students' English level in the class.

3.3 Improve the importance of English Reading Teaching in Higher Vocational Colleges

In the view of some higher vocational colleges, students want to learn a living technology in higher vocational colleges. For the better development of students in the future, educational resources and energy should be mainly focused on the teaching of knowledge and skills. Although English has been set up under the requirements of higher

education departments, it has not been given enough attention. In order to effectively improve students' English literacy, it is necessary to improve the attention of higher vocational colleges, so that higher vocational colleges realize the importance of English ability to students' future development. If students want to seek greater development space in the industry, English ability is an indispensable important arm and an important ladder for students to become high-quality talents.

4. CONCLUSION

Facts have proved that the traditional teaching methods of English reading in higher vocational colleges have increasingly shown their backward nature and no longer meet the needs of students' development. If the corresponding teaching reform can not be made in time, it will not only waste a lot of valuable education time, but also can not form an effective help to improve students' English ability. Therefore, higher vocational colleges should be aware of the shortcomings of the traditional English reading teaching mode and make up for them, so as to bring students a better English reading teaching experience. At the same time, teachers should give students the most scientific guidance in the process of learning English.

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The Modernity Construction of Chinese Traditional Wushu Aesthetic Culture

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Abstract: Traditional Wushu is the cultural heritage of the Chinese nation, and has a very rich cultural heritage. It has been handed down for a long time in China. With the development of history, traditional Wushu has been continuously improved in the long history and has been handed down to now. In a broad sense, traditional Wushu has many good effects, such as physical fitness, self-cultivation and sentiment cultivation. Due to the development of society, the people have diversified views on traditional martial arts. The aesthetic angle of traditional martial arts has also been changed, and the aesthetic culture of traditional martial arts has a new interpretation.

Keywords: Construction; Traditional culture; Aesthetic

1. INTRODUCTION

The rapid development of today's society has caused a certain degree of cultural impact on traditional martial arts. Compared with traditional martial arts, we need to make changes to deal with new opportunities and challenges. The construction of modernity is very important for traditional martial arts. Improving the form of martial arts is beneficial to the survival environment of traditional martial arts and also plays a key role in the development of aesthetic culture of martial arts.

2. THE AESTHETIC COMPOSITION OF CHINESE TRADITIONAL WUSHU

As the treasure of Chinese civilization, traditional Wushu has experienced the baptism and polishing of traditional culture for thousands of years. It is not easy to develop in today's society. People of modern civilization have almost persistent views on aesthetics. Traditional Wushu needs to make changes in the form of action, and show the changes and cultural heritage of traditional Wushu in the network, television and media. Form, shape and mood are the key to traditional Wushu aesthetics, and the performance of traditional Wushu itself can give people a feeling of passion. The intervention of aesthetics makes traditional Wushu have an effect of making people enjoy themselves and immerse themselves in it. Although the action form of traditional Wushu gives people an ordinary view, because many Chinese Kungfu martial arts are famous. The successful shaping of star makes people have enough interest in traditional martial arts, and makes the propaganda of traditional martial arts and people's acceptance to a higher level [1].

3. THE MODERNITY OF CHINESE TRADITIONAL WUSHU AESTHETIC CULTURE

3.1 Characterization

Due to the tricky aesthetic angle of modern people, Chinese Traditional Wushu carries on the modernity

construction and transformation in the aesthetic culture, and promotes the current development of traditional Wushu. The change of traditional Wushu in aesthetics makes it occupy a place in today's society. "Only meaning but not words" is most suitable for traditional Wushu. From the beginning of the 20th century, the changes of traditional Wushu and the sports exchanges and integration around the world not only promoted the popularity of Chinese Traditional Wushu in the world, but also influenced many countries by the excellent martial arts ethics of Chinese Wushu. At the end of the 20th century, traditional Wushu met the difficulties faced by the international development, and the traditional Wushu also made corresponding changes. Among them, the change of traditional martial arts in artistry is the most eye-catching. It brings people spiritual pleasure and the beauty of mood enjoyment by means of movies, TV dramas and stage plays. It also shows the inheritance of traditional martial arts skills and the combination of spirit and form, indirectness and social development. It plays enough power in the inheritance of martial arts and interprets the essence of traditional martial arts without violating the prerequisite of social development God, a new interpretation of the aesthetic culture of Chinese martial arts.

3.2 Reflection

Although traditional Wushu has developed well in the process of aesthetic change, it still needs the inheritors of Wushu to keep their original intention, so that traditional Wushu will no longer suffer from the foul air. Due to the ancient martial arts materials and historical allusions left behind, there is not much development of the connotation beauty of martial arts, so there is still room for people to explore the traditional martial arts aesthetics, create the visual impact effect with the beauty of martial arts form and artistic conception, and purify the soul [2]. In the development process of traditional Wushu aesthetics, there are many uncertainties, which often lead to deviation in the direction of exploration and affect the healthy development of traditional Wushu. It is not careless to reflect on the modernity construction of traditional Wushu. What's more, it needs large-scale Wushu inheritors to stick to their heart, transfer the connotation and essence of traditional Chinese Wushu, and innovate and change the traditional Wushu aesthetics To stand out in a new social culture.

4. THE MODERN CONSTRUCTION STRATEGY OF CHINESE TRADITIONAL WUSHU AESTHETIC CULTURE

4.1 Body as beauty

The idea of "taking body as beauty" in traditional Chinese

Wushu emphasizes the essence of Chinese Wushu, which is mainly constructed by the theory of body and mind as a whole, and the traditional Chinese Wushu, which is based on body philosophy and body aesthetics. Chinese martial arts, which is used for daily exercise, has become a way for most people to do morning exercises. It can not only strengthen the body, but also smooth Qi and blood, cultivate self-cultivation. The exploration and integration of traditional Wushu is a key link to make traditional Wushu brilliant and high-quality inheritance. However, due to the diversification of Wushu content and various boxing and kicking schools, the excavation and arrangement of traditional Wushu has become a magnificent project with full sense of responsibility. The comprehensive aesthetic construction of traditional Wushu combined with music and dance factors can lead to spiritual sublimation and purification with the melody rhythm of music [3]. Traditional Wushu itself is the key to the body movement form and artistic conception, but in the current era of cultural diversity, traditional Wushu must widely promote and publicize the concept of Wushu, and endow traditional Wushu with today's social value. The content richness of traditional martial arts is a way to improve people's recognition of martial arts. It is not only through continuous exploration and sorting out martial arts content, but also needs to create martial arts content in line with the times. For example, the chairman of Shanghai Mulan Boxing Association, Mr. Ying Meifeng, was created after 20 years of dedicated research. While retaining the foundation of martial arts, it also combines the basic skills of a variety of martial arts projects. At the end of the day, Mulan Boxing combines Qigong and fitness concept, which can not only strengthen the body, but also enjoy a high degree of appreciation. Mulan Boxing is strong because it meets people's needs for physical fitness and good resistance to various diseases.

4.2 Life aesthetics

Due to the healthy development of modern society and stable social living environment, Chinese people gradually begin to pay attention to some fitness, health and other exercise goals for the purpose of health. Because Chinese traditional martial arts can enhance physique, activate muscles and bones, it can stand out in a variety of modern art, because the change of traditional martial arts aesthetics can understand a large number of people and help them to detect their inner activities, so as to enhance people's recognition of traditional Wushu. In the inheritance of Chinese traditional martial arts, there are

always apprentices who inherit the master's mantle. It is this admirable inheritance spirit that leads to the further decline of traditional martial arts. In today's era of rapid development of science and technology, there are many programs or competitions around martial arts. It is inevitable that accidents will occur in the competition, which leads to a large number of people have some different views on traditional martial arts. Although martial arts are developing well, there are still some people who are interested in martial arts fans because of the lack of traditional martial arts spirit. A different perspective, so in the construction of the modernity of traditional martial arts aesthetics, the enrichment and improvement of traditional martial arts spirit is very important. The significance of Chinese traditional martial arts is to stop fighting and ensure the ability to stop fighting. The inheritance has evolved into the existence for the purpose of protecting life and strengthening physique, and the spirit of traditional martial arts inheritance is for the nation's belief. The power of the family is to protect the life and property of the people. Therefore, we should understand and develop traditional Wushu from the perspective of national development, and explore its cultural value.

5. CONCLUSION

The position of Chinese traditional martial arts in the long history is extremely important. In today's society, in order to promote Chinese martial arts, we should make reasonable changes, and let people understand the beauty of traditional martial arts from a new aesthetic point of view. In the construction of the modernity of traditional Wushu aesthetics, we should promote the development of Wushu Morality and aesthetics of traditional Chinese Wushu, maintain the national characteristics and look at the future development of traditional Wushu from a higher perspective, and explore the spiritual and cultural values to pass on to more and more inheritors of traditional Wushu.

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Construction of Teaching Quality Evaluation System Based on Blending Teaching

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Abstract: Considering the reformation demands of the “Internet Plus” era, the blending teaching model gives a new meaning to the learning methods. Constructing blending teaching quality evaluation system of sustainable development for the protection of blending teaching activities is one of the key points to promote the reform of mixed curriculum teaching. This study is based on the establishment of evaluation index system of epistemology and methodology, combined with teaching design and implementation process, the construction of blending teaching quality evaluation system and practice application, in order to achieve the expected teaching goals.

Keywords: Blending Teaching; Teaching Quality; Evaluation System.

1. INTRODUCTION

Combined with modern information technology and network technology, blended teaching has become an important breakthrough in the teaching reform of higher education innovation, the effectiveness of blended teaching has attracted more and more educator’s attention and research. The advantages of the blended teaching have been fully demonstrated: the optimal combination of teaching resources, personalizing knowledge and the generation of creative knowledge, short teaching time and timely feedback. The evaluation-based blended teaching mode combines the three stages of pre-class, in-class and after-class teaching, as well as the two levels of online and offline teaching effectively. So it is difficult to assess the teaching quality of blended teaching in the university. The analysis of blended teaching’ characteristics cannot be performed comprehensively. And there is a lack of systematic and dynamic analysis of the blended teaching. This paper discusses the shortcomings of the current blending teaching model, and puts forward the importance of the construction of the mixed teaching model evaluation system in colleges, thus laying the foundation for the evaluation of the blending teaching quality of different disciplines and courses, and then promoting the reform of education and teaching.

2. THE PROBLEMS OF CURRENT EVALUATION OF BLENDING TEACHING

There are some problems mainly reflected in the following aspects in current blending teaching evaluation.

2.1 The Evaluation Item System Lack of Operability

At present, the evaluation contents are too complicated including online and offline, learning the whole process of the teaching process, and also includes evaluation of the course content. In order to reflect comprehensive, it also set the weight of evaluation index and score, so it is very

difficult to execute completely in the actual operation process. In addition, many teachers are responsible for the teaching of multiple classes. Some indicators, such as online discussion performance, require teachers to rely on experience to quantify the performance of different students. Obviously, it is very difficult for teachers to calculate all the indicators in the complex indicator system within a limited time and effort. Therefore, in future research, it is very important to effectively streamline the indicator system and improve its operability.

2.2 Evaluation Item System lack of Completeness

Compared with traditional teaching, the design of the teaching process is based on the student’s pre-class, in-class and post-school learning activities, including the task arrangement before the class and the students’ self-learning, classroom teaching activities, after-school students’ reflection and learning evaluation. Effective teaching evaluation can not only reflect the students’ existing knowledge and learning, but also help students improve their scientific exploration ability. However, the current blending teaching in colleges and universities mainly through the online learning situation of students, mutual evaluation of “students- students”, mutual evaluation of “teacher-student” and final exams to complete the assessment of teaching quality[2]. Obviously, this evaluation indicator system is not scientific enough. For example, the number of times that a student logged into an online course and the time they watched the video did not really reflect the student’s learning. Some students open the video just to complete the learning task and get the corresponding results. But he/she did not really learn. Therefore, how to distinguish the students who really learn from the evaluation content and effectively distinguish the students who are perfunctory is the urgent goal of the blending teaching evaluation system.

2.3 Evaluation Methods Lack of Diversity

As far as teaching methods are concerned, the blending teaching mode pays more attention to the interaction between “teacher-student” and “student-student”, and its teaching effect is directly reflected in the cooperation and communication ability of students. At present, most scholars who are in the study of classroom teaching evaluation methods often establish a classroom teaching evaluation index system, and then use the Analytic Hierarchy Process (AHP) to calculate the evaluation of teaching evaluation indicators. Some other scholars have tried to use the data envelopment analysis (DEA), BP neural network model and fuzzy comprehensive evaluation method to calculate the classroom teaching evaluation indicators [3]. However, in either case, there are problems such as less sample data collection and

insufficient practice testing. Therefore, the applicability and feasibility of this evaluation method requires further analysis.

3. THE PRINCIPLES OF CONSTRUCTION OF TEACHING QUALITY EVALUATION SYSTEM

Building diversified teaching evaluation system should follow the following three principles:

3.1 Dynamic Evaluation Process

Process evaluation, is the assessment and evaluation of a certain standard according to the learning process condition and the learning achievement evaluation based on the results of the assessment and evaluation. Summative assessment is at the end of the learners' learning activities to determine their learning effect and learning results are based on certain standard assessment and evaluation. Teaching requirement is no longer just the "youngster" way of summative assessment to evaluate students' learning results, but also should focus on the process of evaluation of students' autonomous learning [1]. Therefore, to complete the evaluation system, it shall be based on procedural summative evaluation results, the result of appraisal, the comprehensive reflects the students' learning situation and learning effect.

3.2 Diversification of the Evaluation Subjects

Blended teaching mode is focus on "students as the main body, teachers do the dominant" double teaching method class. The communication between students and teachers is inseparable during class and after-class. The body of the evaluation in blending teaching should be from the single subject teachers to diversified main body. The teachers as designers and organizers of teaching, guidance, monitoring and evaluator, the evaluation main body status of them cannot be moved. Students become a learning main body responsible for learning and growing under the guidance of teachers, through the "evaluation of middle school", "teaching middle school" internalization of complete knowledge and skills at the same time, to arouse the enthusiasm of autonomous learning, to form the sense of responsibility[4].

3.3 Comprehensive Evaluation Content

The traditional teaching evaluation content takes the master of knowledge and understanding and the proficiency of motor skills as the main evaluation content. The blending teaching evaluation content mainly includes autonomy evaluation and peer evaluation and mutual between teachers and students to the students' all kinds of paper test and online operations test, the student independent inquiry and teamwork to explore the evaluation of learning outcomes and online discussion and team contributions and participation.

4. CONSTRUCTION OF TEACHING QUALITY EVALUATION SYSTEM

4.1 Evaluate Design Ability of Blending Teaching

In addition to traditional classroom teaching, how to make full use of the online teaching environment for mixed teaching design should become an important part of teacher evaluation. Whether the teacher's goal is clear, whether the difficulty is outstanding, whether the teaching system is reasonable and logical, and whether the teaching content on the network platform is rich, these are

important evaluation indicators for teachers' teaching evaluation under the blending teaching mode. Under the blending teaching mode, teachers should reconstruct all the contents of the original course according to the characteristics of the mixed learning. In order to full use of the advantages of online learning, the video online learning discussion will be added in the teaching process. The form of assignment submitted by students is no longer just a traditional text assignment, but can be submitted with photos or videos to better understand the students' practical ability [5].

4.2 Evaluate Learning Effect of Students

The ultimate goal of blending teaching is to improve the learning outcomes of students. Therefore, teachers should give appropriate comments and guidance through the student's work display and learning experience sharing. This is also an important part of teacher evaluation. In the process of constructing the teaching evaluation system, the degree of students' interest in learning, the improvement of thinking ability and the mastery of curriculum knowledge are important indicators of teacher teaching evaluation under the blending teaching mode. It can be seen that the students' self-inquiring learning results, students' homework and test situations are important basis for teacher evaluation.

4.3 Result Evaluation Changed to Process Evaluation

The construction of the blending teaching quality evaluation item system is influenced by factors such as the nature of the course and student objects. It is feasible to construct a blending teaching quality evaluation item system at a specific level of education. In particular, the reform of student performance evaluation methods is one of the key points in the reform of college mixed teaching mode. It directly affects the implementation of the reform concept and the success or failure of the realization of the reform objectives. The traditional teaching model uses the final student scores to examine the mastery of the students' knowledge. Obviously, this evaluation method can no longer meet the needs of the development of colleges. The university's blending teaching model reform, while absorbing modern educational information technology such as the Internet and cloud computing, brings together various video resources, study materials and faculty strengths, and promotes the methods of student performance evaluation around the core tasks of curriculum construction, and promote corresponding reforms [6].

In the method of student achievement evaluation, it is necessary to combine the usual examination with the final examination, the combination of online evaluation and offline evaluation, and the combination of learning result evaluation and learning process evaluation. In the content of evaluation, it is necessary to examine the mastery of theoretical knowledge of college students, as well as the ability of theoretical analysis and problem solving of college students, and focus on the theoretical literacy level of college students. In the evaluation process, it is necessary to reflect the multi-dimensional evaluation, and to include the teaching video watching, online interview, course test, participation, after-school homework, reading

materials and other content into the evaluation system.

5. CONCLUSION

Hybrid teaching quality evaluation should be based on the characteristics of different courses to design different means and methods of evaluation, also should consider learning platform, tools, methods and characteristics of students and class size, to carry out evaluation activities. Diversified evaluation method based on hybrid teaching process and main body with the combination of quality evaluation system can objectively reflect the real student learning behavior, attitude, and the correlation between the result, but it is inevitable that the teaching evaluation activities smoothly needs teachers to pay a lot of time and energy, also need to constantly encourage learners to cooperate actively, this is the pressure of heavy teachers teaching and scientific research is a realistic problem urgently to be solved. Is worth looking forward to, the newly arisen study analysis technique can provide hybrid teaching quality evaluation with solid technology and means of support, pay more attention to students' cognitive process. With the further development of hybrid teaching practice, teaching quality evaluation will also become more intelligent, standardization and systemization.

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Exploration on Teaching Model of Chinese as a Foreign Language in a Chinese Cultural Context

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Abstract: This paper discusses the characteristics and advantages of teaching Chinese as a foreign language in a Chinese cultural context, and introduces the experiential teaching model of Chinese as a foreign language in Shandong University of Technology, hoping to be helpful to the teaching Chinese as a foreign language.

Keywords: Chinese culture; Experience; Teaching Chinese as a foreign language

1. INTRODUCTION

With the internationalization and globalization of higher education, the number of international students in China has also increased rapidly. In this context, how to make good use of the language and cultural environment of the target language country to improve the Chinese proficiency and communicative skills of international students has become a focus in teaching Chinese as a foreign language. Based on the elementary Chinese courses for international students from Shandong University of Technology, We built an "experience-activity-reflection-practice" teaching model of Chinese as a foreign language and achieved good results [1-3].

2. THE CHARACTERISTICS AND ADVANTAGES OF TEACHING CHINESE AS A FOREIGN LANGUAGE IN A CHINESE CULTURAL CONTEXT

Compared with learning Chinese in their own country, the target language environment has become the biggest advantage for international students in China. The theory of second language acquisition environment and implicit curriculum theory also emphasize that the external environment has an important role in language acquisition. Therefore, how to make good use of the target language environment to effectively promote the enthusiasm and effect of international students in Chinese learning has become a topic of great value and significance. In general, the characteristics and advantages of teaching Chinese as a foreign language in a Chinese Cultural Context are as follows:

2.1 High quality and frequency of language input

In addition to receiving systematic language teaching in class, international students have more opportunities to contact and use Chinese in extracurricular life. And the Chinese spoken by Chinese teachers is naturally more pure than the native language teachers of their own country.

2.2 Diversified learning methods

In addition to classroom activities, there are a wealth of learning methods to choose from outside of class, such as

watching TV, listening to music, going to travel, shopping, chatting with Chinese friends, etc. General daily life is the process of Chinese learning and application.

2.3 Continuously enhanced learning motivation

Learning in the target language environment, the natural acquisition of Chinese in the communication process and daily life will arouse and strengthen the learning motivation, so that learners maintain a higher interest in learning and continue to strengthen this motivation under successful communicative behavior.

2.4 Improved knowledge and understanding of Chinese culture

Language and culture are inseparable, language is the carrier of culture, and culture is the content of language. For language learning, cultural cognition and understanding helps to enhance the effect of language learning. Learners who study Chinese in their own country pay more attention to language knowledge and language structure, while learners who study Chinese in China have more opportunities to get in touch with and understand Chinese culture in their daily lives, which is very helpful for learning Chinese.

3. THE CONSTRUCTION AND PRACTICAL EXPLORATION OF THE EXPERIENTIAL TEACHING MODEL OF CHINESE AS A FOREIGN LANGUAGE

Teaching Chinese as a foreign language in a Chinese cultural context not only has the commonality of general language teaching, but also has characteristics and rules that are different from teaching Chinese as a mother language or teaching Chinese as a foreign language. This requires teachers to pay attention to students' learning experience and personality in class, at the same time highlighting the advantages of the target language environment, focusing on non-classroom teaching activities and social language practice. Based on the actual situation of international students in Shandong University of Technology, we built the experiential teaching model of Chinese as a foreign language, which can be summarized as the following links: experience-activity-reflection-practice.

3.1 Experience link: create a situation and guide students to perceive language materials

The key to this link is the creation of context. For example, teachers can use the following methods when teaching elementary Chinese comprehensive courses:

Physical display. Teachers use methods such as physical objects, actions, pictures, and video presentations when teaching content that has a strong sense of objects or

images (such as some nouns, actual verbs, etc.), so that international students can gain intuitive language experience

Role performance. Teachers organize international students to carry out sitcoms, drama sketches, role-playing and other activities in class to simulate real life scenes and create virtual communication situations to make them feel, understand and use language in performances

Impromptu context. Teachers randomly select the real situation as the teaching content. For example, when teachers explains the grammatical functions of "才" and "就", they use the early and late arrivals of international students as examples to design the context and guide them to say sentences: "We had class at 8 o'clock. A didn't come until 8:20. B came just at 7:45 today. "

Game. Teachers adopt the game teaching method, take the learned words or grammar as game items, and prepare some simple and easy-to-execute instructions for the international students to complete in groups or individually. For example, when learning "把" sentence, Students take turns to practice this new sentence pattern under the teacher's demonstration, one says instruction with "把" sentence and the other person to do the action. In this way, not only the classroom is enlivened, but sentence pattern practice is also strengthened in the game.

3.2 Activity link: design tasks and guide students to complete them cooperatively

Group activities are a common form of classroom teaching, usually two or more students cooperate with each other to complete the assigned tasks, among which the selection and arrangement of communication tasks are extremely important factors. Pica, Kanagy and Falodun once divided tasks into five categories in an interactive way: information-gap tasks, jigsaw tasks, problem-solving tasks, decision-making tasks and opinion exchange tasks [1]. Take this as a reference, we designed corresponding group activities, such as using jigsaw tasks to practice "把" sentences. The teacher made cards, some of which are written with items such as books, pens, glasses, money, photos, etc., while other cards are written with locations such as bookshelves, pen pockets, wallets, etc. The students are divided into two teams, taking turns showing cards and conducting question-answer exercises.

3.3 Reflective link: help students reorganize experience and achieve a dual language construction

This step is the key to experiential teaching and the process of transforming learners to conscious and purposeful practice. Teachers should pay attention to setting up a practical context so that international students can verify the correctness or appropriateness of knowledge through exercises. The forms of exercises can be varied, such as performances, interviews, reports, and writing. For example, after completing the lesson of "Ask for Directions", students can understand and master the vocabulary and syntactic expression required for asking directions, then the teacher instructs the students to practice and consolidate what they have learned in the classroom by means of simulated performances. In this simulated language communication activity, the students are passers-by, direction-seekers or temporary bystander,

but the purpose of the activity is the same, all for the correctness and appropriateness of language usage. At the end of the activity, the teacher summarizes or guides the students to summarize the language expression related to "asking for directions", and analyzes the problems in the content and method of language expression to ensure that the international students have completed the reorganization of experience, as well as the language form and meaning Construction.

3.4 Practice link: assign students after-school language practice tasks to ensure them improve their language skills
The end of a lesson does not mean the end of the learning activity. The teacher should also arrange appropriate language practice activities. This kind of language practice activity is not a mechanical repetitive exercise of classroom teaching, but as an extension and expansion of it, which is an organic part of experiential teaching of Chinese as a foreign language. The selection and setting of language practice tasks should fully reflect the focus of classroom teaching, aiming to exercise the practical language ability of foreign students. For example, after learning the language expression of "shopping", foreign students are required to go to the mall or market to shop individually or in groups, and then present their shopping experience by their favorite ways in class.

In this way, classroom teaching and after-school language practice are closely linked. In order to complete language practice tasks, international students will inevitably pay more attention to what they have learned in the classroom, and after-school language practice has given international students a real experience and reinforcement in real life.

4. CONCLUSION

In summary, the experiential teaching model of Chinese as a foreign language is still based on classroom teaching, but it has abandoned the overhead practice of copying books and mechanical drills, paying attention to creating a real context, combining book knowledge and real situations into one, encouraging and helping foreign students to integrate into the Chinese community through communicative tasks, Language practice and other activities, so that Chinese knowledge and culture can penetrate all aspects of the study and life of foreign students. In this way, international students are fully exposed to the Chinese environment, not only can obtain real language materials and communication experience, but also can strengthen their cognition and understanding of Chinese culture, and the latter will further promote the improvement of Chinese listening and speaking skills and form a more Stable and lasting learning motivation, which will have a positive effect on Chinese learning, this has been proved in our teaching practice.

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Research on The Teaching Reform Of "Central Banking" Course Based On "Research Learning"

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Abstract: Under the new situation, in the information age, research-based learning needs to clarify the nature and basic content of the curriculum, lay a practical foundation, and implement the strategy of learning resource combination. Strengthen the interaction in the process of teaching, choose an effective way to guide autonomous learning. Special research activities should be carried out in the course teaching, and quality development should be emphasized in the research. Therefore, taking "central banking" as an example, this paper first puts forward the contents that need to be explored, and then, according to the current situation, targeted to build a scientific curriculum reform measures, cultivate students' independence of thinking, and implement development in the direction of innovation, so as to lay a good foundation for students' future development.

Keywords: Research learning; Central banking; Teaching reform

1. QUESTION RAISING

In the process of practice, the traditional concept of "cramming" teaching method has been unable to meet the development of modernization. "Central banking" belongs to the professional category of financial discipline, which is not only difficult, but also involves a wide range of interdisciplinary subjects. Students can only find problems, experiment, operate and investigate independently. Only in this way can we promote the initiative of learning in the long-term process [1-4]. The research-based learning method can develop research ability and innovative spirit in the perspective of problem and autonomy, inquiry, process and practice. Effectively combine the theoretical knowledge and practical content, enhance students' practical ability, enhance students' spirit of cooperation and cooperation, and increase the construction of innovation ability. In view of this, how to use research-based learning to reform the teaching of "central banking"? Under the current situation, many scholars need to explore the focus.

2. TEACHING REFORM PATH OF "CENTRAL BANKING" COURSE BASED ON "RESEARCH LEARNING"

2.1 Design path

2.1.1 Design principles and guiding ideology of teaching scheme

In the process of implementing the teaching of "central banking", we need to use research-based learning to stimulate students' learning initiative, maintain the integrity of the content and increase the universality of

knowledge. Let students learn to think, analyze, solve and research problems [2].

2.1.2 Teaching module division and problem design

First of all, we need to implement effective module division according to the curriculum content of "central banking".

2.1.2.1 Basic theory;

2.1.2.2 Business part;

2.1.2.3 Policy part;

2.1.2.4 Supervision part;

2.1.2.5 Macro analysis of the central bank. In these parts, it is mainly combined with the teaching content and divided into different teaching stages. In different teaching stages, the ability to be cultivated is also different. Secondly, the problem design and put forward. We need to guide students to analyze the root causes of problems according to historical changes, stimulate students' interest, and find the relationship between financial policy and theoretical knowledge in textbooks.

2.1.3 "Research learning" process management and evaluation

In process management, the first is topic selection. It is necessary to divide the students into several groups according to the needs of the students and have coordination. Second, choose research methods. It is necessary to explore the main content of finance according to the stage of finance, and further strengthen the application and understanding according to time series and statistical software. According to the order of collection, identification and arrangement, increase the cognition of facts and find the appropriate research methods. Third, the use of databases to access information. We need to combine the course content with the data query task to find the root of the problem. Fourth, literature review and references. We need to combine resources, understand the status quo, and lay the foundation for future research. Fifth, put forward research questions. Need to combine knowledge, put forward their own thinking problems, and combined with basic knowledge, the implementation of effective analysis [3]. Sixth, analyze the problem. Combine theory with practice to reduce deviation. Seventh, conclusions and suggestions. And combined with the problems, according to previous studies, put forward their own views, and formulate effective measures. Make PPT and prepare report, increase PPT and prepare report.

2.1.4 Teaching effect of "research learning"

After the use of research-based learning, students' academic performance improved significantly. The ability

of understanding macro financial problems has been improved, and the enthusiasm of students in thesis writing has been aroused. Therefore, the "Research-based Learning" of the "central banking" course needs to adhere to the problem orientation, introduce experimental teaching, advocate student-centered, focus on process management, and make full use of teaching resources.

2.2 Curriculum reform path

2.2.1 Establish the teaching concept suitable for the cultivation of innovative talents

Colleges and universities need to combine their own actual situation, analyze the needs of social development in the current state, and develop towards the direction of innovative thinking. Students majoring in finance and economics also need to adapt to the ever-changing economic phenomenon, explore economic problems, and achieve the main ability of independent speculation under observation and thinking. On the basis of "Research-based Learning", teachers also need to build innovative thinking ideas, expand the knowledge in textbooks, guide students to learn to think and solve problems, and lay a good foundation for future development and ability improvement.

2.2.2 Choosing the right course

In the process of curriculum setting for economic management majors, it is necessary to combine the content of curriculum construction, analyze the corresponding learning methods, lay a solid foundation and develop good learning habits. For example, students are also required to think about the existing policies of the country and analyze the problems that may exist in the current economic life. And combined with the analysis of experts and scholars, analyze the causes of the problem. Learn to think about problems and come up with constructive ideas. Under such heuristic research problems, students will gradually develop the habit of thinking, strengthen the consolidation of professional knowledge, standardize the teaching process, improve the closeness of teaching knowledge and real-life knowledge, and enhance students' comprehensive ability.

2.2.3 Enhance full coverage of all problems

Under the concept of traditional teaching methods, teachers need to use the whole process of expression to show the focus of teaching knowledge. Use the method of research-based learning to implement the focus of the content. Learn to use the way of group cooperation to sort out the knowledge points and keep the connection of knowledge. In addition, teachers also need to strengthen the construction of experimental knowledge guidance strategy, improve the depth of the problem, improve the

coverage, and enhance the quality and efficiency of Teaching [4].

2.2.4 Teaching idea of integrating theory with practice

There is a great relationship between the course of "central banking" and life, but only learning the theoretical knowledge in books can not fully and completely analyze the corresponding economic phenomena and problems. At this time, teachers need to adhere to the main idea of the scientific outlook on development, reasonably guide students to integrate theory and practice, explore the relationship between the two, and find the root of the problem.

3. CONCLUSION

With the progress of society, the course of "central banking" is more complex and difficult, so the simple use of "cramming" teaching method can not meet the needs of modern development. With the continuous development and extension of quality education, the idea of innovation and entrepreneurship has been presented to our vision. The course of "central banking" needs to inspire students to move forward continuously on the basis of "problem-oriented", and can integrate the international economic development with the business content of the central bank, so as to enhance students' subjective initiative in learning, enhance their innovation ability, and meet the needs of professional development.

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Application Value of Deep Learning Method in The Diagnosis of Diabetic Retinopathy

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Abstract: Based on the understanding of the diagnosis of diabetic retinopathy, this paper expounds the necessity of the application of deep learning method in the diagnosis of diabetic retinopathy. According to the actual situation, we can make full use of image annotation and confrontation network to improve the accuracy of diagnosis, optimize the diagnosis process, further improve the quality and level of diagnosis, and lay a foundation for the development of medical professional education Set a good foundation.

Keywords: Deep learning; Diabetes; Retinopathy

1. INTRODUCTION

With the rapid development of the medical industry, higher requirements are put forward for the quality of disease diagnosis. In order to improve the accuracy of diagnosis of diabetic retinopathy, we need to use deep learning method for knowledge integration, and infiltrate it into all aspects of the actual disease diagnosis, so as to speed up the research maturity in this field and promote the implementation and development of clinical technology Cheng.

2. THE NECESSITY OF DEEP LEARNING IN THE DIAGNOSIS OF DIABETIC RETINOPATHY

For diabetic retinopathy, it is an eye syndrome caused by diabetes, and it is also the main cause of vision damage and blindness. The traditional method for clinical diagnosis of diabetic retinopathy is to carry out comprehensive ophthalmic examination, including visual sensitivity and mydriasis examination. Not only the detection process is complex, but also a lot of human and material resources are wasted, The corresponding diagnosis effect is not ideal. Based on the accurate classification of patients' fundus images with the help of machine, the deep learning method can further realize the classification and annotation, improve the accuracy of image recognition, reduce the influence of external factors on image quality, realize the automatic level detection of patients' retinal fundus images, and reduce the misdiagnosis due to human factors At the same time, it can greatly shorten the diagnosis time, which has positive significance for the early prevention and treatment of diabetic patients [1-2].

3. THE APPLICATION STRATEGY OF DEEP LEARNING METHOD IN THE DIAGNOSIS OF DIABETIC RETINOPATHY

3.1 Using image annotation to improve diagnosis accuracy In the process of diabetic retinopathy diagnosis, the application of deep learning method can build the overall model on the original basis, and use image annotation to implement the diabetic retinopathy diagnosis system, so

as to further improve the accuracy of disease diagnosis. From the aspect of annotation tools, it can be roughly divided into three types: basic category annotation, category and lesion annotation, and category and pixel level delineation. From the perspective of annotation methods, firstly, doctors can place images with different pathological characteristics in different folders and label them according to the electronic medical record on PC; secondly, doctors use advanced annotation tools and label them through the annotation platform, but it takes a lot of time to label the images; thirdly, they need to use the diagnosis system to automatically label the diseases In order to fully demonstrate the practical application value of the deep learning method and build a medical image annotation system, the classification algorithm is integrated into the professional annotation tools. In order to further improve the efficiency of disease diagnosis, the labeling system is used to pre label the retinal images and lesions before the actual labeling. On this basis, in order to improve the utilization rate of image annotation, it is necessary to clearly divide the annotation process: hierarchical annotation refers to the first use of annotation tools, and then audit and supplement, which has a strong hierarchical feature; cross annotation refers to the random distribution of retinal images to different doctors, and the random distribution of annotation after different hierarchical annotation, When the final annotation results are in a consistent state, it can ensure that it has the characteristics of standardization and standardization; crowdsourcing annotation, based on crowdsourcing system, under the condition of quality control, can effectively do a good job in image annotation, and also receive the corresponding annotation results, so as to give full play to the actual effectiveness of deep learning method and continuously improve the accuracy of diabetic retinopathy diagnosis results.

3.2 Optimizing diagnosis process based on Countermeasure network

For deep learning method, it needs a lot of labeled data to drive and support, in order to play a certain role in the quality of diabetic retinopathy diagnosis. In the image generation based on deep learning, it can extract the inherent variability in the image, analyze the potential probability distribution in the image, not only optimize the diagnosis process, but also generate the required new image [2].

In the context of deep learning method application, in order to effectively generate the confrontation network, we need to train the generation model through confrontation, which can be roughly divided into two forms: generation model and discriminant model, which

can effectively distinguish the generation and the real target, and make it always in a competitive state. When it is applied in the diagnosis of diabetic retinopathy, it can be based on the external conditions, text coding form and so on. Different forms of optimization of the overall diagnosis structure, further clarify the main causes of diabetic retinopathy, but also to optimize the overall structure of the confrontation network. From the perspective of deep learning model construction, the diagnosis of diabetic retinopathy is mainly based on the text and blood vessels as constraints, which are used to generate and output the corresponding diagnostic images. Through the loss function, we can further see the idea of generating confrontation network, judge the development direction of network parameters, and accurately calculate the output probability of the input real image. It can optimize the diagnosis process. In addition, the use of deep learning method can ensure the authenticity of the image generation effect, avoid the big difference between the background area of the diagnosis image and the real image caused by noise, at the same time, it can also make the generation and discrimination loss tend to weaken and stabilize, and make the details and overall performance of the diagnosis image in an ideal state.

3.3 Control loss weighted test patient grade

In the process of diabetic retinopathy focus detection, it is necessary to use deep learning method to diagnose on digital fundus images, which can improve the detection accuracy, clearly divide the detection level of patients, and has positive significance for the early detection and prevention of diabetes. Based on the loss weighted form of deep learning, first of all, we need to use data sets and create labels to promote the development of deep learning algorithm. There are corresponding data sets in the eye image. According to the characteristics of the actual disease, we can accurately divide the data sets, which can not only improve the quality and level of disease detection, but also clearly identify the symptoms of diabetic retinopathy. In order to improve the accuracy of image annotation, the loss weighting method is used to further refine the problem of image annotation, and timely

communication and adjustment are used to improve the accuracy of image annotation. In addition, in order to facilitate the neural network image processing, it is necessary to standardize the input image size to get enough image information, lay a solid foundation for the clear division of patient grade, and make the clipping and transformation parameters always maintain a unified state. Only by attaching importance to the preprocessing of images and labels can we ensure that the analysis of diabetic retinopathy has comprehensive characteristics. Through the construction of deep learning model and algorithm, we can promote the connection between discrimination and generation loss, jointly determine the authenticity of detection results and data labels, and give full play to the application value of deep learning method in the diagnosis of diabetic retinopathy.

4. CONCLUSION

To sum up, in the field of diabetic retinopathy diagnosis, increasing the emphasis on deep learning method is an inevitable trend to meet the development of modern medicine, and it is also an important method to improve the quality and level of disease diagnosis. Therefore, we need to actively change the concept of learning, and constantly innovate learning methods, so as to give full play to its practical application value, which is conducive to the realization of economic and social benefits. The harmonious unity of social benefits.

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On the Professional Character of Teacher Education and Its Promotion in The New Era

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Abstract: With the development of society and the change of people's ideas, education has been paid more and more attention. In this case, people pay more attention to the construction of teachers' team. How to improve the level of teacher education has become a difficult problem for normal universities. However, it is worth noting that there are still some deficiencies in our teacher education at this stage, which cannot meet the requirements of the new era for the professional character of teacher education, and the work of teacher education needs to be further improved. This paper summarizes and combs the demands of the professional character of Teacher Education in the new era, and puts forward some strategies to improve teacher education, in order to bring some help to improve teacher education.

Keywords: New era; Teacher education; Professional character; Promotion strategy

1. INTRODUCTION

In recent years, with the rapid development of social economy in China, people put forward higher requirements for teacher education in the process of pursuing a better life. At present, some colleges and universities gradually realize the importance of improving teacher education professional score, and actively improve the education work, also made some achievements, but due to the influence of many factors, there are still some deficiencies in teacher education, and the related work needs to be further improved. In this case, it is necessary to study the professional character of Teacher Education in the new era and its promotion strategies.

2. THE DEMANDS OF TEACHERS' PROFESSIONAL CHARACTER IN THE NEW ERA

2.1 Cultivating teachers' humanistic feelings

Normal universities should pay attention to the cultivation of teachers' humanistic feelings in teacher education, so as to meet the demands of teachers' professional character in the new era. In practical work, normal universities should attach great importance to discipline construction, increase investment in the construction of normal majors, so as to create a good atmosphere and promote the further development of universities. Moreover, normal universities should balance the relationship between general education and subject education in practical work, pay attention to the cultivation of teachers' professional quality in teacher education, and ensure that teachers can set a correct example for students in practical work[1].

2.2 Strengthen the practical characteristics of teacher training

Teacher education has obvious practical characteristics,

which is determined by the essence of teacher education. Under the background of the new era, normal universities should attach great importance to the development of practical courses in the process of teacher education, so as to ensure that they can deepen their understanding of relevant knowledge in the process of practice, and help them understand the sacred sense and mission of education. Strengthening the practical characteristics of teacher training in teacher education can improve the communication and expression ability of normal students to a certain extent, and help them adapt to their own work quickly.

2.3 Enhance the action of Teacher Education

In the process of teacher education, normal colleges and universities should pay attention to improving the action of teacher education, and avoid the risk of technicalization in practice in this way, so as to improve the level of teacher education. In the new era, the society has put forward higher requirements for normal students. How to improve the action ability of normal students has become a big problem faced by the relevant units. Under the new situation, normal universities should attach great importance to the cultivation of normal students' critical reflection ability and action ability, so as to provide a large number of high-quality talents for the education system.

2.4 Highlight the communicative nature of Teacher Education

The future employment direction of normal students is teachers. In this case, it is very necessary to cultivate the communication ability of normal students in teacher education. However, it is worth noting that the cultivation of normal students' communication ability is different from that of other aspects. The cultivation of communication ability has higher requirements for the surrounding environment. Only by providing a good atmosphere for them can their communication ability be effectively improved. Therefore, normal colleges and universities should pay attention to the communication of Teacher Education in practical work, and actively build a cultural system of teacher education with characteristics.

2.5 Give birth to the reform of Teacher Education

Under the background of the new era, the society has put forward new requirements for education. In this case, the reform of teacher education is imperative. Normal colleges and universities should make clear the requirements of general education and subject education in practical work, and determine the teacher education plan according to the current actual situation, so as to improve the scientificity and pertinence of the teacher education plan. Under the new situation, in the process of teacher education, normal universities should pay

attention to promoting the reform of teacher education, so as to promote the implementation of the concept of lifelong education and meet the needs of social development [2].

3. STRATEGIES TO IMPROVE TEACHER EDUCATION

3.1 Change ideas and grasp the professionalism of Teachers

Under the new situation, normal universities should change their own ideas, attach great importance to the development of teacher education, raise it to the level related to social development, and invest a lot of energy and time in it, so as to lay a good foundation for the construction of a high-level national system. Normal colleges and universities should make clear the requirements of the new era for teacher education, adhere to the concept of high quality in practical work, increase the use of social resources, ensure the high level of teacher education, and further highlight the professional character of teacher education.

3.2 Strictly formulate the standards for teachers' professional access

With the rapid development of social economy, the society pays more and more attention to teacher education. How to improve the level of normal students' training has become a major problem faced by normal universities. At present, there are many small-scale schools in remote areas in China. In this case, the demand for comprehensive teachers is large. Normal universities should pay enough attention to this situation and reflect it in teacher education. At present, our country actively promotes the teacher qualification certificate system, and has made remarkable achievements, but it is worth noting that this system has some limitations, and cannot be used to investigate the comprehensive ability of normal students. In the new era, the relevant departments should face up to the shortcomings of the existing teacher qualification certificate system, improve the system in combination with the current work, and improve the level of teacher qualification examination and identification.

3.3 Promote the normal professional certification system and improve the quality assurance system of teacher education

At this stage, how to improve the core competence of normal students in teacher education is a big problem faced by colleges and universities. For decades, China attaches great importance to the construction of teacher education system, and has paid a lot of energy and time. In practical work, normal colleges and universities should pay attention to improving the teacher qualification

certification system, improving the social status of teachers, improving the free education system for normal students, and innovating the talent training mode, so as to improve the level of teacher education and promote the further development of normal colleges and universities [3].

3.4 Establish the National Teacher honor system

In the new era, China should attach great importance to the establishment and improvement of the National Teacher honor system. Relying on the law of the people's Republic of China on national medals and national honorary titles, China should actively learn from the experience of developed regions, and establish the National Teacher honor system in combination with China's actual situation, so as to reward talents with good performance in the field of education, so as to create a good atmosphere in the society, It will lay a good foundation for the development of teacher education and attract more and more young talents to join in the cause of education.

4. CONCLUSION

To sum up, improving the professional character of teacher education can promote the improvement of teacher education level to a certain extent, build a high-quality teacher team, improve the quality of education work, and meet the growing needs of the public. In the new era, colleges and universities should make clear the specific demands of teachers' professional character, pay attention to the cultivation of teachers' humanistic feelings, strengthen the practical characteristics of teachers' cultivation, and improve the professional character of teachers' education by changing ideas, grasping teachers' professionalism, and strictly formulating teachers' Professional access standards, so as to ensure that teachers can meet the needs of teaching work in the new era.

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Research on the Design of Plant Landscape in Landscape Architecture

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Abstract: Plant landscape in landscape architecture has important application value and plays an important role in the construction of ecological environment and human environment. At the present stage, there are still some problems in the plant landscape design of China's landscape architecture, mainly for the lack of plant configuration specifications, the lack of attention to ecological protection, and the failure to match with the landscape culture. In this paper, starting from these problems, some reference and suggestions are given for the design of plant landscape in landscape architecture, combined with the actual situation.

Keywords: Landscape architecture; Plant landscape; Design method

1. INTRODUCTION

Plant landscape is the most common configuration unit in landscape architecture, which plays a vital role in the overall design of landscape architecture. Based on the general secretary's idea of "Clear waters and green mountains are as good as mountains of gold and silver", the continuous modernization of city construction in China is paying more and more attention to the ecological environment. In this context, the plant landscape design in landscape architecture design has attracted more and more attention. How to do a good job of plant landscape design in landscape architecture, realize the dual value of plant landscape unit to improve the ecological environment and enhance the quality of life of residents, is an important problem for relevant workers [1-6].

2. APPLICATION VALUE OF PLANT LANDSCAPE IN LANDSCAPE ARCHITECTURE

Plant landscape in landscape architecture can not only create a beautiful natural landscape, but also has an important ecological role. Good plant landscape unit configuration will promote landscape architecture to play the dual value of ecology and humanity, promote the good development of human society and natural ecology, and realize the synergy of urban development and ecological improvement.

2.1 Ecological value

Plant landscape has important ecological value in landscape architecture. First of all, plant landscape can regulate the air. Most plant landscapes can absorb carbon dioxide and heat and release oxygen through photosynthesis, and some plants can also absorb harmful gases to purify the air, reduce air pollution, and finally play the role of regulating the local microclimate. Secondly, the plant landscape in landscape architecture can effectively absorb noise. While reducing noise pollution, the plant landscape also forms a relatively quiet

environment to meet the needs of residents. Finally, the plant landscape in landscape architecture will provide habitat for a variety of animals. There is a contradiction between the demand of urban construction and that of other animals, especially birds, and plant landscape will alleviate this contradiction. For example, Hangzhou Botanical Garden and Flower View Fish Park in Hangzhou have designed and planned five aspects of plant landscape, including dense forest, sparse forest, shrub, lawn and water area, which meet the habitat needs of a variety of organisms. Taking birds as an example, there are 76 species of birds in Hangzhou Botanical Garden, far exceeding the average level of China. [1] In addition to the above ecological value, the plant landscape in landscape architecture also has certain ecological benefits, for example, the flowers and fruits of some plants have medicinal value and edible value.

2.2 Ornamental value

The flowers, fruits, branches and leaves of plant landscape are good aesthetic objects, so the plant landscape in landscape architecture has enough ornamental value. The ornamental of plant landscape in landscape architecture is reflected in many aspects. The first is the community form of plant landscape: one is regular plant landscape. It has a certain axis structure with a strong artificial feature, and can let visitors experience the sense of order of plant landscape. The second is the natural style, that is, the plant landscape community adopts the natural form, pays attention to the harmony of natural ecology, so that the visitors can enjoy the more natural plant landscape. In addition to the community form of plant landscape, different kinds of plants also have different ornamental value. Tree plant landscape with different branch direction, leaf shape, and even bark shape will give people different ornamental feeling; flower plant landscape with rich and diverse flower phase will also bring visitors unique aesthetic experience; fruit plant landscape will also bring unique ornamental value, such as elm fruit like pockmarks. Finally, the color and smell of plant landscape are also the outstanding embodiment of its ornamental value, such as the red leaf landscape formed by a large number of *Cotinus coggygria* trees in Beijing Jingyi Garden. In a word, the plant landscape in landscape architecture is an important channel to show its ornamental value. Its aesthetic value enables visitors to experience the outstanding natural beauty of landscape architecture.

2.3 Other values

The plant landscape in landscape architecture not only has ecological value and ornamental value, but also has some practical value. First of all, plant landscape can play a role of spatial expression. Reasonable space configuration of

plant landscape can make it form three space types: private, semi private and completely open. In these space types, plant landscape plays the role of dividing space, and also makes the space planning of landscape architecture more diverse, which is conducive to meet the different needs of visitors. Secondly, part of the plant landscape can also be set in the garden entrance and roadside, in order to guide the flow of visitors. Finally, the reasonable allocation of plant landscape units can also play the role of frame landscape, barrier landscape and other landscaping, so that it can integrate with the man-made buildings in landscape architecture, and enhance the natural mystery of landscape architecture. [2] In a word, as long as the plant landscape is reasonably designed in the landscape architecture design, it can play the value of creating different spatial sensory characteristics.

3. PRINCIPLES AND METHODS OF PLANT LANDSCAPE DESIGN IN LANDSCAPE ARCHITECTURE

In the process of plant landscape design in landscape architecture, many factors need to be considered, such as the function and use of plant landscape, design style, land volume and so on. Only by comprehensively measuring these factors, can the plant landscape give full play to its ecological value and ornamental value, and realize its social and ecological benefits.

3.1 To do a good job in ecological investigation and humanistic investigation in advance

The plant landscape designers should have enough understanding of the local overall ecological environment and the actual ecological situation of the design area, and cooperate with ecological experts and scholars to do a good job in the ecological investigation of the design area. For example, designers can instruct their superiors to employ local ecological experts to integrate and analyze a series of relevant data of water, soil, light, temperature and humidity in the local and design areas, and record them, so as to provide data guidance for the selection of landscape plants in the future. In addition to ecological investigation, landscape plant landscape designers also need to do a good job in humanities investigation. The contents of humanities investigation mainly include the investigation of local culture, the tendency of local residents to plant varieties, and the overall style of other humanities buildings in landscape architecture. For example, designers need to investigate the local cultural tendency and spirit, and choose plants with cultural characteristics and symbolic significance. [3] When carrying out ecological investigation and humanistic investigation, we must also pay attention to the process of planning. The relevant data need to be counted, sorted and analyzed by special staff. The landscape plant landscape designers need to participate in all kinds of work, and strengthen the adjustment of plant landscape design, so as to ensure the integration of plant landscape with ecology and humanity.

3.2 To choose the right plant species

The selection of plant species in landscape plant landscape design is a detailed work, which requires designers to select the most suitable plant species from an all-round

and multi angle. On the basis of ecological investigation, plant landscape designers need to fully respect the local ecological environment and choose the plants that match the environment of the design area. Taking a landscape garden in Xinyang as an example, the garden is located in the valley area, and the center of the park is an artificial lake. Then, the designer can plant plants with both appreciation value and consolidation of water and soil around the artificial lake, such as moso bamboo and white clover, to achieve the effect of slope protection; the west slope of the landscape garden has poor soil and insufficient light, so the designer can work here. If there are many birds in this area and they are on the migration path of migratory birds, it is necessary to select certain tall trees to provide habitat for birds. The selection of plant species in plant landscape design should follow not only the ecological principle, but also the humanistic principle. Different plants have different cultural characteristics and symbolic meanings. For example, Chimonanthus praecox, chrysanthemum, peony, bamboo and other plants have strong humanistic spirit, and different flowers also have their own flower language. Therefore, plant landscape designers need to fully consider the humanistic color behind plants, and integrate it with garden culture and local culture, so as to achieve the humanistic beauty of plant landscape it has to be reflected. In addition, designers also need to consider the number of relevant plants on the market to avoid the phenomenon of insufficient number of planned plant species.

3.3 To realize various landscaping effects of plant landscape unit

The outstanding value of plant landscape in landscape architecture is its ornamental value. Therefore, plant landscape designers must comply with the principles of art and ornamental, and reflect the aesthetic feeling of plant landscape. To achieve this, plant landscape designers can start from the collocation effect of plant landscape units. One is the collocation of plant colors. For example, large plant landscape units are suitable for monochrome; small plant landscape units with cheerful atmosphere are suitable for multi-color matching; flower beds and other plant units are suitable for similar color matching. The second is the contrast and collocation of plants. There are differences in the appearance of different flower and fruit trees, so the plant landscape design can use the appearance characteristics of different plants to improve the artistic effect. For example, planting loropetalum chinense ball with an average height of about one meter in front of the yellow locust can enhance the ornamental value of yellow locust by height contrast. In addition, plant landscape designers need to pay attention to the effect of plant landscape when they design. For example, the combination of plant landscape and other buildings in the garden, the combination of plant landscape and rocks in the garden, and the combination of plant landscape and waterscape. [4] Only by combining with other scenery in the space, can the landscape effect of plant landscape unit be realized. In short, to play the ornamental value of plant landscape, designers need to base on the actual topography planning, and get rid of the original design

idea of rote.

4. PROBLEMS IN PLANT LANDSCAPE DESIGN OF LANDSCAPE ARCHITECTURE

The construction of landscape architecture has a long history, and China's real emphasis on plant landscape design in landscape architecture began in the 1980s. After decades of development, the basic theories related to plants in Chinese landscape design, such as plant configuration and plant landscaping, have been formed. However, in the actual work process, the plant landscape design of landscape architecture often has a series of problems.

4.1 Plant configuration specifications are slightly inadequate

With the steady progress of urban modernization, the demand of landscape design is higher and higher, and the standard of plant landscape design is also rising. The success of plant landscape design in landscape architecture is to have enough plants, including the number and species of plants. If the number and species of plants in landscape architecture are insufficient, it will obviously affect the role of plant landscape. There are two reasons for the lack of plant configuration specifications in landscape architecture. On the one hand, the landscape architects themselves fail to pay enough attention to the plant landscape, or the research on the number and species of plants in landscape architecture is not scientific and reasonable enough to introduce enough plants in the planning; on the other hand, the loss of plant species in China is relatively serious. There is a shortage of plant species and quantity that can be used for landscape design in the market. ^[5] Therefore, when carrying out plant landscape design in some landscape architecture, it is often unable to obtain sufficient and abundant plants. For example, in the plant landscape design of northern landscape architecture, we want to buy tall trees and shrubs from the south to show the plant landscape to the local residents. However, the species and quantity of tall trees and shrubs on the market in China are slightly insufficient, which is difficult to meet the plant landscape design needs of this part of landscape architecture in time.

4.2 Not paying enough attention to ecological protection

Some landscape designers do not pay enough attention to or even ignore the ecological value of the plant landscape when they design the plant landscape. They pay too much attention to the ornamental value of the plant landscape and fail to pay enough attention to the ecological protection. This problem is mainly manifested in the following two aspects: first, some plant landscape designers are keen on the introduction of rare species, striving for the rarity and novelty of plant species, seriously ignoring the survival rate of these plants. For example, in April 2012, Bada Garden Base in Hefei introduced the rare species of *lagerstroemia indica* from Vietnam, but due to the unsuitable season and other reasons, these *lagerstroemia indica* trees all died in July 2012. It can be seen that blindly pursuing the rarity and novelty of plants while ignoring the survival rate of plants is not conducive to the plant landscape design of landscape architecture. Second, some plant landscape

designers did not conduct enough investigation on the local ecological environment, blindly introduced foreign plants, resulting in the destruction of the local ecological environment. For example, in the 1940s, *eupatorium adenophorum* as an ornamental flower entered China's landscape architecture, but because of its strong reproductive characteristics and adaptability to the environment, *eupatorium adenophorum* began to spread wildly in China, affecting the growth of crops in China, and was finally listed as an invasive species. In a word, if the plant landscape design of landscape architecture does not pay attention to ecological protection, it will not only affect the ornamental value of the garden itself, but also affect the local ecological environment, and even cause trauma to the ecology of our country.

4.3 It can't match the garden culture

At present, there is a serious homogenization phenomenon in the design of plant landscape in China's landscape architecture. The plant landscape in each landscape architecture is almost the same and fails to show its characteristics. The reason for this phenomenon is that the design of plant landscape fails to match the landscape culture. On the one hand, some landscape architects did not employ highly professional designers to design the plant landscape units in the planning process, or some designers were slightly inadequate, only referring to the plant landscape design of other domestic gardens, ignoring the integration of plant landscape design and local culture. On the other hand, some plant landscape designers blindly pursue innovation and novelty, ignore the matching of plant landscape and surrounding environment, and abandon the harmony between plant landscape and landscape culture, which makes the design of plant landscape incompatible with the overall environment and surrounding environment of landscape architecture, ^[6] seriously affecting the effect of plant landscape in landscape architecture. Whether it is homogenization or blind innovation, it is the embodiment of the lack of landscape culture, which will have an impact on the overall effect of landscape architecture.

5. SUGGESTIONS FOR IMPROVEMENT OF PLANT LANDSCAPE DESIGN IN LANDSCAPE ARCHITECTURE

5.1 To improve the plant landscape design by combining with the characteristics of plant landscape

In the process of plant landscape design, we should combine the characteristics of plant landscape design, understand the connotation of plant landscape, and improve the effect of plant landscape. In addition, we should fully understand the growth requirements of plants, combined with their own growth characteristics, so as to improve the effect of plant landscape.

5.2 To enhance the humanistic design of plant landscape

In the process of plant landscape design, we should understand the cultural connotation of plants and grasp the specific meaning of plants. It can enhance the vitality of plant landscape, by combining with the application of local plants, the preferences of service objects, and the seasonality of plant landscape, 5.3 To improve the overall effect of plant landscape by combining with other design

elements

In the process of plant landscape design, we should also pay attention to the combination of plant landscape and other design elements in landscape architecture design to improve the overall effect of landscape architecture design. In the process of plant landscape design, we should also consider the impact of the later actual construction on the plant landscape design, adjust the plant landscape combined with the actual situation, and improve the overall effect of the plant landscape.

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Construction and Practice of Ideological and Political Education in College Physical Education

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Abstract: The construction of ideological and Political Education in Physical Education Curriculum is the sum of the ideas, tasks, methods and processes of ideological and political education running through the personnel training system in physical education curriculum and teaching, is the school sports carries out "establishes the moral education" The request basic project. The ideological politics of curriculum is the guiding ideology of carrying out education and establishing moral education in the new period, and it is the basic compliance of all curriculum returning to the essence of education. As an important course in the curriculum system of higher education, physical education is highly unified with the requirements of ideological and political education. This paper analyzes the internal mechanism of ideological and political education in physical education, probes into the theoretical structure of ideological and political education in physical education, and provides reference for the construction of ideological and political education in physical education.

Keywords: Physical Education Curriculum; Ideological and Political Education; Theoretical structure; Implementation mechanism

1. INTRODUCTION

The course ideological and political education is the guiding principle of the new period ideological and Political Education to realize the task and goal of "moral education", which requires all courses to return to the essence of "moral education", not only to impart students' knowledge in the course, and we should attach importance to the value orientation of ideological and political education and to the shaping of students' moral character and personality, that is, to realize ideological and political education [1-5].

2. INTRINSIC MECHANISM

As an important part of the overall pattern of moral, intellectual, physical, aesthetic and labor education, the integration of physical education curriculum and ideological and political factors follows a specific internal mechanism, which is mainly reflected in the political requirements of the national educational policy, consistency of logic and feasibility of practical operation.

2.1 It is the political requirement of the basic task of establishing morality and cultivating people in the new era to promote the ideological and political education of Physical Education Curriculum.

At the National Education Conference, "moral cultivation should be integrated into ideological and moral education,

cultural knowledge education and social practice education, and run through all fields of basic education, vocational education and higher education. Subject System, teaching system, teaching material system and management system should be designed around this goal, teachers should teach around this goal, students should learn around this goal. Later, he further wrote in "Seeking Truth" magazine, "We should explore the ideological and political education resources contained in other courses and teaching methods, and realize all-round and comprehensive education. ". Therefore, China's Ministry of Education has clearly pointed out that "we should dig deep into the ideological and political education resources contained in the specialized courses of various disciplines in universities and in the various courses of Chinese, history, geography, physical education and art in primary and middle schools, and grasp the ideological and political education in the courses. ".

2.2 the logical consistency of physical education curriculum and the requirement of ideological and political education.

The reason why the physical education curriculum can exert the function of ideological and Political Education lies in its logical consistency with the requirements of ideological and political education. From the nature of Physical Education Curriculum, physical education curriculum contains rich ideological and political education resources. The Physical Education Curriculum pays attention to the practice, respects the life mechanics rule, emphasizes humanist, advocates the life health first. At the same time, we should pay attention to the shaping of students' will quality, cultivate students' will quality and team spirit through sports competition, and improve students' psychological quality and frustration ability. In addition, the physical education curriculum also involves the cultivation of students' moral sentiments, the cultivation of various rules and historical knowledge in sports activities and competitions, which can all become the important educational subjects of students' consciousness of rules, the accomplishment of rule of law and patriotism, to help students better integrate into the real social and political life.

2.3 The feasibility of realizing the ideological and Political Education of Physical Education Curriculum in the new era.

It is not only possible in theory but also feasible in practice to realize the ideological and Political Education of Physical Education curriculum in the new period. Historically, the ideological and Political Education of

curriculum has always existed in the practice of educating people. The teachers of this course not only impart knowledge, but also shape students' moral character through their behavior. The teacher is not only the teacher in the student classroom, moreover is the student life development model and the model. The ideological and political concept of curriculum in the new era requires the change of educational model from traditional recessive to combination of dominant and recessive. At present, all colleges and universities require teachers to embody and implement ideological and Political Education in course syllabus and teaching content. According to the requirements of ideological and political education in Physical Education Curriculum, physical education teachers have accumulated rich experience, which fully shows that it is feasible to carry out ideological and political education in physical education curriculum.

3. THE THEORETICAL STRUCTURE OF IDEOLOGICAL AND POLITICAL EDUCATION IN PHYSICAL EDUCATION CURRICULUM IN COLLEGES AND UNIVERSITIES.

Sports curriculum contains rich ideological and political factors, the new era to promote the construction of the ideological and political system of the curriculum, it needs to be excavated, summarized to form the theoretical structure of ideological and Political Education of sports curriculum. According to the relevant principles of pedagogy and psychology, it can be excavated and sorted out from four aspects: Life, personality, social politics and national culture.

3.1 Life Education in the course of physical education.

Life Education is to guide students to view life correctly and set up the values of cherishing life, respecting others and appreciating life. Physical Education course is a typical course of life education. Physical Education Teachers can guide the students to feel the life force through explaining the sports events and developing the sports activities, and let them feel the human life body as a body, different parts of which have different functions and form a whole, through certain movements, life energy can be released to adapt and transform the world. Life is powerful, the human body can self-repair, self-adjustment, at the same time, life is fragile, we must respect the law of natural development to healthy growth. Human beings should cherish nature, keep a sense of awe and gratitude, cherish the cultivation of the country, society and family, strive to realize the value of life and serve the country. In a word, the life education is the basic content in the physical education curriculum, is also the physical education curriculum ideological and political education important constituent.

3.2 Personality Education in ideological and Political Education of Physical Education Curriculum.

Personality is an important concept of educational psychology, which is a theory about human temperament and personality. Influenced by innate heredity and acquired environment, people differ greatly from one another in personality performance, but healthy personalities show common characteristics, mainly includes the independent character, the positive and

upward mentality, the challenge and the anti-setback will and so on. It is an important content of thought and politics to mold students' healthy personality. Creating experience situation through sports practice can help students to feel themselves and mold healthy personality. In the aspect of independent character, the physical education course can guide the students to know themselves correctly, help them overcome the habit of dependence and develop the character of independence and self-confidence by completing the specific physical tasks, and in the aspect of positive and upward mentality, physical Education Curriculum can help students to understand their potential, love sports, love life, actively integrate into the environment and team on the basis of independence and self-confidence. In the aspect of the will to challenge and resist setbacks, the physical education curriculum can stimulate the students' competitive consciousness through the sports competition, tap the self-potential, challenge and break through bravely, and can bear the failure, maintain the strong will, and set up the correct understanding, positive sum up the experience of failure, stand up and challenge.

3.3 Social and political education in Physical Education.

The core of curriculum thought and politics is to guide students to better understand and integrate into social and political life. Like rule of law education. The core of the rule of law is norms, which are built on the basis of specific rules. Physical Education Teachers can teach students the importance of rules and obeying them, and guide students to understand the social rules and the rule of law, to educate the students to understand the dialectical and unified relationship between the differences of personality and the consistency of rules, and to improve their legal literacy. Team Spirit is also the key content of social and political education in Physical Education Curriculum. Physical Education Teachers can guide students through sports competitions to correctly realize that behind the success of any event is the result of a team's careful cooperation, whether it is the referee, the coach, or the support staff, even the opponents in the tournament, their decisions and actions have an impact on the final outcome, so a good player must put the collective interest at the core, must put individual "Ego" into the team cooperation, in order to better realize the value of life.

3.4 National Culture and Patriotic Education in physical education.

National Culture and Patriotic Education are the high-level contents of ideological and political education, which require curriculum teachers to have deep cultural details and strong patriotic feelings in order to infect students and influence students. In the Physical Education Curriculum has the good national culture and the patriotic education theme. As far as national culture is concerned, our country has a long history and profound cultural accumulation. In the course of physical education, teachers can explain to students the traditional sports (such as Wushu) and its origin with modern sports, so as to improve students' understanding of the national culture behind the sports, further guide students to enhance their sense of identity with national culture. This is especially

true of the education of patriotism. A strong sports makes the country strong, and a prosperous national sports makes the country prosperous. Through life cases, teachers can guide students to realize that the prosperity and development of Chinese sports is not only the vicissitude of the Chinese people's Physique and spirit, but also the portrayal of the future and destiny of the country and the nation. For example, through the women's volleyball story to build up strong patriotic feelings among students, guide students to realize that personal struggle is closely related to the fate of the country and the times, thereby encouraging students to cultivate patriotic feelings, set national aspirations, and build a strong national industry.

4. GUARANTEE AND STRENGTHEN THE IMPLEMENTATION MECHANISM OF IDEOLOGICAL AND POLITICAL EDUCATION OF PHYSICAL EDUCATION CURRICULUM IN COLLEGES AND UNIVERSITIES.

As an important educational and teaching concept in the new era, the implementation of curriculum ideology and politics needs not only the attention and deployment of the national level, but also the establishment of a safeguard mechanism at the school level, to ensure the effect of the normalization and long-term effect of physical education.

4.1 We should attach importance to and guide our thinking
As a new concept of education and teaching, ideological and political education can not be carried out without the full attention and understanding of the society. At present, there are many misunderstandings in ideological and political education, schools, teachers and students around the physical education curriculum in the actual education and teaching. Some teachers and students talk about the "ideological and political" color changes, the ideological and political course of psychological resistance. They believe that "ideological politics" is ideology and should be separated from the curriculum. They can not realize correctly that any course only involves the proposition of human being, and there must be the problem of value orientation. Only under the certain social ideological and Political Education Standard, the curriculum education can train the excellent talented person who conforms to the moral education request. The competent departments of education, universities and teachers should make clear and deal with various misunderstandings in the ideological and political practice of the curriculum in a timely manner, actively organize the teachers of physical education courses to focus on training and study, strengthen exchanges and discussions, and answer questions and doubts, to Unite and unify the sports ideological consensus, develop the ideological and political education, cultivate and form the strong atmosphere of the sports ideological and political education, and promote the integration and interaction between the sports ideological and political education and the liberal education model.

4.2 Reform of physical education curriculum design.

The core of the role of ideological and Political Education in Physical Education curriculum lies in curriculum setting. Curriculum design is an important teaching link that schools and teachers carefully design and arrange

teaching links. It is also a preparation for teachers to organize their teaching. The ideological and political education is not fully reflected in the design of physical education courses in colleges and universities, mainly in the syllabus and teaching plan, and the schools and teachers have not fully explored and integrated the ideological and political education, some schools and teachers do not fully realize the importance and urgency of the ideological and political work of the Physical Education Curriculum, mechanically and unilaterally understand the requirements of the state, and "attach importance" to the ideological and political work of the curriculum, concept and discourse mechanization, curriculum teaching integration is not enough, the curriculum design of teaching content, structure, methods and focus not around the requirements of tree people to update. In the aspect of curriculum objectives, we should put moral cultivation in the first place of curriculum objectives, and realize the multiple objectives of moral cultivation, physical fitness and mental education in the design process clearly marked, fully reflected and emphasized implementation.

4.3 Updating the teaching contents of Physical Education Curriculum.

The key to exerting the function of ideological and Political Education in Physical Education curriculum lies in the implementation of classroom teaching. How the Physical Education Teachers teach the course content and how to organize the ideological and political education is directly related to the effect of student education. In the actual teaching, part of the Physical Education course teachers in the ideological and Political Education Teaching content on the performance is prominent enough. Physical Education Teachers in the new era should break the routine and keep pace with the Times while changing the teaching contents. First, Physical Education Teachers should organize the teaching contents carefully according to the syllabus and teaching plan, and combine the factors of ideological and political education closely to ensure that ideological and political education can be taught Second, in the classroom teaching pattern, the physical education teacher must change the idea, the innovation teaching method, promotes the education from the recessive education to the dominant education and the recessive education union transformation.

4.4 Perfecting the system of teaching evaluation.

The exertion of the function of ideological and Political Education in Physical Education course is an important assurance to perfect the teaching evaluation system. Teaching evaluation is an important means to evaluate and improve the teaching quality of teachers. Improving the teaching evaluation system is a strong guarantee for the implementation of ideological and Political Education in Physical Education. In order to perfect the teaching evaluation system in the new period, we must fully consider the systematicness of the ideological and political work of the curriculum and the construction of the Operability, and examine and evaluate the contents of the value orientation of the physical education curriculum, it is necessary to establish more effective educational

evaluation indexes, to force teachers of physical education to pay more attention to the ideological and political construction of the curriculum, and to pay more attention to the actual effect of physical education in ideological and political education, this paper gives guidance, supervision and evaluation to the integration of the course content and ideological and political education, so as to ensure the pe course to carry out the ideological and political idea of the course and to give full play to the validity of moral education.

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The Problems and Path Selection of College Students' Growth Education

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Abstract: Paying attention to and promoting the growth education of college students will help them grow and develop better. At present, there are still some problems in the development of college students' growth education, such as the deviation of education concept, the lack of high-quality teachers, the single form of growth education, the imperfect growth education system and so on. Based on these problems, colleges and universities should explore the path of college students' growth education as soon as possible, attach importance to college students' growth education, strengthen the training of teachers, innovate the form of growth education and build the guarantee system of college students' growth education, so as to promote the implementation of college students' growth education.

Keywords: College students; Growth education; Problems; Solutions

1. INTRODUCTION

The idea of growth education was first proposed by western psychologists and educators such as Jung in the 1970s. Growth education focuses on the growth process of students, and believes that "while learning science and culture in the process of youth growth, we should learn to be a man and strengthen psychological ability". This idea is in accordance with the quality education in China.

2. THE SIGNIFICANCE OF COLLEGE STUDENTS' GROWTH EDUCATION

2.1 It is helpful to strengthen the psychology of college students and keep their mental health

With the development of the times, the psychological problems of college students are becoming more and more complex. For example, due to the study environment problems and the influence of "otaku culture" in the middle school stage, many college students do not have good communication ability, even have introverted psychology, which eventually leads to the emergence of loneliness psychology; many college students think that "graduation is unemployment", which has strong resistance and pessimism on the job seeking problem after graduation. When graduation, some college students are prone to inferiority and anxiety due to their poor psychological quality. Bad psychological problems have become the obstacles in the growth of college students. The growth education has a profound significance for the life orientation of college students, and the various ideas it conveys have good guiding significance for the psychology of college students. For the main psychological difficulties of contemporary college students, growth education has a clear guiding role, which

can help to maintain the mental health of college students. For example, through various forms of growth education, the thoughts and consciousness that conform to the socialist core values will be passed on to college students, and help them establish correct outlook on world, life and values, so as to change their bad psychological state and realize mental health. [1]

2.2 To help to improve the comprehensive quality of college students

The essence of college students' growth education is to promote the all-round development of college students in the process of growth, which is consistent with the concept of quality education of college students in China. In the face of complex and changeable modern society, the country has a very strong demand for young talents with professional ability and excellent comprehensive quality. Colleges and universities shoulder the responsibility of transporting talents for the country and society, and should improve the comprehensive quality of college students while cultivating their professional ability. The application of college students' growth education helps to change the situation that traditional higher education lacks of comprehensive quality training. Under the guidance of the concept of growth education, college educators can promote quality education by adding emotional education, value guidance, humanistic quality and other training contents into the teaching content, so as to enable college students to achieve all-round development and meet the national talent needs.

3. THE PROBLEMS OF COLLEGE STUDENTS' GROWTH EDUCATION

3.1 Cognitive bias of growth education

Although quality education has become the mainstream of education in China, it has not been fully covered at present. Some colleges, especially private and higher vocational colleges, do not pay enough attention to the cultivation of students' comprehensive quality, and pay more attention to the growth education. In addition to the lack of attention, some colleges and universities still have some problems, such as fuzzy understanding, cognitive bias and so on. For example, they think that growth education is only a part of ideological and political education in colleges and universities, and there is no need to invest too much experience and resources. If there is cognitive bias to growth education, it will not be able to create a good growth education ecology in colleges and universities, resulting in the superstructure of growth education is not firm, and a series of adverse phenomena will occur when developing growth education, [2] such as the phenomenon of separation between growth education and teaching

departments, the phenomenon of isolated growth education resources, the phenomenon of closed growth education space, and so on.

3.2 The lack of teachers

Growth education is an educational concept, which needs university teachers to practice in various forms of educational activities, so as to achieve the purpose of promoting the overall growth of college students. However, at the present stage, the teachers who can fully practice the concept of growth education are obviously weak, and it is difficult to carry out growth education in an all-round way. There are two reasons: first, university teachers usually have multiple tasks. University teachers need to complete teaching tasks; some teachers have administrative tasks or scientific research tasks, and even some teachers also have a variety of student work. Under the pressure of these tasks, college teachers can not go deep into the growth education of college students, and it is difficult to make a teaching plan that meets the overall growth needs of college students. Second, there are not many high-quality teachers who are familiar with the concept of growth education and can carry out the corresponding teaching activities. The lack of professional ability restricts the practice of growth education of university teachers.

3.3 Single form of growth education, and being apart from practice

Although some colleges and universities recognize growth education and take it as the guidance of educational theory, there are still some problems in the actual educational practice. Some college teachers are used to the traditional teaching form to carry out growth education, pay attention to the study of theoretical knowledge and ignore practical education. On the one hand, this kind of paper-based education form will make college students feel bored; on the other hand, they also deny the idea of "growth is experience" in growth education. Theoretical education and practical education do not match, often can not give full play to the value of growth education of college students, and it is difficult to enhance the effect of growth education.

3.4 Failure to form a systematic growth education mechanism

The implementation of college students' growth education needs a perfect education mechanism, however, most of the relevant education system in colleges and universities is not perfect. First, some universities lack the evaluation system of college students' growth education and set up an evaluation standard, which leads to the failure of improving and innovating the development of college students' growth education in time; secondly, some universities lack internal cooperation mechanism and fail to build a linkage system of high school, which leads to the integration of growth education resources. The problems such as low degree and immature cooperative education mode can not make the growth education of college students fully unfold. [3]

4. THE WAY TO PROMOTE THE GROWTH EDUCATION OF COLLEGE STUDENTS

4.1 To attach importance to the growth education of

college students and promote the overall cognitive level
In order to promote the growth education of college students, we must advance the concept, and only by raising the cognition of growth education in colleges and universities can we effectively implement the growth education of college students. [4] First, the leadership of colleges and universities should consciously learn the growth education related ideas, and form a correct understanding of growth education; at the same time, it is necessary to convey the relevant knowledge of growth education concept to teachers and counselors of all disciplines in colleges and universities, and improve the overall level of the teachers' cognition of growth education of college students. For example, the school can actively carry out the Theme Conference of "College Students' Growth Education" and organize teachers to participate in the meeting, which emphasizes the importance of growth education and encourages teachers to actively implement the concept of growth education. Secondly, the school can also hire experts and scholars in the field of growth education to carry out lectures in the school, and organize teachers to attend the lectures. Through the above ways, the atmosphere of paying attention to the growth education of college students is formed in the campus, thus laying a foundation for the implementation of growth education.

4.2 To strengthen the training of teachers and strengthen the ability of developing growth education

On the one hand, colleges and universities need to improve the quality of the faculty. Colleges and universities should actively carry out the special training work of "growth education" regularly, let teachers participate in various forms of training activities, and improve their teaching level in the aspect of growth education. For example, colleges and universities can also organize teachers to participate in professional lectures in turn from the school, learn new educational ideas, reform educational methods, enhance teachers' professional teaching ability in the aspect of college students' growth education, and thus improve the quality of teachers. On the other hand, we should improve the number of teachers. The growth education of college students can not only rely on the participation of curriculum teachers or counselors, but some department leaders and staff also play an important role in the student work. Therefore, they also need to participate in the growth education system of college students, so as to strengthen the teachers' team strength of the growth education of college students.

4.3 To innovate the form of growth education and realize the combination of theory and practice

Growth education requires educators to pay more attention to the actual growth of college students, and closely link the life of college students and carry out various forms of education activities. First, we can hold class meetings, grade meetings, lectures, psychological counseling courses and other teaching and communication activities, convey the thought of overall growth and listen carefully to the actual problems encountered by college students in the process of growth, and help them solve problems. Secondly, we should carry out various forms of

practical activities and encourage students to participate in such activities as summer and winter, investigation activities in the countryside, etc., so that students can exercise themselves and accumulate experience in practical activities. [5]

4.4 To build and improve the guarantee system of college students' growth education

Colleges and universities need a complete education mechanism to ensure the stable development of college students' growth education. First of all, colleges and universities should improve the education evaluation system, take growth education as the evaluation content, regularly evaluate the development of growth education, and constantly urge teaching activities to practice the concept of growth education. [6] Secondly, we should improve the internal collaborative education mechanism to ensure the development of collaborative education strategy. Colleges and universities need to determine the responsibilities of all departments, units and staff in the growth education of college students, make plans for the cooperation among all subjects, and effectively integrate the growth education resources, so as to achieve the goal of collaborative education in colleges and universities.

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Analysis on the Change of Consumer Behavior and the Evolution of Marketing Mode in the Post COVID-19 Era

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Abstract: The sudden COVID-19 "frozen" the global economy, and the impact of the outbreak of global human life forced to "big stagnation", can the world economy recover quickly? How will globalization and supply chain evolve? At the beginning of the epidemic, people were at a loss. Due to the restriction of social distance and the closure of airports and ports, many companies in service industries were facing the risk of bankruptcy. We found that humans will have to coexist with the new coronavirus for a long time after that. In the persistent environment of COVID-19, people's lifestyle, production and consumption patterns have undergone tremendous changes. This paper analyzes the change of consumption behavior in the post epidemic era, and points out that in the special environment of post COVID-19, the evolution trend of marketing mode, the transformation of marketing to digitalization, and the active embrace of the new mode of deep integration on line and online can win the market.

Keywords: Post epidemic era; Consumption mode; Marketing mode; Digital transformation

1. INTRODUCTION

At the end of 2019, a COVID-19 pushed a pause button to China and even the whole world. The world's economic growth slowed down, and the industrial market also experienced a sharp decline. The international supply chain was broken; the border closed, and the tourism industry was affected and suspended. Because people are worried about coronavirus, they stay at home, leading to the closure of many service industries such as restaurants, entertainment places and so on. Despite the effective control of COVID-19 in China, the sudden COVID-19 will not disappear in the short term. This makes us realize that COVID-19 may have a long-term impact on the global economy. This will have a significant impact on our way of life and work. More specifically, it will have a great change in consumer behavior.

2. THE CHANGE OF CONSUMPTION MODE BROUGHT BY THE EPIDEMIC ERA

In the post epidemic era, people's lifestyle, production and consumption style have changed greatly. Specifically, the main changes are as follows:

2.1 Consumers are more conservative in their attitudes

Many people stay at home for nearly February during the Spring Festival in 2020. During this period, people worried about losing jobs, or a sharp drop in annual income and a general decline in consumer desire. According to the survey results in Beijing, Shanghai, Guangzhou and other big cities, 46.2% of the people said

they would reduce the expenditure except for necessities of life, and 23.1% of the total expenditure would be reduced. 24.37 percent said spending remained unchanged. 6.33 percent said spending would increase. This shows that after the outbreak, many people's consumption views have changed.

2.2 Living at home, working and studying give birth to new demands of consumers

According to Nielsen's *White Paper on the War Against the Epidemic*, 94.1% of consumers hold a positive or neutral attitude towards home office, and 83% think that the efficiency of home office is not discounted, [1] which promotes the "home economy" at home. Under the epidemic situation, people's consumption behavior changes to the way of living at home, working and learning. About 70% of consumers' home cooking and cleaning activities have increased, and 60% of consumers think that their online social media and online shopping time has prolonged. The changing trend of consumer demand makes the related categories grow rapidly. For example, in terms of home leisure, TV and live broadcasting have become the biggest alternative consumption of retail products, and mobile electronic products have become a big winner. During the epidemic period, many enterprises require employees to work at home, and all kinds of office related supplies such as laptops and printers become necessary supplies for home work, mainly including work-related computer peripherals, network AIDS, office furniture, etc.

2.3 Consumers pay more attention to personal health

After the epidemic, consumers pay more attention to their own health, care about the improvement of immunity, and hope to maintain a regular and healthy lifestyle. Vitamins and nutritional supplements and other related products have attracted much attention. Fresh and organic food, preventive health products, vitamins and nutritional supplements will continue to be among the top 10 winners. In addition, in the home appliance industry, the demand for "health appliances" is surging. In addition, such as: air purifier, fruit and vegetable cleaning machine, a variety of brands of household water purifier, and other similar electrical products appeared a larger consumer demand.

2.4 Consumers prefer to reduce intermediate links in their shopping attitude

Although COVID-19 has changed everyone's past consumption habits, many people find that the total expenditure of their own people, including the surrounding people, does not appear to have decreased. People's money for shopping and travel has been saved,

but the consumption of food and drink products through various apps in mobile phones has increased several times. Mango from Guangxi, banana from Yunnan, and fresh tremella before picking are all presented in front of you through mobile phones, and the price is much cheaper than that of physical stores. This kind of sales mode without middleman will be more and more favored by people.

3. THE EVOLUTION OF MARKETING MODE

In the post epidemic era, with the change of consumption mode, many changes will take place in the marketing strategy environment of all walks of life due to the persistence of the epidemic. It is far from enough to implement short-term marketing strategy adjustment, increase revenue and reduce expenditure, and ensure the safety of cash flow in the epidemic. In the marketing mode, methods also need to make adjustments.

3.1 "Online and offline sales integration" becoming a new way of marketing mode

Online marketing platforms for commodities such as general merchandise and vegetable food have been very mature before the epidemic, and the existence of these platforms in the post epidemic era highlights their important position. For example, WalMart, Carrefour, and other large supermarkets have opened online marketing channels. Through the self-supporting third-party small program push service, some consumers can visit a complete supermarket through a mobile phone, and at the same time, they can enjoy the home service of goods. However, the sales of large value commodities often need the personal experience of consumers to buy. At the beginning of the epidemic, the sales of these commodities once fell into an extremely low situation. In the post epidemic era, the organic combination of online and offline marketing mode has gradually opened a new marketing channel for these industries, and also achieved good sales performance. For example, there is a VR house viewing service launched on an APP, which enables people to see the complete house information and the internal structure of the house at home through mobile phones or computers, so as to provide people with higher quality house viewing service, and also bring convenience and save a lot of time.

3.2 "Accurate service for users, live marketing" has developed into a new marketing mode

After the outbreak of the epidemic, with the increasing impact of the isolation policy on physical stores, many people began to turn their attention to live marketing. This is an important innovation in the form of marketing, live marketing has great advantages: reflecting the accuracy of the user group. When watching live video, users need to enter the play page together at a specific time, which is contrary to the "anytime, anywhere" advocated by Internet video. However, it is precisely this broadcast time limit that can truly identify and capture this group of loyal and accurate target groups. In addition, live marketing can achieve real-time interaction with users. Compared with traditional TV shopping platforms such as Oriental Shopping, the biggest advantage of live marketing is to meet more diverse needs of users. It's not only a one-way viewing, but also a barrage evaluation. [2] The

authenticity and three-dimensional of this interaction can be fully realized only when it's live.

3.3 Cross border marketing

With the increasingly fierce market competition and the mutual penetration and integration of all walks of life, it is difficult to clearly define the "attributes" of an enterprise or a brand. Cross border marketing has become the most fashionable word today. [3] The most magical consumption scenario in 2020: don't get off the car, fill up the fuel tank, and fill up the refrigerator. Unexpectedly, Sinopec also began to sell vegetables. China UnionPay and Sinopec jointly fight against the epidemic and carry out marketing activities on the Easy Joy Refueling APP. Car owners can enjoy the shopping service of no gas, no shopping and zero contact in the whole process. They only need to place an order online and eat fresh vegetables the next day. In the whole process, consumers do not need to get off the car or open a window, so that they can really "deliver to the trunk with one click". French luxury goods giant LVMH, a well-known foreign brand LV, announced that it was prepared to use its perfume brand Dior, Givenchy and Guerlain perfume and cosmetics factories to produce alcohol hand gel, and to provide free services to French health departments and hospitals to help deal with COVID-19's shortages. As soon as the news came out, it immediately caused a hot discussion on social media. LV company announced that the topic of producing hand sanitizer was instantly searched on Weibo. Up to now, it has read 300 million and discussed 12, 000. [4]

4. CONCLUDING

Throughout history, there have been creative solutions to emerging problems in every crisis. Suddenly, COVID-19 has forced many enterprises to reconsider the change of their marketing mode. Novel coronavirus pneumonia is a new era of post COVID-19 era. It is constantly being given new meaning. The new crown pneumonia epidemic will eventually pass away. Where will the world economy go? Although it will inevitably be affected, it will not hesitate. In terms of marketing mode, we should comply with the trend of digital transformation, actively embrace the new mode of in-depth integration of online and offline, closely study the change of consumer mentality and consumption mode, and use modern high-tech Internet information technology to turn passive into active and become the winner in the marketing battlefield.

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Simulation and Experimental Research on Working Characteristics of All Metal Single Screw Pump

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Abstract: Fluid simulation and experimental investigation have been conducted for the all-metal single screw pump SLB128-24 by the Computational Fluid Dynamics (CFD) and the 3D transient flow model method in the Pumplinx. It studies the laws of the pump displacement and volume efficiency under the different rotation speed and clearances gap. The results show that the simulation based on Pumplinx is able to accurately reflect the actual operating characteristics of the pump. As the rotation speed increases, the pump volume-efficiency improves effectively. Under a constant speed and pressure head, the smaller the clearance is, the less the pump leakage and the higher the pump efficiency are. Considering current machining accuracy for the stator of all-metal screw pump, the clearance gap is about 0.06~0.08 mm. When the clear water is taken as working medium, the maximum pressure of single-stage is up to about 1.2~1.5 MPa.

Keywords: All Metal Screw Pump; Pumplinx; Rotation Speed; Clearance; Volumetric Efficiency

1. INTRODUCTION

Screw pump artificial lifting technology has many advantages, such as low cost, simple structure, easy installation and adapting to complex working conditions, etc., which has been widely used in the world's oilfields [1]. However, due to the interference fit between the rubber stator and rotor of the traditional screw pump, and the stator bushing is made of rubber material, it has some shortcomings in wear resistance, temperature resistance, working life and so on [2]. All metal screw pump can effectively improve these problems, has better adaptability and broad application prospects [3].

At present, PCM of France and WorldUnion of Wuxi of Jiangsu Province have successively launched all metal screw pump products, which are gradually applied in oil fields, but scholars at home and abroad have not conducted in-depth theoretical analysis and Experimental Research on them. Belcher and Gamboa [4, 5] simplified the model of single screw pump and completed the numerical calculation of its internal flow field by taking advantage of the small gap between stator and rotor relative to the size of rotor. Paladino e et al. [6] realized the transient flow numerical simulation of all metal single screw pump by using the dynamic grid technology in CFD software, and the simulation results were consistent with

the experimental data trend, but the maximum deviation was as high as 20%, and the numerical solution was extremely complex and time-consuming. Based on FLUENT software, Jiang Dong et al. [7] carried out three-dimensional turbulent transient simulation of working fluid in double head all metal screw pump, studied the influence of viscosity and speed on pump efficiency, and obtained the conclusion that all metal screw pump is more suitable for conveying liquid with higher viscosity by comparing the experimental results. Huang Si et al. [8] also used the dynamic grid technology in CFD calculation to simulate the three-dimensional transient flow field of all metal single screw pump, analyzed the influence of different speed, pressure head and viscosity on the pump performance, and completed the experimental comparison and verification.

Obviously, speed, clearance and pressure head are the key factors in the design of all metal single screw pump, but the research on the influence of these three factors on pump performance has not been effectively carried out [9]. In this paper, the fluid model of all metal single screw pump is established by using the software pumplinx, through the construction of Cartesian grid and the use of dynamic grid technology. Based on the three-dimensional transient flow field numerical simulation, the influence of working speed, fit clearance and pressure head on the pump body displacement and volumetric efficiency is obtained. At the same time, through the prototype experiment, the above theoretical analysis method and conclusion are completed It can provide theoretical basis for optimizing the parameter design of all metal single screw pump.

2. BASIC STRUCTURE AND CALCULATION METHOD

2.1 Basic structure

The stator and rotor of all metal single screw pump are made of metal materials, and the surface is treated by low-temperature nitriding. By selecting reasonable fit clearance, compared with traditional rubber stator screw pump, the wear resistance, high temperature resistance and corrosion resistance are improved, and the service life is longer [10]. At present, the machining method of all metal screw pump rotor is generally CNC finishing, while the stator mainly adopts CNC segmented machining, CNC integral machining or hydraulic forming. All metal single screw pump usually adopts ordinary cycloid structure, the

head number is 1:2 or 2:3, and its basic structure is shown in Figure 1.



Fig. 1 structural diagram of all metal single screw pump

2.2 Calculation method

2.2.1 Basic equation of fluid motion

The fluid flow in all metal single screw pump follows the laws of conservation of mass, momentum and energy, which constitute the basic equations of fluid motion. At the same time, because the fluid in the channel is in a turbulent state under the action of the screw, the turbulence equation needs to be added. Therefore, the RNG $\kappa - \epsilon$ equation suitable for low Reynolds number flow is selected to describe the fluid flow in the screw pump.

According to the law of conservation of mass, the reduction of fluid mass in the control body should be equal to the net outflow of fluid mass from the control body

$$\frac{\partial \rho}{\partial t} + \nabla \cdot (\rho u) = 0 \tag{1}$$

According to the law of conservation of momentum, the momentum change rate of fluid in any volume is equal to the sum of the mass force and surface force acting on the fluid:

$$\rho \frac{D u}{D t} = \rho f + \nabla \cdot \tau \tag{2}$$

According to the law of conservation of energy, the change rate of kinetic energy of fluid in any volume is equal to the sum of work done by mass force, surface force and heat added by fluid in that volume in unit time:

$$\rho \frac{D e}{D t} = \tau \cdot \epsilon + \nabla \cdot (k \nabla T) + \rho q \tag{3}$$

K equation of turbulent kinetic energy:

$$\frac{\partial}{\partial t}(\rho k) + \frac{\partial}{\partial x_j}(\rho k u_j) = \frac{\partial}{\partial x_j} \left(\alpha_k \mu \frac{\partial k}{\partial x_j} \right) + G_k - \rho \epsilon \tag{4}$$

Turbulent energy dissipation rate equation:

$$\frac{\partial}{\partial t}(\rho \epsilon) + \frac{\partial}{\partial x_j}(\rho \epsilon u_j) = \frac{\partial}{\partial x_j} \left(\alpha_\epsilon \mu \frac{\partial \epsilon}{\partial x_j} \right) + C_1 G_k \frac{\epsilon}{k} - C_2 \rho \frac{\epsilon^2}{k} \tag{5}$$

Where: ρ is the density of the fluid; $\nabla \cdot (\rho u)$ is the divergence of the velocity vector of the fluid; ρf is the inertial force on the unit volume; ρg is the mass force on the unit volume; $\nabla \cdot \tau$ is the divergence of the stress tensor on the unit volume; $\rho \frac{D e}{D t}$ is the rate of change of internal energy; $\tau \cdot \epsilon$ is the work done by the surface force when the fluid deforms; ρq is the heat transferred by heat conduction; $\rho \frac{D e}{D t}$ is the heat transferred by radiation or other reasons; $\rho \frac{D e}{D t}$ is turbulent kinetic energy and turbulent kinetic energy respectively The results show that: α_k is dissipation rate; and α_ϵ are constants; and C_1 are equations and turbulent Prandtl numbers of equations; and C_2 are turbulent generation terms.

2.2.2 Computing domain and network division

In this paper, the slb128-24 all metal single screw pump

of Wuxi Shilian company is taken as the research object. The main structural parameters are as follows: rotor diameter is 50 mm, stator rotor clearance is 0.06 ~ 0.15 mm, rotor eccentricity is 4 mm, stator lead is 160 mm, and total length of stator is 2.4 M.

Considering the limitation of computing hardware, according to the conclusion of references [11, 12], the principle of constant flow rate and linear increase of pressure difference with length should be followed in performance estimation, so the length of 3D simulation model of stator is 0.8m (1/3 of total length), as shown in Figure 2. In this paper, pumplinx software is used to establish the fluid calculation domain of all metal screw pump, and the fluid grid is shown in Figure 3. During the operation of screw pump, the boundary shape of computational domain will change periodically with the movement of rotor; in pumplinx software, the grid of fluid computational domain can be reorganized and updated in each step time to realize the real-time change of computational domain with the movement of boundary, which meets the requirements of transient simulation of internal flow field.

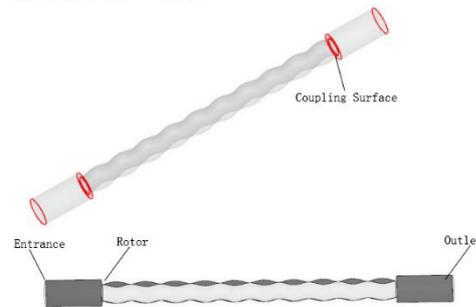


Fig. 2 fluid calculation domain of all metal single screw pump

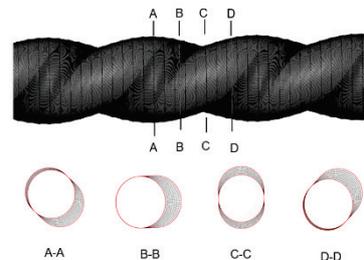


Fig. 3 mesh generation of fluid model

2.2.3 Setting of simulation parameters

Based on the RNG $\kappa - \epsilon$ turbulence model in pumplinx software, the software standard setting parameters are selected, that is, CMU, C1 and C2 are 0.0845, 1.42 and 1.68 respectively; the dynamic grid module is used to realize the real-time update of the fluid domain of screw pump; the time step is set as the time required for the rotor to rotate 1 degree, that is, the speed, and the calculation ends after the rotor runs for 2 weeks.

3. SIMULATION ANALYSIS OF THE INFLUENCE OF SPEED AND CLEARANCE ON PUMP EFFICIENCY

3.1 Influence of different rotating speed on volumetric efficiency of screw pump

In order to study the relationship between speed and leakage, the model of 0.08mm stator rotor clearance is

adopted; the fluid medium is clean water, its density ρ is 998.2kg/m^3 , and the inlet pressure is set to $= 0.1\text{MPa}$; according to the pump head, the outlet pressure of the simulation model can be converted. Considering the speed of field application, the speed setting range is $50 \sim 250\text{r/min}$. the hydraulic characteristics of displacement and head under different speeds (Fig. 4) and pump efficiency curve under different speeds (Fig. 5) are calculated respectively.

It can be seen from the analysis of Figure 4 that under the condition of the same speed, with the increase of the pump head, the pump displacement decreases in a straight line, indicating that with the increase of the pump head, the pump leakage increases and the volumetric efficiency decreases; under the same head, the higher the speed is, the greater the pump displacement is. And Figure 5 shows that under the same viscosity and pump head, the higher the speed is, the less the pump leakage is, and the higher the volumetric efficiency is.

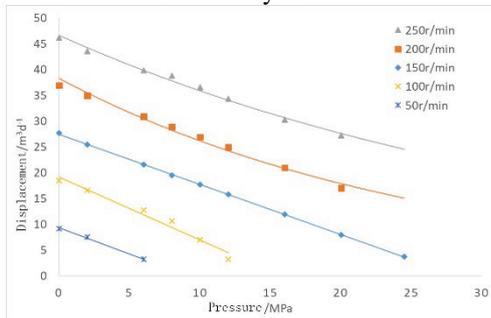


Figure 4 hydraulic characteristics of all metal screw pump at different speeds

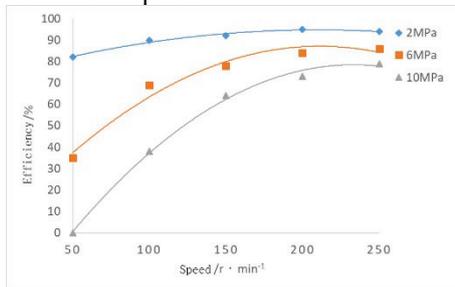


Fig. 5 pump efficiency curve of all metal screw pump at different speeds

3.2 Effect of different clearance on volumetric efficiency of screw pump

In order to study the relationship between clearance and leakage, the influence of clearance change on leakage is studied under the condition of 150 R/min rotating speed and certain pump head. The volumetric efficiency curve of the pump is shown in Fig. 6.

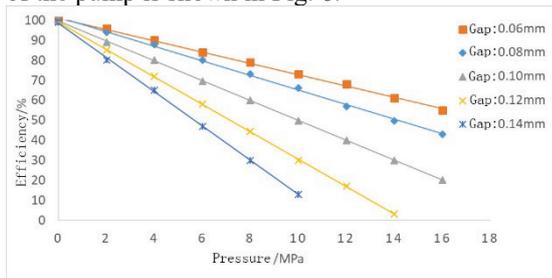


Fig. 6 Effect of clearance on pump volumetric efficiency The analysis shows that: under the same pump head, with

the decrease of the gap, the leakage decreases and the pump efficiency increases. In the working process of all metal screw pump, the stator and rotor are in the clearance matching state, so reducing the clearance can achieve better clearance sealing effect, so as to ensure stronger drainage capacity.

Taking clean water as the medium, according to the simulation results, under the condition of 0.06mm clearance, the theoretical head of slb128-24 all metal screw pump can reach 35.6mpa , and the single-stage bearing pressure can reach 1.48mpa ; when the clearance is 0.08mm , the theoretical head can drop to 27.8mpa , and the single-stage bearing pressure can reach 1.16mpa .

4. EXPERIMENTAL STUDY ON HYDRAULIC CHARACTERISTICS AND PUMP EFFICIENCY OF ALL METAL SINGLE SCREW PUMP

In order to study the influence of different speed and clearance on the working performance of the pump, and verify the accuracy of pumpinix software analysis, the experimental research on slb128-24 all metal screw pump was carried out by using the screw pump detection device platform. The basic process and experimental site of the screw pump detection device platform are shown in Fig. 7 and Fig. 8. The speed of the all metal screw pump is controlled by the frequency converter and reducer, all the inlet valves are opened, and the outlet pressure is changed by controlling the opening degree of the outlet valve.

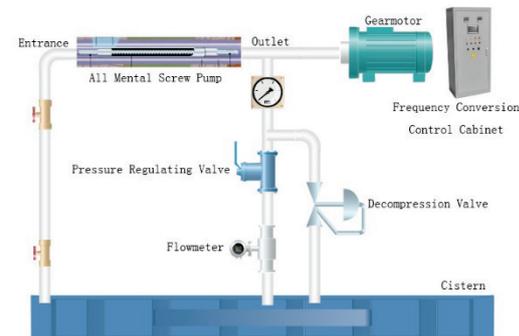


Figure 7 basic process of screw pump detection device platform

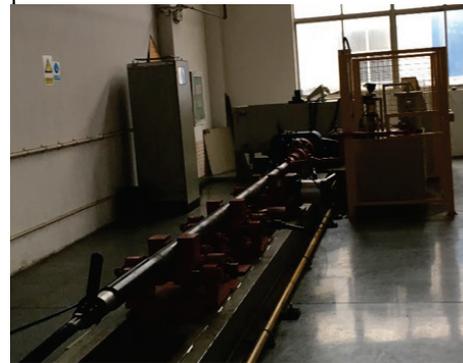


Figure 8 experimental site

Limited by the number of experimental products, the clearance of all metal screw pump used in the experiment is 0.08mm ; the experimental medium is clean water. Under the conditions of rotating speed of 150r/min , 200r/min and 250r/min , the hydraulic characteristics of all metal screw pump, the relationship between pressure head and displacement, and the relationship between

pressure head and pump efficiency are tested, as shown in Figures 9 and 10. In Figure 9, the displacement of the all metal single screw pump decreases linearly with the increase of the pressure head; increasing the speed can improve the displacement of the all metal single screw pump and effectively improve the volumetric efficiency of the pump. In Figure 10, the efficiency of the all metal single screw pump decreases linearly with the increase of the pressure head, indicating that the larger the pressure head is, the greater the leakage loss is, and the lower the volumetric efficiency of the pump is.

At the same time, it is found that the variation law of the working characteristics of all metal screw pump with the speed and pressure head obtained by the numerical simulation is basically consistent with the experimental results, and the relative error of the simulation is within 10%, which proves the feasibility of using pumpin software to carry out the numerical simulation of all metal single screw pump.

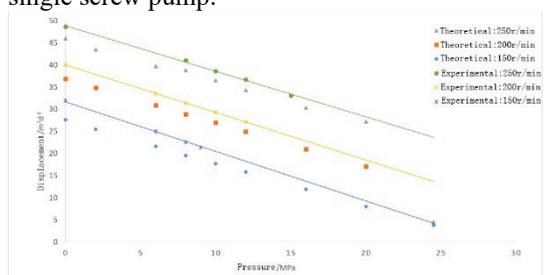


Fig. 9 hydraulic characteristics of all metal screw pump at different speeds (Experiment)

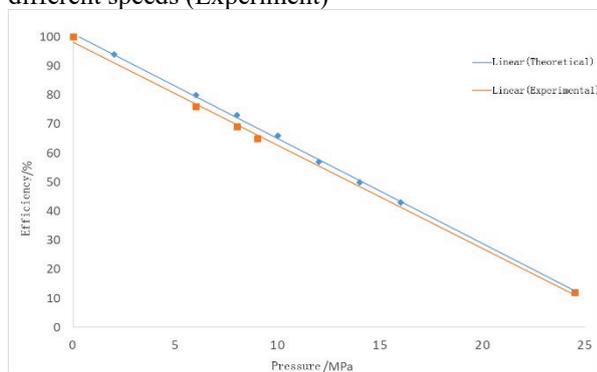


Fig. 10 effect of different pressure heads on pump volumetric efficiency (Experiment)

Literature [7, 13, 14] pointed out that the single-stage pressure of all metal screw pump based on integral stator processing is significantly higher than that of metal screw pump based on segmented stator processing or hydroforming. According to the above analysis, considering the machining process accuracy of all metal screw pump stator, the clearance between stator and rotor should be controlled within 0.06 ~ 0.08 mm [15]; at this time, the single-stage pressure of all metal single screw pump can reach 1.2 ~ 1.5 MPa.

5. CONCLUSION

5.1 The fluid simulation model of all metal single screw pump was established by using pumpin software, and the influence of speed, pressure head and clearance on pump displacement and volumetric efficiency was analyzed. The error between simulation calculation value and

experimental value was less than 10%. The simulation calculation method can accurately reflect the actual working characteristics of the pump.

5.2 The displacement of the all metal single screw pump decreases linearly with the increase of the pressure head, and the increase of the rotating speed helps to improve the volumetric efficiency of the pump; the larger the pressure head is, the greater the leakage loss of the pump is, and the volumetric efficiency decreases.

5.3 Theoretically, the smaller the clearance is, the less the leakage is and the higher the volumetric efficiency is. Due to the limitation of machining accuracy of all metal screw pump stator, the clearance can only be controlled within 0.06 ~ 0.08 mm; if clean water is used as medium, the maximum pressure of single stage of all metal single screw pump is about 1.2 ~ 1.5 MPa.

5.4 The internal flow field of all metal screw pump is affected by clearance, speed, pressure head, fluid viscosity, structural parameters and other factors. It is necessary to further study the influence degree of fluid viscosity and structural parameters on pump performance, determine the importance of each influencing factor, and provide theoretical support for further optimization of all metal screw pump design.

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Research on The Teaching of Animation Production Technology in Higher Vocational Colleges

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Abstract: Based on the requirements of "skill integration", this paper analyzes the problems existing in the teaching of animation production technology in higher vocational colleges, comprehensively analyzes various problems in the teaching of animation production technology in higher vocational colleges, puts forward the teaching strategy of "skill integration", sets the construction goal of animation production technology in higher vocational colleges, promotes the post oriented curriculum system of animation production technology in higher vocational colleges, and constructs a multi-functional production system Research and training center, to build a diversified curriculum quality evaluation system, to provide support for the promotion of Higher Vocational animation production personnel training.

Keywords: Skill integration; Animation production technology major in higher vocational colleges; Curriculum post; Industry university research training center

1. INTRODUCTION

Compared with general education, vocational education pays more attention to the cultivation of students' practical skills and practical working ability. Animation production major has strong practicality and comprehensiveness. Based on the background of skill integration, it is required to improve the effective integration of technology and art in animation production teaching.

2. THE PERFORMANCE OF COMMON PROBLEMS IN THE TEACHING OF ANIMATION PRODUCTION TECHNOLOGY IN HIGHER VOCATIONAL COLLEGES

2.1 Higher vocational animation production technology personnel training technology and artistic ability out of touch

At present, there is a gap between the technology and artistic ability in the animation talent training of some higher vocational colleges. There is a certain gap between the animation talent training and the current market demand for talents, which can not effectively meet the requirements of the current market for Animation talent training. Although many higher vocational colleges have set up animation technology professional courses, some schools can integrate the skills of animation professionals. The cultivation of the force level is relatively independent, and the students' skill integration ability is poor, which can not effectively meet the requirements of the current animation market for talent cultivation [1].

2.2 Animation technology and art ability training are

relatively independent

Animation professional post requires animation production drawing ability, production ability, organizational ability, artistic aesthetic ability, can effectively integrate art and animation production, master computer graphics and software production related technology, but the current part of Higher Vocational Colleges animation professional course teaching still adopts the traditional offline teaching mode.

In the art courses, the students are mainly trained in color, sketch, artistic modeling and other related courses. In the technology courses, the teaching method of combining teaching with case is adopted. The teaching of art and animation production courses is relatively independent, and the effective integration between them is not achieved, which makes it difficult for students to effectively master the comprehensive ability of animation technology and art learning in learning, and the comprehensive application system of animation technology integration is not constructed [2].

3. TEACHING OPTIMIZATION STRATEGY OF ANIMATION PRODUCTION TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES BASED ON "SKILL INTEGRATION"

3.1 Set the goal of animation construction in Higher Vocational Colleges with skill integration

To meet the new needs of the current development of animation production industry, promote the deep integration of technology and art in teaching, and enhance students' innovation and entrepreneurship ability. In higher vocational colleges, we should build a collaborative education mechanism of industry university research, promote personnel training and standard development, and optimize technical services through school enterprise cooperation. Provide students with a mixed animation production teaching team with international vision, deep integration of technology and art, build animation production art experience center for students, provide excellent three-dimensional teaching material system with higher vocational animation teaching characteristics, improve the curriculum evaluation system, provide guarantee for teaching personnel training based on the integration of technology and art, and improve the professional ability of animation production talents.

Based on the talent training mode of skill integration, master the demand for animation talents, and according to the requirements of animation production technical ability and artistic ability, select the entry point of skill

integration after demonstration, so as to improve students' professional ability, promote the comprehensiveness, intersection and artistry of disciplines, and enhance the complexity and diversification of talent training [3].

3.2 Promote the post oriented animation technology curriculum system in Higher Vocational Colleges

Based on the background of "skill integration", the curriculum system of animation production specialty in higher vocational colleges is optimized, including public basic course module, animation production special ability course module, animation production platform course module and personalized learning course module. The required courses are animation production professional course, production platform course and public basic course, and the optional courses are personalized learning module. In the personalized learning module, art related courses are set up for students to provide a theoretical basis for promoting the integration of technology and art. The curriculum system mainly includes art appreciation courses, animation production courses, vocational certificate courses, professional development courses, culture courses and entrepreneurship and innovation courses.

It enables students to learn professional compulsory courses, combined with their own interests and learning ability elective courses, to improve the extensiveness of students' course learning, effectively improve students' art appreciation ability and innovation ability, build the linkage mechanism of professional courses, improve students' theoretical level, operation level and art appreciation ability, and improve students' learning ability mainly by technology and supplemented by art. The innovation ability of animation production can promote the good integration of technology and art.

3.3 Construction of multi-functional industry university research training center for animation technology production in Higher Vocational Colleges

In the personnel training of animation production technology specialty in higher vocational colleges, the advantages of scientific research, education and teaching, production and different social division of labor in personnel training are comprehensively combined to promote the coordination and integration of different subjects in personnel training. Based on the integration of art and science and technology, art innovation is continuously promoted to realize the effective coupling and docking of micro education and macro education [4]. The animation production center is constructed by the combination of animation production technology and art, and the industry university research integration training center is constructed by the way of animation entity model production, and the digital art experience center is constructed. Use animation production software and other tools for virtual production, build interactive, three-dimensional, virtual animation art experience center for students, and promote the embedded integration of technology and art.

3.4 Building a diversified animation technology course quality evaluation system

Based on the requirements of the integration of art and

technology, the teaching evaluation system of animation production specialty in higher vocational colleges is constantly improved. The animation production process is an effective combination of art and technology. To this end, explore the skills of teachers integration, skills curriculum integration, skills project integration, a total of three integration strategies. These three integration methods can effectively cultivate the comprehensive ability of animation production technical talents. Combined with the teachers, curriculum and project level as well as the animation production personnel training cycle node, in the animation production personnel training level, the promotion and application are strong.

To build a diversified teaching evaluation system, focusing on the ability of animation production, while investigating the artistic quality and animation professional knowledge, to build animation production studio, animation production training center and other teaching platforms for students, to provide students with practical operation platform of animation production, and to investigate students' learning situation from the aspects of comprehensive ability and animation production course learning. For students, the diversified teaching evaluation methods, such as student self-evaluation, teacher evaluation, student mutual evaluation and enterprise participation, are comprehensively used. Combined with the completion of student animation project, the diversified assessment basis is adopted, including segmented assessment, classified credit and credit mutual evaluation.

4. CONCLUSION

Skill integration provides support and basis for the cultivation of animation production technical talents in higher vocational colleges. It requires that animation production professional teaching in Higher Vocational Colleges effectively break through the problems existing in the current teaching process, optimize the teaching path, implement the idea of skill integration in all aspects of animation teaching, constantly reform the curriculum teaching system, update the teaching idea, and construct systematic teaching methods and methods. To improve the pertinence and application ability of talent training.

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Urban Emergency Resource Scheduling Method Under Emergencies

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Abstract: With China's socialist modernization construction entering a new period, various factors affecting urban public safety are gradually increasing, and all kinds of emergencies occur from time to time. However, in the process of dealing with all kinds of emergencies, there are still some problems such as imperfect methods and systems of emergency resource adjustment in major cities, especially in small and medium-sized cities. Therefore, we must strengthen urban public security management under emergencies. Emergency resource scheduling, comprehensively improve the ability of city to prevent and deal with public emergencies.

Keywords: Emergency; Urban emergency resources; Scheduling

1. INTRODUCTION

Urban emergency resource scheduling is an important part of urban prevention and disposal of all kinds of emergencies, which directly affects the efficiency of effective prevention and timely disposal of all kinds of emergencies [1]. At present, with the increasing of all kinds of potential emergencies in cities, in order to effectively grasp the basic number of emergency rescue resources in urban production safety and enhance the rescue support ability, we must constantly enhance the scheduling and management of urban emergency resources, and constantly improve the ability and level of urban collaborative disposal of emergencies.

2. CONNOTATION ANALYSIS OF URBAN EMERGENCY RESOURCE SCHEDULING

Strengthening the construction of urban emergency resource scheduling and security system is related to the basic life security of urban disaster victims and the overall social harmony and stability, and is also an important part of the modernization of urban emergency management system and governance capacity [2]. The so-called urban emergency resources refer to all kinds of materials and equipment reserved for dealing with various natural disasters and production safety accidents, and all kinds of materials used for emergency rescue, emergency rescue, relocation and resettlement of victims and ensuring the basic life of victims, mainly including emergency rescue materials, necessities of life and all kinds of emergency disposal equipment, which are specifically divided into life relief materials and flood control materials. There are eight aspects of emergency materials for Taiwan prevention and drought relief, geological disaster prevention and control, forest fire prevention, fire fighting, earthquake, safety production and other emergency materials.

3. URBAN EMERGENCY RESOURCE SCHEDULING METHOD UNDER EMERGENCIES

To further strengthen and improve the urban emergency resource scheduling system is the key part of effective response and disposal of various emergencies

3.1 Further improve the emergency resource allocation mechanism of disaster reduction committees at all levels in cities

In strict accordance with the principle of "combination of unification and division and responsibility at different levels", disaster reduction committees at all levels in cities and towns should play a leading role and strengthen the daily communication and coordination mechanism with safety committee office, forest prevention and control office, earthquake prevention and disaster reduction office and other relevant institutions, and make overall planning based on the actual needs of the nature and consequences of various emergency events that may occur in cities. We should do a good job in the emergency allocation and unified distribution coordination of emergency relief materials, ensure that all kinds of emergency resources are dispatched immediately after the occurrence of emergency events, and lay a solid foundation for the timely and orderly development of emergency rescue and post disaster recovery and reconstruction. Emergency management, development and reform, public security, finance, transportation, fire rescue, Red Cross Society, civil aviation, railway and other departments should actively cooperate with the work of the disaster reduction Commission, and do a good job in the coordination and guarantee of emergency allocation of all kinds of emergency relief materials according to their own responsibilities. Specifically, development and reform departments should do a good job in the reserve and allocation of emergency resources; financial departments should do a good job in the allocation and transportation of emergency relief materials. The transportation department should do a good job in emergency transportation of emergency relief materials, dispatch of transportation capacity and emergency repair of possible damaged roads, bridges and other facilities in the process of transportation; the public security department should do a good job in transportation safety of emergency resources and vehicle traffic guarantee for emergency rescue and disaster relief tasks, and all relevant units should take their own responsibilities and make progress. Further improve the scheduling mechanism of emergency resources.

3.2 Further standardize the procedures of urban emergency resource scheduling

According to the degree of disaster in the affected area, the actual demand for emergency materials and the reserve

of emergency relief materials, and the emergency degree of emergencies, we should further standardize the emergency resource scheduling procedures, so as to achieve timely and rapid response and disposal. In the event of an emergency, the material application should be carried out in accordance with the principle of level by level application in principle. Priority should be given to the use of the emergency resources at the same level. When all the materials at the same level are still unable to meet the emergency demand, it can apply for the allocation of the materials at the next higher level. In case of emergency and emergency, it can allocate the emergency resources according to the principle of "first call, then go through the formalities" Materials, and further standardize the emergency resource scheduling procedures to ensure that emergency resources can arrive at the disaster site in the first time in case of emergency.

3.3 Further strengthen the socialized distribution capacity of urban emergency resources and materials

In general, the distribution of urban emergency resources is mainly led by the transportation department and cooperated by the public security department. However, with the aggravation of various emergency situations in the city, the existing distribution of emergency resources is difficult to meet the actual needs of urban emergency management. Therefore, it is necessary to further strengthen the socialized distribution capacity of urban emergency resources, As an effective supplement to the city's existing emergency resources distribution. Relevant government departments, such as disaster reduction committees at all levels, should actively strengthen cooperation with local logistics companies, domestic service companies, enterprise rescue teams, social organizations and other organizations, adopt various ways such as government purchasing services, and sign relevant agreements to continuously improve the distribution support ability of emergency materials organizations at all levels, so as to ensure emergency relief in case of emergency Materials can be quickly and safely transported to the disaster area to ensure timely and efficient rescue, and the basic life of the affected people can be saved.

3.4 Further strengthen the dynamic supervision of urban emergency resources

It is necessary to actively base on daily life, conduct in-depth analysis on the laws of various local emergencies, and strive to grasp the scale of various emergencies and the scope of disaster victims. According to the needs of disaster relief, disaster reduction committees at all levels can reasonably set up temporary emergency relief

materials allocation centers in urban areas, which are responsible for unified reception, allocation, distribution and donation of emergency resources In order to form a scientific, reasonable and efficient urban emergency resource safety management system, it is necessary to further strengthen the refined management of emergency resource storage, refine the work process, clarify the work responsibilities, and implement the special account management of emergency resources; further improve the long-term management mechanism of emergency resource storage safety inspection, and timely modify and improve the relevant emergency plans To ensure the safety of storage and materials.

4. CONCLUSION

In a word, the establishment and improvement of the urban emergency relief material scheduling system is the key component to strengthen and enhance the city's response to all kinds of emergencies. The emergency management departments at all levels of the city, especially the Disaster Reduction Committee, should earnestly shoulder the responsibility and mission, based on peacetime, and strive to improve the emergency resource allocation mechanism of the Disaster Reduction Committee at all levels of the city, standardize the procedures of urban emergency resource scheduling, and strengthen the urban management From the aspects of socialized distribution ability of emergency resources and materials and strengthening dynamic supervision of emergency resources, the coordination and communication mechanism between urban areas and departments should be further strengthened, and the linkage mechanism between superior government and subordinate government, local government, government departments, government and enterprise, society should be established, so as to realize overall planning and hierarchical implementation of emergency resources In order to improve the level of urban emergency management, we should speed up the standardization, scientization and refinement of emergency resource scheduling.

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The Text Interpretation and Contemporary Significance of Marx's "Rebuilding Personal Ownership"

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Abstract: "Rebuilding Individual Ownership" is a scientific assumption of the future form of social ownership based on Marx's deep criticism of private property. Engels has the same understanding of "Rebuilding Individual Ownership" in his anti-dull theory. He thinks that the reconstruction of "individual ownership" refers to the consumer personal ownership. The academic circles have formed different opinions on Marx's thought of "Rebuilding Personal Ownership". It involves the object, nature and realization form of "Rebuilding Individual Ownership". Although the academic circles have made fruitful research on Marx's thought of "Rebuilding Personal Ownership", the understanding of this theory is different and wise. On the basis of the joint stock system under the premise of socialist public ownership, the labor capital is the basis to realize the participation of the working people and establish the personal property system held by the working people. Only by changing the traditional ideas and innovating the realization form of the joint-stock system can we establish the personal ownership system of the people who work in the stock market. This paper introduces the formation and text interpretation of Marx's theory of "Rebuilding Personal Ownership", and briefly summarizes its significance in contemporary research.

Keywords: Marx thought; reconstruction of individual ownership; Personal ownership; Contemporary significance; Text interpretation

1. INTRODUCTION

In *Das Kapital*, Marx deeply analyzed the historical inevitability of capitalist private ownership, and theoretically put forward the assumption of future social ownership, which laid a strong theoretical foundation for the establishment of its social ownership. He also clearly put forward the theory of ownership in the construction of future communist society, that is, the theory of "Rebuilding Individual Ownership", which is still called "Goldbach conjecture" in the economic circle until now. To explore the connotation of the theory of "Rebuilding Individual Ownership" is conducive to a comprehensive and accurate understanding of Marxist political economy. The reconstruction of individual ownership is a very classic issue, which has been debated for a long time and has not yet reached an agreement. Its main point can be summarized into three parts: first, Marx's reconstruction of individual ownership is the personal means of living that is reconstructed on the basis of the socialist public ownership of the means of production; second, Marx

thinks that the reconstruction of individual ownership is to further establish the private ownership of the means of production; finally, Marx himself thinks that the reconstruction of individual ownership. In essence, it is a shareholding system in which everyone holds shares. Up to now, some scholars have been talking about Marx's reconstruction of individual ownership, because the reconstruction of individual ownership advocated by Marx has not been fully realized.

2. MARX'S TEXTUAL INTERPRETATION OF "REBUILDING INDIVIDUAL OWNERSHIP"

First of all, Marx's "reconstruction of personal ownership" is to use the reconstruction of personal ownership of workers' means of living (means of consumption). Marx pointed out that in the future society, except personal means of consumption, nothing can be regarded as personal property. Therefore, this point of view is also in line with Engels' counterattack against the wrong view of Turing in anti Turing.

As we all know, the article of "anti Turing theory" was completed after Engels read the whole article to Marx and Marx nodded and approved it. Therefore, in the academic community, the understanding of the reconstruction of individual ownership occupies a very large proportion. However, up to now, this traditional idea is still questioned by many scholars. The main reason is the law of Marx's negation of negation. From the beginning and end of the subject, we must keep consistent. Secondly, Marx also believes that in the future society, capitalist private ownership will be replaced by ownership, and at the same time, the process of negation will end. This process of negation will eventually be negated and replaced by capital and private ownership.

Imagine that in the future communist society, the individual ownership of the means of production has not been realized, so how can the individual ownership of the means of consumption be realized? However, this kind of opposition to the traditional view is very convincing. Therefore, what people can't explain is that this view was put forward by Engels and accepted by Marx. However, only a more reasonable explanation can provide a new direction and train of thought for Marx's "reconstruction of individual ownership".

Secondly, since Marx can propose the reconstruction of individual ownership, when he establishes "private ownership for everyone", he will promote the establishment of a system in which the means of production is owned by every member of society. It does not mean that some people have the means of production

while others do not. At the same time, Marx's "private ownership for all" has not become an independent form of ownership to control human society in the process of decades of historical evolution. However, once private ownership exists, it will naturally evolve into "private ownership of some people", which has been effectively proved in history. However, in Marx's view, only under the condition of private ownership of the means of production, will there be enslavement and exploitation of other people's labor. Therefore, the reconstruction of "private ownership for all" is untenable in theory.

Finally, some scholars believe that Marx's theory of rebuilding individual ownership, in a sense, means that the means of production belong to the society, that is, every social person will have the means of production. In other words, when every member of society has the means of production, it will form a de facto "private ownership". However, this kind of "private ownership" is not the same as "capitalist private ownership". This kind of "private ownership" is an average in the sense of numbers and can be possessed by everyone. Secondly, the private ownership is not the possession of the means of production by a few people and the exploitation of the proletariat, but a kind of private ownership in which everyone is equal and there is no various gap between the rich and the poor and oppression.

Most scholars believe that such a social system is the premise of Marx's combination of all previous studies, and yearned for and praised. However, such a view is easy to confuse "everyone has private ownership" and "social individual ownership". Generally speaking, the above views have a deep understanding and discussion of individual ownership from many different angles, but it is of great significance and value to understand Marx's theory of "Rebuilding Individual Ownership".

3. THE PATH MARX CHOSE TO "REBUILD PERSONAL OWNERSHIP"

The path choice of "Rebuilding Individual Ownership" refers to what kind of reform route should be chosen to reconstruct the personal ownership advocated by Marx, which can also be called the path to realize. Because Marx simply described the way to rebuild personal ownership in general, he left it to later generations to discuss. The line of Rebuilding Personal Ownership described by Marx is the capitalist form of possession produced by the capitalist production mode, and the capitalist private system formed, but also makes it deny the private ownership of the individual based on labor for the first time. However, the emergence of capitalism is the necessity of natural process. So we have created a negative of ourselves.

Marx pointed out that the reconstruction of personal ownership is in two steps. The first step is to deprive the scattered labors of the means of production based on labor through the bourgeoisie, and then deny the private system based on their own working ability to realize the original accumulation of the capitalist private system; the second step is that capitalism develops to a certain stage, and the capital monopoly and labor socialization caused by capital concentration "have achieved the ability of the capitalist shell The degree of incompatibility. "

However, the established personal ownership system is the personal ownership of the means of production of workers or the personal ownership of living materials. Marx did not explicitly say it here, which caused the conjecture and debate of scholars. Until today, it is still necessary to discuss this issue.

4. THE PRACTICAL SIGNIFICANCE OF "RECONSTRUCTING INDIVIDUAL OWNERSHIP" IN CONTEMPORARY CHINA

With the development of socialism with Chinese characteristics, it has gradually entered a new era, which provides the corresponding institutional conditions for the establishment of individual ownership of labor joint-stock system. The labor stock system of individual ownership not only solves the contradiction between the people's demand for a better life and the insufficient and unbalanced development. Secondly, we all know that the people's need for a better life is constrained by imbalance and insufficiency, which also restricts the income of the masses. Since the reform and opening up, due to the development of productive forces, although our people's income and living standards have been greatly improved, but due to the change of the way of distribution, distribution according to work and distribution according to production factors are combined, so that the income gap continues to widen. In the primary stage of socialist market economy, the labor market is oversupplied, the wage level and income of the majority of workers are relatively low, and the degree of sharing development is not high; the capital market is oversupplied. Under the condition of imperfect and unbalanced market, in order to meet the needs of workers for a better life, we must improve the income level of workers through certain institutional arrangements.

People place their hopes on the reform of the income distribution system, but it is impossible to change the original market distribution mode, because as long as the market distribution mode of income is changed, there will be no improvement and development of the socialist market economy. Therefore, the reform of income distribution system is not to change the market distribution mode, but to constantly improve the market. In the case of imperfect and unbalanced market, one of the important measures to improve workers' income is the ownership arrangement of workers' individual shares. Under the individual ownership arrangement of employee stock ownership, employees can obtain labor income through labor participation and dividend income through stock ownership, so as to improve the income level. However, this high income level will not change significantly due to the change of supply and demand in the labor market. Therefore, the reconstruction of individual ownership in the new era is conducive to easing the contradiction between workers and capital owners, and jointly creating a better harmonious society.

The report of the 19th National Congress of the Communist Party of China puts forward the ways to solve the problems, and constantly improve the coordination mechanism of the government and enterprises, so as to effectively establish a harmonious labor relationship.

Secondly, in the report of the 19th National Congress of the Communist Party of China, it also puts forward the solution to the conflict of interests between workers and capital owners, but it does not give a specific form of realization. We believe that the specific form of realization is to establish the individual ownership of workers' shares.

The reconstruction of individual ownership in the new era is Marx's political proposition. Socialism with Chinese characteristics organically combines this political proposition of Marx with the reform of state-owned enterprises into mixed ownership. The practice of individual ownership of labor stock system is the Sinicization, modernization and popularization of Marxism. The practice of individual ownership of labor shares is a complex system engineering, which needs not only theoretical innovation to explain its consistency with Marxism, but also institutional innovation to solve some specific problems in practical operation. These problems are analyzed, studied and discussed in depth, and reasonable theoretical explanations are given. At the same time, it enriches the theories of socialism with Chinese characteristics, philosophy, social sciences and political economy [3].

5. CONCLUSION

To sum up, in the current new era, the reconstruction of individual ownership not only embodies the general

secretary Xi idea of focusing on the broad masses of the people, but also helps to solve the social contradictions between the growing demand for better life among the masses and the imbalance and inadequate development, thus effectively easing the contradiction between workers and capital owners. To build a harmonious society, we should fully mobilize the enthusiasm and initiative of workers and capital owners, and promote the continuous development of social economy.

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Research on Teaching Mode of Mechanical Drawing Course in Higher Vocational Colleges Under the Background of Information Technology

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Abstract: Under the new situation, with the continuous development of information technology, the traditional teaching mode of mechanical drawing course can not meet the needs of modern development. Higher vocational teachers should adhere to the main idea of the scientific outlook on development, combine information technology and mechanical drawing, and focus on cultivating students' drawing awareness and ability, so as to improve the quality of teaching and enhance the efficiency of learning. Therefore, this paper first puts forward the main content that needs to be explored, and then, according to the current development path, grasps the information teaching means, and formulates a scientific teaching mode.

Keywords: Information technology; Higher Vocational Mechanical Drawing; Course teaching mode

1. QUESTION RAISING

With the further development of science and technology, mechanical drawing is a major of mechanical engineering, which not only needs students' drawing ability, but also needs to enhance students' space imagination and thinking ability, increase the standard construction, improve professional quality, and lay a good foundation for future development and learning. Under the "task driven" teaching mode, teachers can enrich and diversify information means, and make a new improvement and optimization of teaching ideas, methods and means [1]. In the actual case, clear the results of the implementation of the curriculum, break through the constraints of space and time, guide students to autonomous learning, in order to achieve the ideal learning effect. However, in the process of practice, stick to the traditional teaching mode, can not innovate the teaching methods, can not cultivate students' autonomy, teaching can not be insufficient, students lack of interest in learning mechanical drawing course. In view of this, how to use the advantages of information technology to innovate the teaching mode of mechanical drawing course in Higher Vocational Colleges? It has become the main content to be explored under the current situation.

2. TEACHING MODE OF MECHANICAL DRAWING COURSE IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF INFORMATION TECHNOLOGY

2.1 Teaching mode of Mechanical Drawing Course

From the perspective of modernization, on the basis of "project introduction, task driven" mode, the mechanical

drawing course in higher vocational colleges should take typical tasks as the carrier, maintain independence and increase the connection between independent knowledge points. Take the student as the center, increase the project training efforts, enhance the students' learning quality, improve the students' learning efficiency [2]. First of all, we need to introduce the task. Then, we need to analyze the task, enlighten and guide, determine the plan, demonstrate and compare, group explore, evaluate and summarize.

2.2 Teaching mode of information technology integration mechanical drawing course

In the information age, mechanical drawing needs to analyze various kinds of online and offline resources, explore intelligent and open self-learning mode, and establish personalized development path. Under the vision of "information technology+task driven", mechanical drawing can also maintain the construction of mixed teaching mode, expand students' knowledge cognition, find suitable development rules, and optimize teaching content and teaching mode [3]. First, before class. On the basis of the task, online preview is needed. Teachers use the teaching system, release learning tasks, and students learn and preview independently through the system. Second, in class. Higher vocational teachers can use a combination of online and offline explanation, first use the online way to analyze the preview situation, then explore the key and difficult points of the course content, analyze the students' mastery, and explain the key content offline, so as to improve the pertinence, increase the training effect, guide the difficulty of the course and complete the result evaluation. After class, we need to consolidate the previous learning results on the basis of extended practice. Students use the online way to test their learning situation as a whole to keep the extension of knowledge. The blended teaching mode can publish tasks online, import materials, and increase students' autonomous learning ability. Let students acquire new knowledge, analyze problems and find appropriate solutions in thinking [4]. After that, teachers can use the online way to make statistics on the learning situation, focus on solving the key and difficult problems reflected by everyone offline, increase the training of practical drawing ability, and improve the evaluation of students' overall learning. On the one hand, it enhances the sense of space concept in teaching; on the other hand, it realizes students' personalized autonomous learning and enhances the

ability of thinking extension.

2.3 Mixed teaching mode

Higher Vocational Mechanical Drawing teachers can use the network teaching platform, focusing on students, according to the learning characteristics of higher vocational students, prepare lessons online, arrange tasks and set topics. Students learn and explore independently online and complete online homework. After that, teachers can guide the online classroom according to the learning situation provided by the data, solve the key points and difficulties, improve the practicality, and consolidate the learning effect. For example: when learning "output shaft parts expression", the teacher is to lead out the teaching task with the output shaft as the center, fainting students thinking and learning. Set the scene, decompose the function of the output shaft reducer, and think about how to express the shaft clearly. After that, according to the case of hybrid teaching, we review and preview before class, teach face-to-face training in class, and consolidate and improve after class. This method not only increases students' interest in learning drawing, but also uses information technology to reform teaching objectives and guide students to complete hierarchical and personalized learning.

2.4 Feedback of teaching effect

In the process of practice, the course of mechanical drawing has been effectively extended, and has been recognized by industry and enterprise experts, which gives a good feedback on the implementation of the course. On the basis of the blended teaching mode, many employers have enhanced the diversity of teaching and students' autonomous learning ability. Before and after the mixed teaching mode, we need to investigate the students' learning situation and curriculum resources [5]. After the reform and innovation of hybrid teaching mode, we can see that the students' learning mode has changed and began to develop towards the direction of autonomous learning. On the basis of information application, students can have a good grasp of inquiry learning and autonomous learning, and improve the use of network platform. First of all, we can make full use of all kinds of teaching materials, break through the limitation of time and place, and achieve the main realm of resource sharing. Secondly, teachers can use video or animation teaching methods to attract students' interest in learning, develop towards a diversified teaching direction in both sound and emotion,

and create a harmonious teaching environment for students. Finally, teachers can guide students to preview and review independently in class and after class, so as to improve the learning efficiency in class. To provide students with a broader space for development.

3. CONCLUSION

With the progress of society, the reform of the mixed teaching mode of mechanical drawing course also needs to adapt to the development needs of the times, use the information method, enhance the subjective initiative of students' learning, strengthen the strength of inquiry learning and improve the flexibility of teaching methods. In addition, it can improve and fully utilize the learning resources and promote the development of curriculum construction. The distance between learning theory and practice is reduced, the knowledge points of mechanical drawing are displayed intuitively, and the plane assembly drawing is stereoscopic, so that students can analyze the relationship between the parts in depth and detail, and improve the efficiency of classroom teaching. Integrating resources and increasing infrastructure will lay a good foundation for students to study independently for life.

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Inheritance and Innovation of Brand Gene in Automobile Styling Design

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Abstract: Automobile is one of the main means of transportation in contemporary society. From the beginning of its birth as a basic means of transportation to now, it is increasingly pursuing the unique shape and aesthetic perception of automobile. The market demand of automobile is gradually developing towards the direction of personalization and functionalization. In the development process of modern society, automobile brand has gradually become a symbol of automobile quality. Based on this, this paper takes the car styling design as the main research object, and focuses on the research and analysis of the inheritance and innovation ideas of brand gene in car styling design.

Keywords: Brand gene; Automobile styling design; Inheritance and innovation ideas

1. INTRODUCTION

The progress of economy and science and technology is driving the development of modern society, but also gradually improve the quality of people's life. Automobile has become an indispensable means of transportation for modern people. With the gradual development of modern social aesthetic concept, people also put forward higher requirements for the appearance of the car. In the fierce market competition, automobile enterprises want to improve their competitiveness in the market, we must make good use of brand gene. In order to analyze the inheritance and innovation of brand gene in automobile styling design, we must first understand what brand gene is and what is the inevitable relationship between it and automobile styling design.

2. CAR STYLING AND BRAND GENES

2.1 Car styling design

Automobile modeling is the main form of automobile design. Automobile modeling design can not only reflect the designer's design concept and connotation, but also improve the performance and service life of automobile to a certain extent. In the development process of modern society, the style of car styling design is gradually changing with the development of the times [1]. With the increasingly fierce market competition in modern society, automobile styling design has become the main factor for automobile enterprises to enhance their core competitiveness.

2.2 Brand gene

Brand is not only the main characteristic of automobile enterprises, but also the main competitive advantage of automobile enterprises in the market competition. In the design of the overall shape of the car, the style formed by the designer gradually forms a characteristic car brand with advantages in a certain aspect in the continuous adjustment of the car shape design. This kind of

automobile brand can not only help automobile enterprises improve their own economic benefits, but also help automobile enterprises expand their market share, and play a promoting role in expanding the development scale of automobile enterprises [2].

2.3 Main role of brand gene in automobile styling design

The integration of brand gene and automobile styling design can not only make automobile enterprises maintain their own unique competitive advantages in the development and changes of the times, but also integrate this brand gene advantage with the culture and ideological trend of modern society, so as to design automobile products more in line with the needs of modern automobile market. While maintaining and inheriting the automobile enterprise culture, gradually expand the development scale of automobile enterprises, and promote the development of automobile enterprises.

3. SPECIFIC ANALYSIS OF THE INHERITANCE AND INNOVATION IDEAS OF BRAND GENE IN AUTOMOBILE STYLING DESIGN

3.1 Attach importance to emotional factors

Although the development of automobile industry in China is relatively short, with the continuous development and progress of modern economy and society, China's automobile industry is developing towards a more vigorous direction. In order to develop any industry, we should consider the local actual situation. Compared with foreign countries, domestic industries and enterprises should pay more attention to emotional factors in the process of development. This is mainly determined by the characteristics of China's historical development and spiritual and cultural heritage. Therefore, China's automotive market in the modeling and functional requirements of automotive products, emotional factors are also included in the selection of automotive products. From this point of view, the production and marketing of red flag car can best reflect this emotional factor in the development of China's automobile industry. The brand of red flag car is developed with the gradual development of our society. Before the formation of the domestic automobile market, red flag car has appeared in people's vision. Even with the gradual increase of modern automobile brands, red flag car also occupies an important position in people's hearts.

3.2 Clear brand positioning

Brand positioning is the key to the role of brand gene in automobile styling design, and it is also the main advantage of automobile enterprises in the market competition. Brand positioning mainly refers to that the automobile produced by automobile enterprises has incomparable advantages with other similar enterprises in modeling, function, service and other specific aspects. In

the process of designing the shape of automobile, automobile enterprises enlarge this advantage infinitely through scientific design and planning, so as to form a unique competitive advantage in the competition of automobile market. Taking Dior automobile brand as an example, the "big mouth" shape of Dior automobile brand has left a deep impression on the public. This unique "big mouth" shape is the key design of Dior automobile brand which is different from other automobile brands. With the development of modern society, the positioning of Dior automobile brand is gradually integrated with the ideological and cultural trend of modern society, and the "big mouth" shape is further improved, so that Dior's automobile products can more meet the needs of modern automobile market.

3.3 Inheritance of national culture

In the process of the development of automobile industry in China, we need to integrate the corresponding national culture to meet the needs of different regions and regional markets for automobile products. This is mainly determined by the characteristics of China's historical and cultural development. In the process of China's social and historical development, the design of architecture and various tools mainly follows the principles of integrity and line fluency. Therefore, if the automobile industry wants to have good competitiveness in China's automobile market and occupy a certain market share, it can start from these aspects. Both foreign and domestic automobile brands should be integrated with China's history and national culture in order to achieve the goal of development. The integration of traditional culture into the car styling design can not only endow the car with more valuable cultural connotation, but also innovate the traditional historical culture and national culture, so that the traditional culture can have more vitality and vitality in the new era.

3.4 Trend of innovation era

The development trend of modern society not only depends on the development of economy and the progress of science and technology, but also depends on the change of people's ideas and the joint efforts of various industries

and fields. And various industries and fields in the development process of modern society will form the main trend of the industry in this era. For the automobile industry, the unique brand gene, coupled with the shape design that can meet the needs of modern society for the automobile market, can lead a new era development trend in China's automobile market. In the process of applying the existing brand gene, automobile enterprises should not only inherit and carry forward the advantages of brand gene, but also combine with people's aesthetic concepts in modern society to design automobile products that not only meet the requirements of modern automobile market, but also meet the needs of optimization and upgrading of automobile structure and function, so as to expand the economic benefits of automobile enterprises and promote the development of automobile industry. The development of the enterprise car.

4.CONCLUSION

To sum up, brand gene is the main advantage of automobile enterprises in the market competition. This paper analyzes the application of brand gene in automobile styling design from four aspects: attaching importance to emotional factors, clarifying brand positioning, inheriting national culture, and innovating the trend of the times. It can not only provide certain ideas for the development of automobile enterprises in the modern automobile market, but also promote the effective inheritance of brand gene and corporate culture of automobile enterprises, and promote the development of automobile enterprises. It's of great significance to the development of science and technology.

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Food Packaging Printing Technology and Safety and Hygiene Analysis

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Abstract: With the continuous improvement of social and economic level, people's material conditions and quality of life have been greatly improved, and food safety has gradually become a concern of more and more people in daily life. For food packaging, it is an important medium to decorate the appearance of products, protect food safety and health, and the reasonable application of printing technology is to give full play to food safety. Therefore, the relevant technical personnel must pay attention to the control of all aspects of food packaging and printing technology to ensure food safety and consumer health. Based on this background, this paper discusses the food packaging and printing technology and safety and health for reference.

Keywords: Food; Packaging and Printing Technology; Safety; Hygiene

1. ANALYSIS OF THE MAIN PRINTING TECHNOLOGY OF FOOD PACKAGING

1.1 Gravure printing

Gravure printing occupies an important position in the food packaging industry, which has been widely used in the development of the industry, but now, people's awareness of environmental protection and the demand for environmental protection are constantly improving. Based on the process of gravure printing itself, because of the use of engraving cylinder printing method, its overall process needs higher investment, and its operation process is difficult. The raw materials of printing ink do not have excellent environmental protection performance, but correspondingly, the printing method also has very good printing quality, strong printing resistance and other advantages, which can effectively extend the application cycle, especially for the work of long plate printing, which can achieve very excellent printing results and visual effects [1-3].

1.2 Flexography

Flexographic printing is also a key technology in the food packaging printing industry. Its practicability is relatively wide. Specifically, it is to realize the manufacturing of finished products through online production with the help of flexible and flexible printing plate. Compared with the traditional printing method, it must have a variety of printing degrees, and can avoid the printing factors to a large extent. In addition, the main raw materials used in the printing process are alcohol, which is non-toxic, no side effects, and very volatile. Its application technology mainly focuses on short board printing, which has the characteristics of small footprint and low cost.

1.3 Offset printing

Offset printing is another common printing method in the food packaging printing industry. The traditional offset

printing does not have high environmental performance, which obviously can not meet the needs of the food packaging industry under the background of the development of the times. However, in the development process of this printing technology, it promotes the comprehensive application of soybean ink, which has very significant environmental performance and does not need to be replaced. High cost investment can achieve excellent printing results and quality, and non-toxic without side effects, which can meet the requirements of many environmental protection standards.

2. SAFETY AND HYGIENE INSPECTION OF FOOD PACKAGING AND PRINTING

2.1 Gas chromatography detection method

In the actual application process, the gas chromatography inspection method mainly focuses on the production process of gravure printing packaging materials. The core content of its main detection is whether the printing product residue exceeds the standard and the rest of the odor content. In this process, with the help of relevant test equipment, the peak level data are collected and sorted out, and through the comparison with the physique mastered by a team, it can achieve the goal of non-compliance. With the determination of rational unit content level, the final results can be analyzed. It should be noted that in the operation process of this detection method, mass spectrometry can also be used to achieve its matching application, so as to better improve the accuracy and reliability of detection results [2].

2.2 Robinson test

This detection method mainly focuses on the actual impact between packaging materials and the taste of the test object. Its practical application process is to further print the substrate with ink. The printing specification needs to be controlled at about 1.5g ink per square meter. When the printing operation is completed, the printing and product packaging products need to be placed together and placed in the same place. After that, under the guidance of relevant testing standards, five different levels of evaluation were carried out.

3. KEY POINTS OF GREEN PRINTING TECHNOLOGY FOR FOOD PACKAGING

3.1 Benzene free printing technology

In the earlier development, due to the influence of basic application materials and printing methods, the application of water-based gravure ink in food packaging printing technology still has some limitations, and the application of alcohol soluble ink can not meet the printing demand of high-temperature cooking packaging bag, so it can not obtain the expected ideal printing effect. With the development of the times, the research and development of new ink gc-fine can well solve this series

of problems. It has the advantages of no formaldehyde, no butanone, and high temperature resistance. In practical application, there will not be more restrictions, and the actual residue is less, and it will not produce obvious pungent smell. It has very important practical significance in food packaging and printing.

3.2 Digital printing technology

Due to the influence of diversified product characteristics and consumers' personalized needs, people put forward more and more original requirements for food packaging technology. With the increasing maturity of science and technology, information and data burst out in a blowout, and printing technology is gradually developing towards digitalization. Now, digital printing technology has gradually been widely used in the food packaging industry, and it is no longer applicable Limited to the characteristics of the technology itself, the printing ink also launched a comprehensive thinking and analysis, realized the transformation from traditional packaging and printing technology to digital intelligent packaging and printing technology, promoted the reform and progress of food packaging and printing industry, and realized the personalized development of small-scale packaging and printing brush.

3.3 Multi-layer composite film color printing technology

Guided by the requirements of environmental protection and safety performance, in order to better realize the residual volume substances and the pungent odor produced in the process of food packaging printing, people put forward the multi-layer composite film color printing technology. The practical application of this printing technology greatly improves the protection of food packaging for the ecological environment and food safety itself, and the application of this printing technology is very important Non toxic printing ink is also the main raw material for brush. In essence, this kind of printing ink is a resin binder produced by the polymerization reaction between various monomer solutions. With the application of non-toxic materials,

cosolvent, activator and other factors, on the basis of ensuring the printing quality and results, it effectively promotes the environmental protection and hygiene of food packaging printing [3].

3.4 Edible printing technology

Edible printing technology plays an important role in the food packaging printing industry. Its key components mainly include edible printing factors and diversified printing equipment and processes that will not threaten human health. This printing technology will focus on the use of printing ink and genetic materials, and fix the research object on natural plants At the same time, this technology can also achieve the spraying of food or edible printing materials by inputting various types of patterns in the inkjet printer, so as to further improve the packaging quality.

4. CONCLUSION

To sum up, food packaging and printing technology is indispensable in the production process of most commodities. Relevant technical personnel need to pay attention to the safety and health detection of food packaging and printing, and adopt diversified green packaging and printing technology to realize the double guarantee of food packaging quality and food safety and health, and promote the continuous development of food packaging industry.

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