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Exploration and Practice of Teaching Design about Enterprise Cases into Course

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Abstract: The essence of the education of higher vocational colleges is an integration of industry and education to form interactive relationship, is the advanced stage of university-enterprise cooperation, is college orientation, orientation and service orientation, resources development to promote the education chain, chain and industrial chain of talents, innovation chain organic link, should implement professional structure and industrial structure, professional standards and professional requirements, teaching resources and industrial resources, campus culture and enterprise culture, the education mechanism and market mechanism of various fusion depth. Based on the organic integration of industry resources and teaching resources, according to the requirements of "the CNC machining technology "course standard, to business case can be integrated with the teaching design as an example to explore and practice.

Keywords: University-enterprise cooperation, CNC machining technology, Teaching design, Enterprise cases.

1. UNIVERSITY-ENTERPRISE COOPERATION DEEPLY INTEGRATED PRODUCTION AND EDUCATION IN THE TEACHING OF VOCATIONAL EDUCATION, THE NECESSITY AND IMPLEMENTATION OF SECURITY

In April 2021 The national vocational education conference to promote vocational education teaching integration into the new stage. That same year, the general office of the central committee of the communist party of China, issued by the General Office of the State Council concerning the opinion to promote the development of modern vocational education quality, clear encourage listed companies, industry leading enterprises to establish vocational education, the state-owned assets supervision and administration institutions should support enterprises to participate in and hold professional education. [1]

In May 2022 newly enacted vocational education law of the People's Republic of China in promoting education integration, cooperation between colleges made major changes. the general emphasis on vocational education in line with the fusion, between production and education cooperation, national enterprises should play the role of important governance subject, depth of enterprise to participate in vocational education, encourage enterprises to hold high quality career education, promote vocational education integration to a new level, education for vocational education and

docking technology, improve adaptability provides the following laws. [2]

A series of national policy highlights the country to promote vocational education teaching fusion, university-enterprise cooperation road firm faith and tenacity. Country attaches great importance to plays a decisive role.

2. DEPTH OF TEACHING RESOURCES AND INDUSTRIAL RESOURCES INTEGRATION

Resource sharing is the best way to efficient utilization of resources, as well as the ultimate goal of teaching resources and depth of industry resources integration and sharing is the sharing body side based on the "benefit-cost" to make profits, take the initiative to choose. Industrial system with the market judgment and the operational ability and production equipment, employees, raw materials, and other necessary production data; Education system has a technology, scientific research, high-level personnel, and other advanced means of production. Industrial system can provide education system with the real working environment of cultivating talented person, scientific research problem source; Education system provide the technical support system for industry, information consulting and enterprise staff echelon construction talent pool. [3] On the one hand, the education, the innovation elements into industry, enterprises, factors of production and productivity, and competitiveness, on the other hand, the enterprise production process, factors of production, innovation elements into school education, education resources and education scene. Between the two sides to expand the resources sharing space, including set up harmony theory teaching and practice teaching, vocational skills training and vocational qualification certification, and other functions in the integration of practice teaching base; Introducing the workshop into schools, classroom building in the enterprise workshop; To strengthen students field work; Between the exchange of technical experts and professional teachers, to participate in the teaching and practice, common training the teachers troop; the common training plan and set the teaching content, implementation of skills training; Experts served as adjunct professor, hired by the school enterprise assigned key as a business practice guidance teachers, building common between colleges teaching classroom.

3. "THE CNC MACHINING TECHNOLOGY " COURSE DESCRIPTION

Equipment manufacturing intelligent professional group, including numerical control technology professional,

mold design and manufacturing, machinery manufacturing and automation, electrical automation technology, industrial robots, six professional electromechanical integration technology. "The CNC machining technology" course in which is the core of the professional group of specialized courses. It is in between to build "enterprise talent training base", "the school training base", "teachers' enterprise practice base", on the basis of university-enterprise cooperation and common development of curriculum resources.

From the course of selection curriculum contents of the corresponding nc machine tool parts processing projects, choose from the enterprise, through the teaching reform of typical parts as the carrier, analyzing the characteristic of the processed parts and technical requirements, machine tool process conditions such as the four elements of the refactoring process preparation, CNC programming, numerical control machine adjustment system of the working process of the knowledge and skills is based on the working process of the systematic orientation reconstruction, blend in nc milling processing professional skill level requirement of teaching content.

The development of the teaching content to work process as the frame of reference, according to the working process of the sequence, and the content of the course is declarative knowledge and procedural knowledge integration, theoretical knowledge and practical skills training integration, professional ability and professional quality training, working process and the students' cognitive psychological process integration, reflect a typical work tasks based on the professional occupational.

Course content includes the numerical control turning programming and processing, FUNUC 0I CNC milling programming and machining center and machining, Siemens 802s/c CNC milling programming and implementation, the cutting programming and implementation of the four modules. Among them, the numerical control turning programming and processing module includes six components, respectively is a basic operation and the establishment of the workpiece coordinate system of CNC lathe, the short axis parts programming and machining, ladder shaft parts programming and machining programming and machining axial parts, thread, shaft sleeve parts programming and machining, CNC lathe parts processing complex. Business case (the numerical control turning processing taper sleeve parts) is a subproject (shaft sleeve parts programming and machining) is one of the tasks.

4. TEACHING DESIGN ABOUT ENTERPRISE CASES

4.1 SOURCE OF CASE

Shandong Harper walter power technology co., LTD. Is the enterprise case (the numerical control turning processing taper sleeve parts) of the cooperative enterprise. Outer taper sleeve is shown in figure 1 is the parts 4 in the combination, the parts 4 diagram as shown in Figure 1.

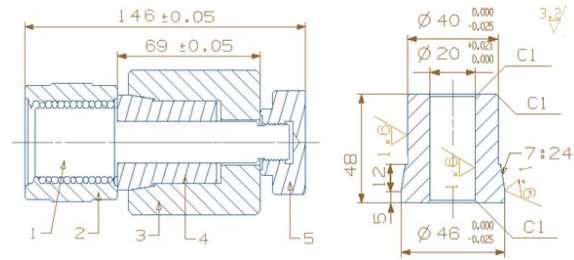


Figure 1. diagram of the parts 4 in the combination
4.2 PERTINENCE AND ADAPTABILITY OF THE CASE

The parts material for aluminum bar, blank size fo $\Phi 50 \times 52$ mm.

Process structures and precision analysis:

In this case by cylindrical workpieces, in the hole, plane, cone, chamfering. Including $\Phi 40$ and $\Phi 46$ cylindrical section, $\Phi 20$ inner hole and 7:24 cone section. Surface roughness are Ra1.6. Chamfering and planar surface roughness are Ra3.2.

Technical requirements analysis: cone with required contact area is more than 50%.

For dimension accuracy requirement, mainly through accurate in the process of knife, knife set correctly and abrasion, and right to formulate appropriate measures to ensure that the machining process. For shape accuracy, mainly by adjusting the mechanical precision of the machine tool, formulates the reasonable machining process and workpiece clamping, positioning and alignment, measures to guarantee. For surface roughness requirements, mainly through selecting suitable cutting tool and its geometric parameters, the right rough and finish machining route, the rational cutting parameter and cooling and other measures to ensure.

Through the study of the task, students choose set of parts processing methods, and divide the machining process. Can use G71, G70, G75, G74 programming outline processing procedures. Correct execution security technology operating rules. According to the provisions of the enterprise on civilization production do work orderly, artifacts, tools, neat.

4.3 LEARNING ANALYSIS

Target groups for the master general machine tool processing technology and operation, capable of knowledge chart drawing mould professional students. By analyzing the learning task, parts drawings, understand the existing working condition, processing manufacturability analysis, drafting process, write the nc machining program and simulation, improve the ability of modification, optimization procedure and process, complete parts processing.

4.4 LEARNING GOALS

Professional ability: can correct analysis set of parts drawings, and the corresponding process; Will choose the appropriate numerical control lathe; Would choose the set of parts processing method and partition processing process; the clamping schemes to determine the set of parts; Experience with selecting cutters and determine the cutting parameters; Can use G71, G70,

G75, G74 instruction, processing Shaft sleeve processing program.

Method ability: have the ability to interdisciplinary thinking; Master associated learning technology and learning strategies; Exercise can solve process problems and the ability of independent evaluation plan; With online learning and offline teaching activities combining ability.

Social ability, has engaged in CNC machine operator needed to conduct; Cooperation. Build social relationships and others work preparation and ability; Has the responsibility and obligation awareness, quality awareness, safety awareness.

4.5 COURSE IDEOLOGICAL AND POLITICAL INSTRUCTION DESIGN

Home country feelings, personal character, science, ideological elements of the spirit of craftsman in process design, programming, parts processing, etc., to cultivate the students' responsibility and bear, how to behave, how to do things. Professional ideals, professional spirit, professional training, professional tradition, harmonization development ideas. Course to cultivate and practice the socialist core values, strengthen the students professional quality cultivation and professional technology accumulation, the professional spirit, professional spirit and the spirit into the whole process of talent training, always running through the law-abiding, wuxi, discipline, innovation, conscientious, practical, strives for perfection, modest and prudent, honest and trustworthy, unity cooperation, such as the cultivation of basic quality.

4.6 LEARNING CONTENT, DIFFICULT POINT ANALYSIS, SOLUTION

Teaching content: compound cycle instructions processing principle; Combined cycle G71, G70, G75, G74 instruction programming method; Parts of nc machining process.

Teaching important points: compound cycle instructions G71, G70, G75, G74 programming format and the basic route of feeding; the matters of attention in the programming.

Teaching difficult points: combined cycle instruction G71, G70, G75, G74 programming method

Solution: graphic example, simulation operation; Refer to professional books and materials; More than consulting industry related personnel or the teacher; Group discussion; Combination of online.

4.7 LEARNING RESOURCES

4.7.1 WORK PLAN GUIDANCE

On the six steps respectively, set up the boot problem, guides the student to task according to answer this question.

Consulting): The ultimate goal of information: what? the overall impression of the work.

Decision making: what can we do to achieve our goal? Group as a whole level share their knowledge and ability. Jointly explore discussion. What kind of activities? What kind of problem solving? What kind of production process used? What kind of tools to use? the required

knowledge? To collect data, respectively. To determine the available information.

Plan: how to work? Work steps? Assessment according to see the work schedule.

Implementation: see evaluation based on process documents, cutting tool card, program files, the simulation operation record.

Inspection: the assessment according to see quality inspection table.

Assessment: assessment according to see grades progress review.

4.7.2 OUTER TAPER SLEEVE PARTS CNC MACHINED WORK PLAN

Task: production program for machining shaft sleeve, sheet; Blank material for blanking hard aluminum bar, specifications $\Phi 50 \times 52$ mm; Selection of machine tool of FANUC 0I system CK6140 type CNC lathe; Time quota: programming time of 120 min; Solid exercise time: 240 min.

Job requirements: includes five aspects, the workpiece after processing, all dimensions conform to the requirements of the drawings; Artifacts after processing, cooperate with a requirement conform to the requirements of the drawings; Artifacts after processing, the surface roughness conform to the requirements of the drawings; Properly execute safety technology operating rules; According to the provisions of the enterprise on civilization production do work orderly, artifacts, tools, neat.

Results: the preparation of process documentation; Fill in the application list; To complete the simulation processing; Through the field process and program verification, optimization; Job summary. Time limit for 6 hours.

Basic working train of thought: the analysis of parts drawings, understand the existing working condition, processing manufacturability analysis, drafting process, write the nc machining program and simulation, modify, optimize procedure and process.

4.7.3 PROCESS CARD

Turning the top of the end - drilling center hole - drilling hole - turning parts top silhouette - Turning parts in outline, end face, ensure the workpiece length, turning bottom shape - deburring- inspection.

4.7.4 THE CUTTING TOOLS CARD

90 °cylindrical rough turning tool, 93° cylindrical finishing tool, $\Phi 19$ diameter drill, inner hole tool, 45 facing tool, center drill.

4.7.5 RECORD FORM DURING ACTUAL OPERATION

Actual operation record contains safety operation record, processing steps, employment record, the processing time of the attitude, registrar signature five content.

4.7.6 THE WORKPIECE QUALITY SCORE FORM

Don't foreign round workpiece quality scale, inner hole, length, inner tank, chamfering quality inspections on five projects, self-inspection by the students and teachers detection respectively, Record workpiece size, roughness values and the various points. Record, processing time, registrar signature five content.

4.8 THE TEACHING PROCESS OF ORGANIZATION

Scene description (consulting): import the learning situation, students collective work task, a clear mission requirements. With teacher introduction and guide the way of teaching, is 0.5 hours.

To formulate processing technology (plan): is divided into five links, respectively is reading analysis pattern, make the machining process, parts clamping scheme analysis, tool selection, selection of equipment. With teacher guidance, students give priority to, group discussion, the combination of online teaching way. Student grouping query processing of related knowledge, machine tool operation matters needing attention, etc. Takes 0.5 hours.

Processing program (decision):

Learning diameter coarse car circulation (G71 instruction) fine car circulation (G70 instruction), inner diameter, inner diameter cutting cycle (G75 instruction), end face peck drilling cycle (G74 instruction) format, programming, the programming ideas and routes of the feed.

Programming analysis, the nc machining program of parts; Input program. And proofreader. Access to information, to discuss; the simulation model.

The students self-study, teachers explain, counseling, group discussion, the combination of online teaching way, takes 1 class.

Nc simulation, processing (implementation): divided into nc simulation and nc machine tools practical processing in two stages. Took three hours.

Phase one, learning the numerical control simulation processing steps and simulation: start; Back to the reference point; the clamping workpiece; Installation tool; Tools offset Settings; Programming and debugging; Trial run, run the program processing artifacts; Inspection. Familiar with CNC machining simulation software, master the basic steps of simulation machining operation and operation of the knife, using numerical simulation software validation program. Group discussion, inspection, consolidation between improvement of teachers' guide, focuses on the general

problems, individual interpretation of individual problems.

Actual operation phase two, parts processing: processing preparation; Workpiece and tool clamping. the Tools offset Settings and parameters setting; Input program and debug; First try processing; Quality inspection; Clear processing. With teacher demonstration, teacher guidance, students, group learning way of teaching.

Detection processing, program verification (check): validation and debugging, and dimensional inspection; Team to validate the program to see whether it is right, the program validation operation, summarizes the problems, comment. To find a group to do faster, a good team for evaluation; To validate the program, see whether it is right, the teacher to the student program validation operation, summarizes the problems, comment. Takes 1 hours.

4.9 LEARNING EVALUATION

Task assessment combining curriculum participation, assignment, and job performance, such as active record class professional situation, main testing students' mastery of knowledge and ability. Completion of (50%), the ability of method of (25%), innovation cooperation consciousness (15%), comprehensive qualities (10%). Pay attention to the evaluation, strengthen the process evaluation and improve the comprehensive evaluation.

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Practice and Exploration of Ideological and Political Construction of the Course "Management Foundation" from the Perspective of New Liberal Arts

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Abstract: The practical exploration of ideological and political construction of the course "Management Foundation" from the perspective of the new liberal arts. Empowering the ideological and political construction of the course with the construction of the new liberal arts as the fulcrum will not only help to improve the overall level of higher vocational colleges, but also help to further improve the quality of talent training in higher vocational colleges. the excellent traditional Chinese culture is the "root" and "soul" of the Chinese nation and the spiritual lifeline of the Chinese nation. This paper puts forward new teaching methods and strategies for the cultivation of new liberal arts management talents based on the excellent traditional Chinese culture, as well as the practical teaching path of the ideological and political teaching of the Basic Course of Management.

Key words: New liberal arts, Curriculum ideological and political, Traditional culture, Practice.

1. INTRODUCTION

In November 2020, the Ministry of Education issued the "Declaration on the Construction of New Liberal Arts" to comprehensively deploy the construction of new liberal arts. the deployment requirements of the new liberal arts construction are consistent with the ideological and political construction concept of the national curriculum. Under the development of the new era, we should always implement the fundamental task of establishing morality and cultivating people. Management is an interdisciplinary course. [1] the role of the new liberal arts in the national strategy pays more attention to the inheritance of national feelings and the establishment of cultural self-confidence. [2] the management of the new era needs to pay attention to the national feelings and cultural self-confidence of curriculum knowledge. the ideological and political courses of management under the new liberal arts draw strength from China's excellent traditional culture.

2. THE SIGNIFICANCE OF THE DEEP INTEGRATION OF TRADITIONAL CULTURE WITH THE IDEOLOGICAL AND POLITICAL PHILOSOPHY OF THIS COURSE UNDER THE BACKGROUND OF NEW LIBERAL ARTS

2.1 THE INTEGRATION OF TRADITIONAL CULTURE AND IDEOLOGY AND POLITICS IN THIS COURSE IS THE NEED TO IMPROVE THE

TEACHING TASK OF MORAL CULTIVATION AND CULTIVATE STUDENTS' THREE-CONFIDENCE

So as to enhance the effectiveness of vocational ideological and political classroom Chinese excellent traditional culture education, effectively improve students' confidence and pride in Chinese excellent traditional culture, so that students consciously, actively accept Chinese excellent traditional culture education. Guide the middle school students to set up the correct political direction, enhance the national cultural awareness, firm cultural confidence, urge the students to realize the combination of personal value and social value, set up lofty ideals, and commit to the great construction of socialism, so as to promote the realization of the fundamental goal of moral education and human development. [3]

2.2 THE DEEP INTEGRATION OF TRADITIONAL CULTURE AND IDEOLOGY AND POLITICS IN THIS COURSE IS THE NEED OF THE DEVELOPMENT OF NEW LIBERAL ARTS

In 2017, Hiram College in the United States put forward the concept of "new liberal arts". It advocates the reform of traditional liberal arts, the reconstruction of liberal arts within philosophy and social sciences, and the intersection of science and technology, and the application of modern information technology in the construction of liberal arts. Many countries in the world also attach great importance to the role of their traditional culture. [4]

The development of new liberal arts emphasizes breaking the boundaries of traditional courses of liberal arts and science, promoting the interdisciplinarity, enabling students to accept knowledge in multiple fields, and facilitating the cultivation of interdisciplinary thinking and innovative consciousness. Only by integrating Chinese traditional culture into management teaching, seeking the combination of Chinese traditional culture and modern western management thoughts, and truly rooted western scientific management in the cultural soil of China for five thousand years, can the teaching effect be improved by constructing Chinese localized management thoughts system. [5] Curriculum ideology and politics takes "cultivating morality and cultivating people" as the fundamental task of education, emphasizing the organic unity of preaching, teaching

and solving doubts and educating people and talents. Strengthening ideological and political education of higher vocational students will be helpful to cultivate high quality compound talents.

2.3 THE INTEGRATION OF TRADITIONAL CULTURE AND IDEOLOGY AND POLITICS OF THIS COURSE IS AN URGENT NEED FOR THE DEVELOPMENT OF THIS COURSE

What management should solve is always the problem of management practice under the social background of China. the future development of Chinese management still needs to be rooted in China's own local culture, that is, China's excellent traditional culture, and follow the management path of Chinese enterprises. the creation of traditional cultural value needs management thought. Our 5, 000-year civilization is an extremely valuable spiritual treasure. Put traditional culture into management and study traditional culture from the perspective of management. It not only helps students to deepen their understanding of management knowledge, but also expands their understanding of traditional culture. In this process, they can even feel the life philosophy of people and how to face their own character weaknesses and other issues, which has invisibly obtained the ideological and political effects of the course. Management needs the support of traditional culture. the interdisciplinary characteristics of management courses require students to have certain knowledge base and better understand the knowledge of management courses.

3. TEACHING PRACTICE PATH OF TRADITIONAL CULTURE AND IDEOLOGICAL AND POLITICAL INTEGRATION OF THIS COURSE

3.1 STRENGTHEN THE IDEOLOGICAL AND POLITICAL IDEAS IN THE TEACHING OBJECTIVES, AND GIVE FULL PLAY TO THE IDEOLOGICAL AND POLITICAL EDUCATION ROLE OF THIS COURSE.

The primary task of ideological and political education is to integrate ideological and political ideas into the teaching objectives of professional courses, take loving the Party and patriotism, abiding by discipline and law, and taking responsibility education as the main line of the course, and give full play to the role of ideological and political education of this course. Explore the ideological and political elements of the curriculum. This course contains rich moral education and ideological and political elements. It is necessary to dig, extract and refine the ideological connotation, cultural value and spiritual core contained in traditional culture, and emphasize vocational skills and social responsibility while teaching theories.

3.2 STRENGTHEN THE CONSTRUCTION OF TEACHERS' IDEOLOGICAL AND POLITICAL TEAMS AND IMPROVE TEACHERS' LITERACY

As for teachers, they should put rich cultural quality and solid political ideology in an important position. "Foundation of Management" also needs to further play the role of classroom teaching as the main channel of

education, integrate the idea and spirit of ideological and political education into the course, actively promote the ideological and political construction of "Foundation of Management" course, meet the needs and expectations of students' growth and development, and improve the quality of talent training. Therefore, to improve professional teachers' ideological and political literacy, professional teachers, as the subject of curriculum ideological and political implementation, have a direct impact on the implementation effect of curriculum ideological and political cognition and practice. We should practice the concept of "educating people with three perfections", improve our ideological and political quality, strengthen the ideological and political awareness of the curriculum, pay attention to the teaching by example, and truly fulfill the responsibility of teaching and educating people.

3.3 ESTABLISH A NEW LIBERAL ARTS CURRICULUM IDEOLOGICAL AND POLITICAL BLENDED TEACHING MODEL TO ACHIEVE "THREE" EDUCATION

According to the characteristics of students, ideological cognition dynamic, multi-forms to achieve the teaching objectives, guide students to use information digital resources, intuitive grasp of knowledge, to achieve knowledge training objectives. Assist students to use the software, standardize the application tasks, and achieve the goal of skill development. Guide students to design and deal with solutions in group discussion, cultivate teamwork spirit, and achieve the goal of literacy training. According to the ideological and political pointcuts, flexible use of teaching methods. Form a two-way online and offline teaching platform. First, identify the breakthrough points of course knowledge, gradually innovate the teaching carrier, emphasize two-way interaction with students, and let students integrate into the classroom independently.

Further systematize curriculum resources and typical cases to form curriculum ideological and political resources. Adhere to the ideological and political education content and professional knowledge optimization integration, all the elements of education throughout the whole process of professional knowledge, in order to improve students' ideological and moral and scientific and humanistic quality, pay attention to the student-centered full education, full education, all-round education as the fundamental, realize the unity of knowledge and practice, practice the service standard of new liberal arts management talents.

3.4 DIGGING DEEPLY INTO THE IDEOLOGICAL AND POLITICAL ELEMENTS OF THE CURRICULUM, SO AS TO MOISTEN THINGS SILENTLY, LIKE SALT INTO WATER

The traditional culture contains a wealth of management thoughts and ideas, even in the practice of management has made remarkable achievements. the management concept in Chinese traditional culture takes self-cultivation, family harmony, state governance and world peace as the line, and strives to realize its management value in the real society. In the course

teaching, we should fully introduce the ideas of traditional culture and apply them to the teaching links of various functions of management planning, organization, leadership and control. Formulate the ideological and political curriculum standards for corresponding courses. the ideological and political design ideas of the course "Foundation of Management" are discussed from the aspects of teaching purpose, teaching design, teaching implementation, effect evaluation, teaching reflection, etc. the course resources and typical cases are further systematized by combining the specific teaching content and cases with the learning situation analysis. In teaching, Oriental management wisdom in sinology and organizational management experience in Party history are added to promote the organic combination of "curriculum ideological and political education" knowledge and management knowledge learning. Multi-forms to achieve teaching objectives, guide students with the help of information digital resources, intuitive grasp of knowledge, to achieve knowledge training objectives. Assist students to use the software, standardize the application tasks, and achieve the goal of skill development. Guide students to design and deal with solutions in group discussion, cultivate teamwork spirit, and achieve the goal of literacy training.

4. CONCLUSIONS

Ideological and political construction not only includes shaping values, but also includes cultivating ability and imparting knowledge. Specifically, it includes the four-level quality cultivation of professional literacy, scientific literacy, professional literacy and cultural literacy, cultivating students' integrity, preciseness and dedication to serve the country, and realizing the professional teaching and ideological and political theory teaching in the same direction. Ideological and political curriculum construction should analyze the course nature, course objectives and course content of the subject under the new liberal arts, focus on

highlighting the deep integration of excellent traditional Chinese culture and related module content, through the reconstruction of curriculum standards, realize that ideological and political courses shoulder the excellent traditional Chinese culture education, help students to identify with Chinese culture and establish a correct cultural view.

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Research on the management of College Students' Competition Activities

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Abstract: Since the 21st century, the higher vocational education has also entered a new era. the training of students should not only be the transmission of classroom theoretical knowledge, but also be carried out from multiple aspects and levels to make students become compound talents. How to cultivate students in an appropriate way is a topic worthy of study. This paper has made some research on student training from the perspective of discipline competition. First, it introduces some problems existing in current student training, and then briefly describes the benefits of discipline competition for student training in combination with the theory of metacognitive monitoring.

Keywords: College student competition, Metacognition, Student training.

1. INTRODUCTION

In the daily learning of higher vocational colleges, it is often not enough to understand the classroom knowledge alone. At present, the practical ability of college students is generally weak, and the practical experience is very scarce. In the actual operation, many students often do not know where to start and cannot flexibly apply knowledge. How to let students really learn and apply what they have learned has baffled many teachers. Many researchers and teachers have studied this problem and created a lot of methods and ways.

Student inevitably has his own advantages and disadvantages. In the traditional classroom, which has more restrictions, the talents of some students are difficult to show. [1] Some students are good at theoretical study, but some students need hands-on operation to help their study. Such students often have stronger practical ability. Through practical activities such as subject competitions, emphasizing the role of practice while emphasizing theory can help students learn theoretical knowledge, enhance practical skills and increase thinking activity better.

2. METACOGNITION MONITORING AND SUBJECT COMPETITION

2.1 METACOGNITION MONITORING

Metacognitive monitoring: During the whole process of cognitive activities, the subject regards his ongoing cognitive activities as consciousness objects, and continuously monitors, regulates and controls them actively. Four main steps can be used to understand the connotation of metacognitive monitoring. Here, a subject competition is used as an example to explain the four steps.

Make a plan: Before the start of the cognitive activity, according to the rules, requirements and characteristics

of the subject competition, clarify the tasks that you should complete, the knowledge and equipment you need, and make plans and detailed steps accordingly.

Execution control: In the process of cognitive activities, that is, in the usual learning and training process, it is necessary to promptly evaluate the effect of the plan and the efficiency of execution, feedback the information in the cognitive activity, and continue study and training plan if it does not deviate from the goal of the starting plan; if it deviates from the plan goal, it will be revised and adjusted in time.

Inspection results: Evaluate your own cognitive results according to the cognitive goals, that is, check the results after the execution plan is completed to see if the expected goals have been achieved.

Take remedial measures: According to the inspection of the cognitive results, that is, analyze the results after the execution plan is completed, and remedy the uncompleted parts.

2.2 SUBJECT COMPETITION

Among them, the China Aeromodelling Design Challenge is a discipline competition that tests students' practical ability and thinking ability. While improving the physical fitness of students, another important purpose of this competition is to cultivate students' comprehensive quality and cultivate all-round talents. the method of this activity is a competition, combined with important national scientific research tasks, to build a platform for discovering innovative talents and testing innovative works, training aviation industry talents and strengthening national defense reserve forces. the number of discipline competitions in China is gradually increasing, and the country's emphasis on competitions is also increasing.

In the past 10 years, with the joint efforts of teachers and students, the students of the model aircraft team have won multiple awards in the China Aeromodelling Design Challenge, with a total of nearly 100 awards. In addition, compared with students who have not participated in the subject competition, the students of the model aircraft team are stronger in practical skills, innovation ability, knowledge application ability and self-study ability. An important factor that causes these differences is that the students participating in the subject competition have stronger independent ability and self-cognition ability. Different from classroom teaching, in the team of teachers and students participating in the competition, although there are teachers to guide students, there is a cooperative relationship between teachers and students, and in most cases the students are the main body. For example, how

to make plans and actual steps, how to evaluate and give feedback in time during the execution of the plan, how to evaluate the results, how to recognize their own deficiencies and make improvements, etc., all need to be completed by students themselves. From the above, it can be seen that the training of students in the way of subject competitions is highly compatible with the cultivation of metacognitive monitoring ability, and it has great benefits for cultivating students' self-learning ability, innovative thinking, independent ability and self-cognition ability.

3. the BENEFITS OF SUBJECT COMPETITION TO STUDENT DEVELOPMENT

The purpose of the subject competition is to develop one's own practical ability, accumulate design experience, and then sum up one's own advantages and disadvantages, and continuously improve one's ability. the benefits of subject competition can be roughly attributed to several aspects. [2]

3.1 ASSIST THEORETICAL STUDY

Colleges and universities generally have problems such as long theoretical teaching time, too much classroom teaching time, and insufficient hands-on time. [3] the student's learning is still at a shallow stage, and the time for memorizing knowledge is short, and it is not yet able to be integrated and applied. In the long run, theory teaching for too long will have counterproductive effects. It will not improve students' theoretical learning, but will make students hate learning. Part of the reason for this problem comes from the incomprehensibility of pure theoretical knowledge. the practical activities of subject competitions are closer to life, the knowledge used in training and competitions is also easier to understand, and through practice, you can reflect on the knowledge you have learned in the classroom, which has a good auxiliary role for theoretical study.

3.2 INCREASE THE INTERACTION BETWEEN TEACHERS AND STUDENTS

The training process of subject competitions, teachers and students often have a more equal status, which is a cooperative relationship. Studies have found that if students just imitate the teacher without their own ideas, it is an inefficient learning method, and knowledge can only temporarily stay in the cerebral cortex, and it will be forgotten over time. More meaningful learning should be when students are confused first, then ask the teacher and get an answer. In the preparation process of the subject competition, students often ask questions first, and then ask the teacher if they cannot solve it. This method makes the memory deeper and also greatly increases the time for teacher-student communication.

3.3 CULTIVATE LEARNING INITIATIVE

In the process of teaching, a common problem is that the purpose of many students' learning is only to complete the tasks assigned by the teacher, and the importance of homework is too high. A major feature of the subject competition is its advanced nature. Participating in the subject competition has a good role in promoting the thinking development of students and teachers. A large amount of literature shows that the fundamental purpose

of participating in subject competitions is not to get the rankings, but to take the initiative to solve various complex problems encountered in the preparation process and competitions, so that students and teachers are accustomed to thinking and solving problems. Competitions can give play to students' subjective initiative, mobilize their enthusiasm for learning, and make students willing to create, be proactive, and apply what they have learned. [4]

3.4 IMPROVE TEAMWORK ABILITY

Day and age when globalization and internationalization are accelerating, the expression of personal value is inseparable from communication and cooperation. No matter how large an individual's knowledge reserve is, it is meaningless if it cannot be expressed. Whether in school or at work, the proportion of communication skills in ability evaluation is getting higher and higher, and each of us should learn how to get along with others. In this society with a large proportion of communication skills, learning to cooperate is not only a person's ability demand, but also one of the foundations for survival in the society, which is a basic quality. the communication and cooperation ability needs to be taken seriously by the school and cultivated as soon as possible, and subject competition is an excellent way to cultivate team cooperation ability. the problems encountered during the training and competition of subject competitions are often not as simple as those in the classroom. These problems are more complex and changeable than those encountered in the classroom, and they are difficult to solve by individuals. This provides a basis for cooperation. In the process of cooperative problem-solving, how to lead the team, how to coordinate the relationship, how to use the knowledge learned and how to communicate in an appropriate way, all require students to think and adapt.

4. TRAIN STUDENTS THROUGH SUBJECT COMPETITIONS

Subject competitions are part of the teaching system of colleges and universities, which belong to the second classroom category. the purpose is to train students individually and to inspire students to think independently. It can be seen from the above that subject competition is beneficial to the cultivation of students. According to the advantages of subject competition and the requirements of student training, a benign feedback mechanism model is established.

4.1 BUILD AND IMPROVE MORE DISCIPLINE COMPETITION PLATFORMS

Subject competition platform is one of the foundations of subject competition. Schools can further subdivide and layer competitions based on national competitions, expand to college-level competitions, school-level competitions, provincial and ministerial-level competitions, etc., and establish corresponding rules according to different competitions. Subject competition projects are increasing year by year. As a systematic project, its complexity is also increasing. To manage it reasonably, the management organization needs to pay more attention to it, and requires the

cooperation and support of relevant departments. Subject competition is a joint cooperation between students and teachers, and is a further connection between teaching and learning. Expanding and strengthening the construction of the teacher team can promote the development of the subject competition platform.

4.2 TEACH STUDENTS IN ACCORDANCE WITH THEIR APTITUDE

The use of knowledge plays an increasingly important role in economic development. On the one hand, higher education needs to pay attention to the transmission of knowledge on the one hand, and on the other hand, it must not neglect the cultivation of students' thinking skills and try to differentiate themselves. Teaching mode. On the basis of fully understanding the individual differences of students, we will carry out directional training for students of different learning types, and encourage students to participate in subject competitions that suit them.

4.3 IMPROVE THE REWARD MECHANISM

For fully stimulate the initiative of students, schools not only need to provide material rewards, but also provide spiritual rewards, establish an appropriate reward mechanism, and give bonus rewards and corresponding evaluations. At the same time, teachers, as instructors and participants in subject competitions, should also be given rewards such as material, title evaluation and year-end performance appraisal points to increase their enthusiasm.

5. CONCLUSIONS

The student training mode is a major focus of my country's education reform. How to train students and

promote their all-round development is a major issue. As a systematic project, the student training model not only involves students and schools, but also involves all aspects of society and the country, and requires the joint efforts of teachers, schools, government and society. This article discusses the impact of subject competition on student development from a practical perspective, hoping to contribute to the research on student development.

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Research and Practice on the Construction of Virtual Simulation Training Cloud Platform for Vocational Education

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Abstract: With the arrival of the 5G era, the vocational college training teaching has ushered in a technological revolution. Virtual simulation training teaching has become a new form of vocational education training teaching, providing a new path for the innovation of talent training mode. Taking the construction of the intelligent manufacturing demonstration virtual simulation training base of Zibo Vocational College as an example, this paper puts forward the construction idea of the virtual simulation training cloud platform for vocational education, and puts forward suggestions on the construction, platform design and operation of the virtual simulation training cloud platform, providing valuable reference for the construction of the virtual simulation training cloud platform in vocational colleges.

Keywords: Virtual simulation, Cloud platform, Training platform, Operating mechanism.

1. CONSTRUCTION BASIS OF VIRTUAL SIMULATION CLOUD PLATFORM IN VOCATIONAL COLLEGES

With the large-scale application of virtual technology in 5G scenes, the teaching scene of higher vocational education has also emerged a new form of teaching. In 2020, the Ministry of Education launched the construction of a demonstration virtual simulation training base for vocational education, leading the reform of vocational education teaching by building a number of demonstration virtual simulation training bases for vocational education. the base construction solves the problems of the traditional education, teaching and training process that cannot be seen, dangerous, and high cost of experiment and training through new technologies and new models, and improves the level and quality of training teaching. This paper takes the construction of the intelligent manufacturing demonstration virtual simulation training base of Zibo Vocational College as an example to discuss the design and implementation of the virtual simulation training cloud platform of vocational colleges, develop a system platform with reasonable design and scientific content, realize the "all time and space" mobile teaching function, and create a "university without walls".

1.1 THE STATUS OF PRACTICAL TEACHING HIGHLIGHTS THE NEED

Practicality, openness and professionalism are the prominent characteristics of practical teaching in

vocational education. In recent years, vocational colleges have closely focused on the three elements of "practicality, openness and professionalism" in terms of talent cultivation and teaching practice reform, and strengthened the construction of basic environment, mechanism construction and teacher training. Guided by social and market demand, build a school-enterprise co-construction and sharing training base, guide schools to carry out teaching according to enterprise production processes, participate in enterprise application research and technology development, guide enterprises to participate in the reform and development of the school, promote schools to innovate talent training mode in cooperation [1], and realize the progressive improvement of talent training quality.

1.2 MULTIPLE PRACTICAL NEEDS OF POST COURSE CERTIFICATE COMPETITION

Through the four-pronged talent training of "course post certification competition", we will make full use of mobile internet, big data, and artificial intelligence technology to build a cloud service platform, integrate professional courses, build a "platform+professional" curriculum system, and get through the system structure of specialty and curriculum, technical competition, and vocational and certificate teaching. Realize the modernization and open development of the "class post certificate competition" four-pronged teaching, highlight the educational service function of vocational colleges, and achieve the goal of college education and teaching reform [2].

2. CONSTRUCTION IDEAS OF VIRTUAL SIMULATION CLOUD PLATFORM IN VOCATIONAL COLLEGES

The cloud platform construction is based on demand-oriented and developed jointly with enterprises to solve the current problems of different standards of simulation teaching resources, difficult sharing, weak process tracking and other problems, integrate all resources, and have the secondary development function to make it more optimized for application, give full play to the advantages of various virtual simulation teaching resources, and improve the level of training teaching.

2.1 CLOUD PLATFORM ARCHITECTURE DESIGN

The construction plan of virtual simulation cloud service platform is divided into application layer, resource sharing layer and data interface layer.

(1) the terminal application layer is the carrier of realizing the virtual interaction of teaching resources.

Build standardized application products with stable performance and low risk.

(2) the resource sharing layer develops, integrates, and all kinds of simulation teaching resources, which can be called by the cloud service platform. Users use the cloud platform to obtain 3D model data. Teachers can freely build teaching virtual scenes through the cloud platform, and send virtual teaching resources to immersive terminals and mobile terminal devices for interactive operation. the platform realizes seamless compatibility between data and hardware devices.

(3) the data interface layer builds a seamless connection between the cloud service platform data and the existing information platform data of the school, and realizes the data roaming and interworking of the school educational administration management platform, intelligent classroom and teaching platform. [3]

The construction of cloud service platform integrates the functions of virtual simulation resource application management, virtual training process monitoring, virtual training data query and analysis, and intelligent decision management. Users can complete the virtual training of time and space scenes through the platform.

2.2. IMPLEMENTATION OF CLOUD PLATFORM FUNCTIONS

Apply VR/AR/MR stand-alone simulation software resource virtualization and remote sharing key technologies. the platform has been built into a "virtual simulation teaching resource package with complete specialties, prominent focus, comprehensive coverage and excellent quality, and a VR/AR/MR resource application experience with low configuration, low bandwidth, no plug-in and good smoothness, and a VR/AR/MR 'all time and space' mobile teaching platform across time and space".

2.3. CLOUD PLATFORM SERVICES

The cloud service platform provides the following services for each type of users in specialized fields such as vocational education, job training and the whole society:

(1) Support services for students

Learning: acquisition, sharing and evaluation of various VR/AR/MR learning resources; Pre-class study, in-class discussion, after-class review and discussion;

System management: learner process management and evaluation, personal information center, etc;

(2) Support services for teachers

Teaching management: the construction, use and evaluation of virtual teaching resources; Pre-class preparation, in-class teaching, after-class tutoring, question answering and discussion; Curriculum implementation and evaluation;

Information management: student management, student learning evaluation, performance management and analysis, personal information center, etc;

(3) Support services for education managers

Teaching: arrangement and scheduling of teaching activities, monitoring and evaluation of teaching quality, etc.

Information management: student account management, score management, personal information center, etc;

(4) Support services for graduates and social learners

Teaching: use of various VR/AR/MR learning resources, popular science education, etc;

Information management: social learners and alumni account management, industry and enterprise information resource management, technology resource precipitation, technology sharing, etc.

The cloud service platform provides teachers and students with an integrated training teaching "virtual+reality" environment, solves the problem of the separation between theory and practice, accurately tracks the practice training process, and realizes the full process of training data.

3. GUARANTEE MEASURES FOR VIRTUAL SIMULATION CLOUD PLATFORM

3.1. STRENGTHEN THE INFORMATION INFRASTRUCTURE CONSTRUCTION AND ENSURE THE STABLE OPERATION OF THE CLOUD SERVICE PLATFORM.

The operation of the platform should be supported by a strong software and hardware environment. Schools should continue to strengthen the construction of the network teaching environment and the improvement of the informatization level, upgrade the informatization construction into the school development strategy, use it as a new engine to support and promote the school education and teaching, deepen the "three education" reform around the core point of the information education and teaching reform, and form a new normal of school education and teaching in the information era. In the 5G campus network, the total export bandwidth of the Internet, the campus wireless AP equipment and other information network infrastructure are supported, and the interactive discussion classroom, remote interactive classroom, and virtual 3D simulation interactive classroom are built to ensure that the hardware facilities and equipment effectively support the implementation of virtual simulation teaching information and intelligent means.

3.2 BUILD A COMPLETE BIG DATA SYSTEM AND INTEGRATE CLOUD PLATFORM APPLICATION DATA.

The construction and application of the big data system of the platform first needs to establish campus digital standards, and then comprehensively collect and sort out basic information such as teaching, management, academic work, teachers, assets, finance, books, consumption, etc., to build a data system based on the target chain and standard chain, and form data at five levels of school, specialty, curriculum, teachers, and students. Break the "information island", realize the collection, storage, analysis and feedback of education and teaching data, and fully support the management and operation of virtual simulation training cloud platform. Build a new generation of information technology into teaching reform, and build a data resource support environment with effective teaching, efficient management and timely service.

The construction of virtual simulation training cloud platform in vocational colleges aims to provide advanced technical means for vocational colleges, realize the upgrading and transformation of teaching mode, and improve students' practical ability and employment competitiveness. Through exploration, we should focus on the following aspects in the future:

Demand survey: before the construction of the platform, the needs of teachers and students in schools and employers in enterprises should be surveyed to clarify the positioning and service objects of the platform, as well as the corresponding functional requirements and technical requirements. **Platform architecture design:** the platform architecture should include user side, server side and data storage side, and the support of virtual simulation technology, network transmission technology and data security technology should be considered. **Integration of teaching resources:** the platform construction needs to integrate the existing training resources and external high-quality resources of the school, including textbooks, experimental data, cases, teaching videos, etc., and also needs to establish a complete evaluation system to ensure the quality and effectiveness of resources. **Technical support and operation and maintenance:** the construction of the platform requires professional technical teams to provide technical support and operation and maintenance to ensure the stability and security of the platform. **Teacher training and promotion:** After the construction of the platform is completed, teachers need to be trained and guided to make them familiar with the use and management of the platform. At the same time, they also need to actively promote the platform to attract more students and enterprise employers to participate.

To sum up, the construction of the virtual simulation training cloud platform is of great significance. the virtual simulation training cloud platform can simulate real scenes and operations, enabling students to practice in the simulation environment, improve the training

effect and reduce the training risk, so as to better prepare for work and life and improve the training effect; It can help teachers better organize and manage teaching resources and training content, improve teaching efficiency, reduce teaching costs, improve teaching efficiency, stimulate students' learning enthusiasm, and enhance teaching effect.

In short, the construction of virtual simulation training cloud platform in vocational colleges is a long-term and complex project, which requires the joint efforts of schools and enterprises. the construction of virtual simulation training cloud platform is of great significance for improving the training effect, teaching quality, teaching efficiency and teaching experience, and also plays an important role in promoting industrial development and improving the comprehensive strength of the country. To achieve better teaching effect and talent training quality.

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Video conference system based on different network types Research on Integration Practice

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Abstract: This paper mainly explores the integration scheme of the new generation cloud video conference system and private network conference system. the advantages and disadvantages of public cloud platform integration scheme, private cloud platform integration scheme and physical "back-to-back" integration scheme and their use scenarios are described and compared in detail. On the basis of practice, the integration of video conference systems based on different network types is realized, which greatly expands the use scene of video conference and improves the flexibility and efficiency.

Key words: Private Network Conference System, Cloud Computing, Cloud Video Conference System, fusion

1. INTRODUCTION

With the development of social informatization, video conferencing is more and more widely used. With the help of video conferencing, cross regional communication and exchange can be achieved anytime and anywhere. Especially since the outbreak of the COVID-19 in 2020, the importance of video conferencing system has become more prominent, providing strong support for work, life and other exchanges during the epidemic, and playing a role of connecting up and down, communicating inside and outside.

Before 2020, the company's video conference is a private network-based system, covering the group companies, branches and subsidiaries to achieve cross regional information exchange. the video conference topology is shown in Figure 1. After the outbreak of the COVID-19, home office and telecommuting have become the new situation. the original video conference system can no longer meet the requirements of the new situation. the demand for more flexible video conference to adapt to multiple scenes is very urgent. After full research, the company deployed a set of video conference system based on the Internet.

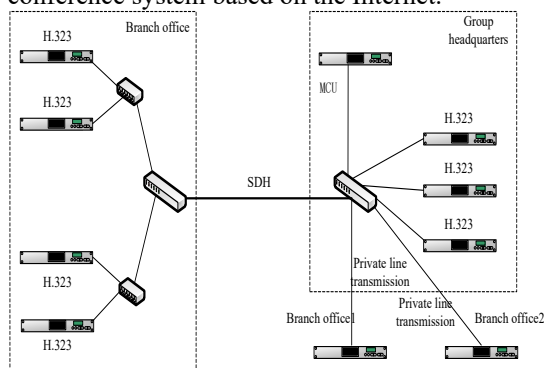


Figure 1 Private network video conference topology

2. COMPARATIVE ANALYSIS OF TWO VIDEO CONFERENCE FORMS

Traditional video conference based on self built private network mainly depends on hardware equipment such as video conference terminal and audio and video input and output, which has the characteristics of high security and reliability. However, private network video conference is usually a closed conference room system, which is difficult to realize the flexible access of personal devices and mobile devices. Especially in the face of epidemic and other special circumstances, its inherent characteristics of poor scalability and flexibility can no longer meet the current communication needs.

With the development of cloud computing technology, cloud video conference based on Internet came into being. In the era of mobile Internet, cloud video conferencing based on mobile phones, mobile computers, tablets and other intelligent terminals for remote video communication is one of the main features. It is light, soft and easy to operate, which reduces the threshold of use and is convenient for the public.

In the era of mobile Internet, if we combine private network video conference system with cloud conference system, overcome network restrictions and make full use of the advantages of the two systems, it can provide great convenience for enterprise management.

3. VIDEO CONFERENCE SYSTEM INTEGRATION SCHEME

3.1 Public cloud platform integration

The public cloud convergence solution is to deploy the convergence server on the cloud platform of the video conference service provider. It mainly uses that the original MCU has two network ports, one configured with intranet IP and the other configured with extranet IP. It connects with the existing terminal through the intranet and the new video system through the extranet. Huawei MCU needs to have access to the public network and open ports to connect with Xiaoyu public cloud platform.

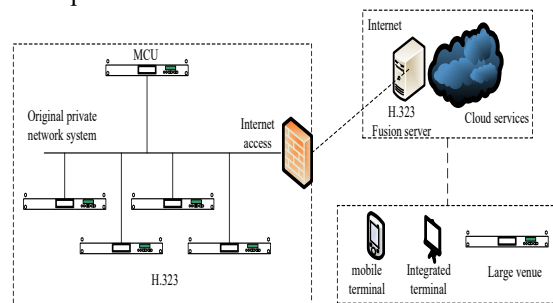


Figure 2 public cloud convergence scheme
 he public cloud platform has a perfect architecture, which is based on Alibaba cloud, AWS and the cloud computing platforms of core operators, and has the world's top cloud computing infrastructure and operation and maintenance system. the platform adopts global distributed deployment, establishes redundant remote backup system, provides high reliability services, and realizes efficient utilization of resources. the platform provides super MCU capability. Single point MCU supports thousand channel video concurrency, MCU processing delay is less than 40ms, supports intelligent routing and load balancing, and can realize automatic elastic capacity expansion. Through a safe and reliable management and control system, it provides high-quality, high mobility, ultra-high performance price ratio video communication services. In case of any server failure, calls can be automatically migrated without interruption.

This scheme needs to penetrate the firewall, but the firewall is the barrier of network security, so we must consider the problem of network security. This firewall penetration method involves the modification of network security policy, which may cause security risks.

3.2 Private cloud platform integration

The private cloud platform integration scheme is to deploy the cloud platform on the company's internal network. It mainly connects the MCU of the original H. 323 system with the terminal through the intranet, without having access to the public network. the H. 323 fusion server in the cloud platform communicates with the original H 323 system connectivity, the cloud platform needs to have access to the public network and open ports to connect with Internet terminals.

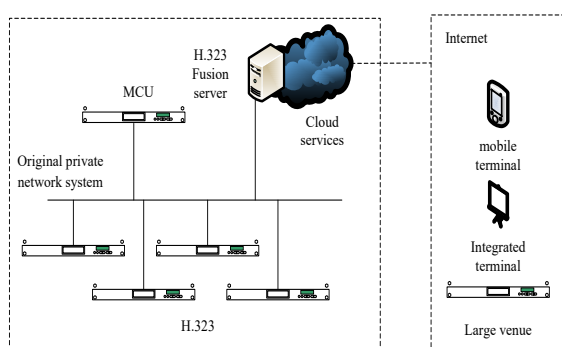


Figure 3 private cloud convergence scheme
 By deploying a proprietary cloud video conference platform in the company, covering units at all levels, new video terminals are deployed on the private network, and places without private network conditions can be accessed through the Internet VPN channel. the system supports smart terminals, smart phones, PC terminals, emergency command vehicles, mobile soldiers, unmanned aerial vehicles, smart glasses, etc. through, Internet, mobile 3g/4g, satellite access, to achieve rapid interconnection of video services and all-round audio and video collaboration.

3.3 Physical back-to-back integration

Physical "back-to-back" integration is mainly based on physical forwarding. Through the deployment of audio and video matrix, the audio and video signals of video conference terminals of different network types are gathered and forwarded, and the two-way transmission of audio and video is realized at the physical level. Taking the audio and video matrix as a bridge, the integration of the two systems is realized.

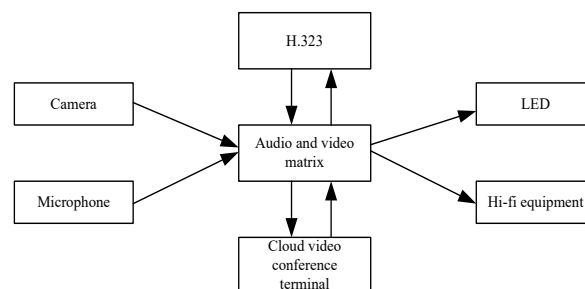


Figure 4 "back to back" integration scheme

4. COMPARATIVE ANALYSIS OF SCHEMES

The above three schemes are compared and analyzed in terms of security, realizability and cost, as shown in Table 1.

Table 1 Comparison and analysis of fusion schemes

| programme | Security | Cost | Feasibility |
|---------------------------|----------|-----------|-------------|
| Public cloud convergence | Low | Secondary | High |
| Private cloud convergence | High | High | Low |
| Back to back integration | High | Low | High |

Through comparison, it can be seen that the "back-to-back" fusion scheme mentioned in 3.3 has the characteristics of high security, low cost and easy implementation, so this scheme is adopted for fusion practice.

In practice, by deploying an 8-in-8 audio and video matrix, the audio and video data of the conference system are aggregated and forwarded through the matrix. Audio and video input devices such as cameras and microphones of the original private network video conference system can be used, and audio and video output devices such as projectors and audio can also be used to connect the audio and video input devices of the two systems at the same time.

In the practice of using audio and video matrix to integrate two sets of conference systems, we should pay attention to two important issues. One is the problem of uniform format of video media parameters among video devices. In order to meet the requirements of Internet transmission, devices from different manufacturers will adopt different compression methods for video media, and the audio and video matrix may not recognize all formats under the default setting, resulting in forwarding failure. the second is the audio transmission scheme. When using HDMI interface for audio and video synchronous transmission, if XLR or RCA interface is used to connect a single audio signal of the same channel at the same time, audio signal interference and echo roar will occur.

5. CONCLUSION

Through research and analysis of different technical routes, the method of installation matrix is adopted to solve the integration and interworking of two types of video conference systems, so as to enrich the scene of video conference among group companies, branches and subsidiaries, greatly improve work efficiency, innovate management methods, and provide technical support for the development of the company.

However, this scheme also has limitations. the implementation of this scheme requires the physical distance between the two systems to be relatively close, even in the same conference room. Therefore, there are problems in the coverage of the whole group company of the scheme. For example, if there is no integration equipment in a conference room, the integration and interworking of the two conferences cannot be realized. Next, we need to optimize the integration of the two systems in combination with the company's conference administration and conference needs.

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Exploration on the Cultivation Mode of the Major of Business Administration Talents in Colleges and Universities under the New Development Concept

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Abstract: Based on the new development concept, the training of the major of business administration in colleges and universities in China should deeply analyze the development trend of market economy, accurately grasp the national strategic direction, and explore the objectives, methods and models of new talent training. By summarizing the current situation of the cultivation of the major of business administration in colleges and universities, analyzing the demand for the major of business administration in colleges and universities under the new development concept, it explores the cultivation mode of the major of business administration in colleges and universities under the new development concept, aiming to help colleges and universities optimize the education mode of the major of business administration and improve the teaching quality.

Key words: New development concept; Colleges and universities; Business Administration major

I. INTRODUCTION

The major of business administration is a comprehensive applied discipline which is closely related to the development of social economy, and will promote the international economic development and the process of global integration. With the acceleration of the process of global economic integration, China will soon encounter the situation of the prosperous development of the domestic market economy, which will bring severe challenges to traditional enterprises. In addition, China is in the critical period of economic transformation and enterprise system improvement. In order to follow and comply with the trend of era, most enterprises have reached a consensus to develop enterprise management efficiency. Therefore, the demand for various kinds of high-quality business management professionals is increasing. Colleges and universities shoulder the mission of cultivating new business management talents for the society. Based on the research of the current situation of the cultivation of business management talents in colleges and universities under the new development concept, this paper objectively analyzes the current problems, and provides theoretical reference and method guidance for colleges and universities to flexibly adjust the talent cultivation mode, improve the quality of business

management talents cultivation, and serve the social economy better.

At this stage, the research results are mainly in the form of journal papers, which are analyzed around different backgrounds and talent application needs. Huang Zhe et al. (2022) studied the training mode of business management professionals with medical characteristics under the background of the new liberal arts [1]. Jiang Fen (2022), based on the development of market economy, studied the training mode of business management talents from the perspective of enterprises [2]. Guo Xiaoli (2022) explored the teaching mode of business administration from the perspective of talent training from the perspective of entrepreneurship and innovation [3]. Lin Luanzhu and others took Hainan University as an example, took the construction of Hainan Free Trade Port as the background, and took the construction of the curriculum system as the aim to study the training methods of business management professionals [4]. It is not difficult to find that the training of business management professionals is one of the topics that experts and scholars are keen to discuss in recent years. Since the 18th National Congress of the Communist Party of China (CPC), China has taken the new development concept as an action guide to guide the development of education. However, few studies have been carried out to analyze the talent training mode under the background of the new development concept. Based on this, it takes the new development concept as the research background to explore the training mode of the major of business administration in colleges and universities.

II. THE MAJOR OF BUSINESS ADMINISTRATION TALENTS TRAINING STATUS IN COLLEGES AND UNIVERSITIES

a. There is a gap between students' knowledge and social demand

The major of business administration should master the theoretical knowledge of key disciplines such as accounting, economics and management, be able to use scientific management methods to manage enterprises, and have good adaptability to the environment, language expression ability and management skills. However, the current business administration major in colleges and universities has not thoroughly analyzed the actual development needs of the market, and failed

to update the education concepts and methods in time, leading to the problem that the talent training objectives and models are disconnected from the social demands [5]. In addition, the slow updating speed of the knowledge in the textbooks of business administration led to the fact that most of the knowledge and concepts in the textbooks could not keep up with the development and change of the times. In addition, teachers paid much attention to the teaching of theoretical knowledge in the teaching process, ignoring the cultivation of students' practical application ability and problem-solving ability, which led to the serious separation of students' learning and application.

b. the comprehensive quality of the teaching staff needs to be improved

At present, most of the business administration teachers in colleges and universities come from various types of high-level talents who have graduated from colleges and universities. Although these talents have enough and solid theoretical knowledge foundation, most of them lack practical experience in business administration work and have insufficient understanding of the work and industry that students need to engage in in the future. Some teachers are easily affected by their own learning experience, training courses, age experience and other factors, so that in the course of classroom teaching, they tend to prefer theoretical teaching, ignore the link of accumulating practical experience, and cannot give students guidance on all-round development. At the same time, most teachers hardly communicate frequently with the industry and enterprises, which makes it difficult for them to have a deep understanding of the current situation in this industry. In the process of theoretical teaching, they lack the latest development cases of the industry and cannot help students solve problems in practice [6].

c. the curriculum system needs to be optimized

At present, all types of colleges and universities, such as junior colleges, undergraduate colleges and research universities, have set up business management majors. Taking into account the curriculum system of business management majors in colleges and universities of different types, different levels and different school positioning, it is not difficult to find that most of the school curriculum settings are in a convergence trend. Most colleges and universities have a wide range of business management courses, such as production management strategy deployment, marketing planning, human resources, and financial audit. In order to highlight the characteristics, some colleges added additional courses such as law and psychology, which led to the vague orientation of teaching in business administration class, so that the students cannot fully absorb all the course contents. At the same time, the theoretical courses and practical courses were seriously unbalanced, leading to the loss of talent training direction.

III. ANALYSIS OF THE DEMAND FOR THE MAJOR OF BUSINESS ADMINISTRATION IN

COLLEGES AND UNIVERSITIES UNDER THE NEW DEVELOPMENT CONCEPT

In order to deeply analyze the actual social demand for the major of business administration in colleges and universities under the background of the new development concept, this paper adopts the form of questionnaire survey to study the demand for business administration talents in 140 enterprises including service industry, electronic information industry and other fields. There are 140 questionnaires issued, and a total of 134 valid questionnaires are recovered excluding invalid information. According to the requirements of financial management, human resource development, interpersonal skills and communication skills, the evaluation table of necessary skills for the major of business administration is designed, as shown in Table 1. Enterprises participating in the questionnaire can score the necessary skills of each talent according to the actual situation. Among them, "optional skills" score 1, "it is unnecessary to reinforcement " score 2, "it is necessary to reinforcement " score 3. Finally, if the average score is more than 2, it indicates that it is unnecessary to strengthen the training of relevant skills, and if the average score is more than 3, it indicates that the training of relevant skills should be strengthened.

Table 1 Evaluation Table of necessary skills for the major of business administration

| Variate | Sample size | Maximum | minimum | Mean value |
|---|-------------|---------|---------|------------|
| Foreign language ability | 134 | 4 | 1 | 2.18 |
| Marketing planning ability | 134 | 4 | 1 | 3.47 |
| Accounting management ability | 134 | 4 | 1 | 3.51 |
| Understanding of policies and regulations | 134 | 4 | 1 | 1.32 |
| Organization and coordination ability | 134 | 4 | 1 | 3.34 |
| writing ability | 134 | 4 | 1 | 1.69 |
| Computer level | 134 | 4 | 1 | 2.38 |
| Innovation ability | 134 | 4 | 1 | 2.15 |
| Communication and cooperation ability | 134 | 4 | 1 | 3.16 |
| Strategic deployment capability | 134 | 4 | 1 | 2.79 |
| Information management capability | 134 | 4 | 1 | 3.12 |
| Human resource management capability | 134 | 4 | 1 | 3.22 |
| Economic knowledge | 134 | 4 | 1 | 2.46 |

According to the survey results, the average of marketing planning ability, financial and accounting management ability, organization and coordination ability, communication and cooperation ability, information management ability and human resource management ability reached more than 3 points. Therefore, facing the new development concept, the

business administration major in colleges and universities should focus on strengthening the above ability training and curriculum. Among them, the average scores of marketing planning ability and financial management ability are higher. On the one hand, sales is a key factor for the sustainable development of enterprises. As an overall work, the industrial and commercial management posts should, based on market research, deeply tap customer needs, improve the adaptability of product development to the needs of the times, seize market opportunities, so as to effectively increase the sales growth of enterprises and maintain market share in the fierce competition. On the other hand, financial status is the best measure to reflect the profitability and operation status of enterprises, which requires business management talents to have ample financial management knowledge, so as to make correct decisions in time, deal with unexpected financial situations and avoid potential financial risks. In addition, colleges and universities should pay more attention to the training of students' ability to organize and coordinate, communicate and cooperate, manage information, and manage human resources. First of all, as the transmitter of enterprise decisions, business managers should possess the basic communication and cooperation ability, add personal thoughts and feelings in the process of transmitting and receiving information, avoid giving the command, which is conducive to improving the efficiency of information reception. Secondly, business administrators should be good at organizing and coordinating the strength of staff groups at all levels to solve problems. Finally, business managers should improve the ability of information management and human resources management, accurately grasp the internal information such as employee recruitment, training and assessment, salary planning, and understand the industry dynamics, the current situation of the talent market, customer evaluation and other external information, so as to form scientific management decisions, and constantly introduce outstanding talents for the enterprise.

IV. TALENT TRAINING MODE OF THE MAJOR OF BUSINESS ADMINISTRATION IN COLLEGES AND UNIVERSITIES UNDER THE NEW DEVELOPMENT CONCEPT

a. Establishing an integrated industry-university-research system

Based on the principle of openness under the new development concept, colleges and universities should actively build an integrated education system of production, study and research, reach a cooperative consensus and establish long-term cooperative relations with enterprises. The evaluation of students should be divided into two aspects: theoretical knowledge and practical ability, so that it can enhance students' enthusiasm to participate in practical activities. At the same time, colleges and universities should adhere to the principle of openness and transfer outstanding talents to enterprises. In this process, students will understand the content and nature of business administration and the

operation process of enterprises, exercise their language expression ability, coordination and organization ability, and adapt to the work position better. In addition, enterprises can assign outstanding talents in business management posts to serve as part-time teachers in colleges and universities, guide students' practical activities, screen outstanding students who meet job requirements and are competent for work in advance, and sign employment agreements with them to solve the problem of talent shortage for enterprises. Therefore, colleges, universities and enterprises can reach a "win-win" consensus, establish an open and transparent community of interests, and create a good industry university research cooperation model.

b. Improve the comprehensive literacy of teachers of specialized courses

Colleges and universities should strengthen the introduction of outstanding teachers and broaden the source of teacher recruitment. In the process of teacher recruitment, in addition to requiring highly educated and high-level talents, it can also hire in-service personnel in the industry of business administration as part-time teachers to supplement the current problem of teachers' lack of practical experience. At the same time, colleges and universities can encourage teachers to improve their teaching quality in different levels and multiple ways, to provide opportunities for teachers and help them to learn and improve their academic qualifications, increase subsidies for teachers' practical funds, to encourage teachers consolidate their professional knowledge through school enterprise cooperative in different ways, to help them to understand the current situation and business processes of relevant industries, so as to effectively improve their practical operation ability. In addition, based on the innovation principle under the new development concept, colleges and universities can give preferential policies in terms of professional title selection, performance assessment, etc. to teachers who actively innovate their teaching methods and talent training content, so as to encourage teachers to improve their comprehensive quality and lay a foundation for training business management talents.

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Research On Low-Carbon Development Countermeasures of Logistics Enterprises Under the Background Of "Double Carbon" Goal

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Abstract: With the rapid economic development of modern society, the development of logistics enterprises in our country has also been a leap. However, with the increasing penetration rate of logistics distribution, the energy consumption problem of related enterprises is very serious, which is not conducive to green and healthy development under the background of "double carbon". Based on this, this paper analyzes the problems existing in the low-carbon development of logistics enterprises, and studies the low-carbon development countermeasures of logistics enterprises under the background of "double carbon" goals.

Keywords: Logistics enterprise; Low-carbon development; Problems and countermeasures

1. INTRODUCTION

Nowadays, the logistics enterprises in our country have a very high social status, playing a positive role for the economic development of our country. In order to maintain this situation, relevant enterprises should follow the national green policy and take "double carbon" as the development goal. At the same time, it attaches importance to the problems existing in the low-carbon development of logistics enterprises, such as the low penetration rate of new energy transport vehicles, the difficulties in the transformation of small and medium-sized logistics enterprises, and the lack of green awareness of internal employees, so as to identify the adverse impact of these problems, design reasonable countermeasures and actively implement them. In addition, it is necessary to continuously improve and innovate these measures to ensure their permanence.

2. PROBLEMS EXISTING IN LOW-CARBON DEVELOPMENT OF LOGISTICS ENTERPRISES

2.1 The penetration rate of new energy transport vehicles is not high

From the present situation of low carbon development of logistics enterprises, there exists the phenomenon of low popularization rate of new energy transportation vehicle [1]. First of all, in our daily life, we often use gasoline, diesel and other transport vehicles as fuel, and hardly see a new energy transport vehicle, which is not conducive to the low-carbon development of logistics enterprises under the background of the "double carbon" goal. Secondly, most logistics enterprises lack of understanding of the concept of green development,

leading to low carbon development. Therefore, our country should increase the intensity of environmental protection propaganda, promote the position of green protection in people's hearts.

2.2 The transformation of small and medium-sized logistics enterprises is difficult

For small and medium-sized logistics enterprises, it is very difficult to achieve rapid transformation, such as technical difficulties, financial difficulties, etc. [2]. First of all, artificial intelligence technology, blockchain and other technologies have high costs, which is a huge challenge for small and medium-sized logistics enterprises. Secondly, small and medium-sized logistics enterprises profit is not high, can not support a variety of advanced technology.

2.3 Internal staff lack of green awareness

In addition to the above problems, some logistics enterprises attach too much importance to economic benefits, too little importance to the construction of green environmental protection talent team, coupled with the failure to actively carry out training activities, resulting in the lack of green environmental awareness of internal employees, which is not conducive to the low-carbon development of logistics enterprises under the background of "double carbon" goal [3].

3. RESEARCH ON LOW-CARBON DEVELOPMENT COUNTERMEASURES OF LOGISTICS ENTERPRISES UNDER THE BACKGROUND OF "DUAL CARBON" GOAL

3.1 Actively adopt new energy transport vehicles

Under the background of "double carbon" goal, logistics enterprises should keep up with the development of the Times, actively adopt new energy and clean energy, gradually eliminate traditional energy, and promote the green and healthy development of enterprises. First of all, change the traditional logistics transport structure. Relevant enterprises can actively adopt the green combined transport mode to achieve the situation of low-carbon development. For example, through reasonable design of transport routes and loading capacity to reduce transport times and time, so as to improve the economic benefits of logistics enterprises and promote low-carbon development; Secondly, the active use of new energy transport vehicles. Nowadays, our new energy vehicles have become common in our daily life, and the low carbon environmental protection

results. Therefore, relevant logistics enterprises can gradually replace traditional fuel transport vehicles with new energy transport vehicles. In addition, most areas of our country have advanced charging piles, which can provide excellent charging conditions for new energy transportation vehicles; Finally, a packaging recycling system should be established to carry out professional treatment and secondary utilization of the recovered packaging, so as to reduce resource loss and promote the low-carbon development of logistics enterprises.

3.2 Small and medium-sized logistics enterprises to appropriately use advanced technology

Small and medium-sized logistics enterprises have the characteristics of small scale and insufficient capital flow, so they are bound to face many difficulties in rapid transformation under the background of "dual carbon" goal. Therefore, small and medium-sized logistics enterprises can initiate reform and development by introducing advanced technologies, such as intelligent and automated technologies, and utilize these technologies to promote production efficiency and optimize logistics processes. In addition, it is suggested that some professional digital logistics platforms gradually provide digital services to small and medium-sized logistics enterprises, in order to provide technical support for the low carbon development of small and medium-sized logistics enterprises.

3.3 Establish and improve the green human resources management system

If logistics enterprises want to enter into low-carbon development under the background of "double carbon" goal, they must establish and improve the green human resource management system, use the system to supervise and restrict the work behavior of employees, and avoid staff from violating the low-carbon development principle. First of all, relevant logistics enterprises need to establish a reasonable green human resource management system according to their actual development situation, and actively implement it; Secondly, the content of this system can link the personal interests of all employees with the benefit of green development of the enterprise, so as to enhance the enthusiasm of employees. Finally, relevant enterprises need to continuously improve and improve the system to ensure that it can really play a substantial role in the low-carbon development of enterprises. In addition, relevant enterprises can actively learn from the green management methods of other excellent logistics enterprises, such as Jingdong Logistics, so as to avoid unnecessary detours.

3.4 Cultivate and enhance the green and low-carbon capacity of employees

Under the background of "double carbon" goal, the low-carbon development of logistics enterprises must cultivate and enhance the green and low-carbon ability of employees. First of all, relevant logistics enterprises can actively recruit elites with strong professional ability, awareness of environmental protection responsibility and knowledge in the society, and set strict recruitment requirements to select the best among

many talents, adding fresh blood to the existing staff team of logistics enterprises. Secondly, professional pre-job training should be conducted for newly recruited personnel to ensure that they can quickly and calmly adapt to the new position and give full play to their talents. Finally, relevant enterprises need to carry out professional skills and environmental protection education and training activities for all employees, and encourage all employees to actively participate in them, so as to ensure that the professional ability of employees can be enhanced through skills training, and the awareness of green environmental protection of employees can be enhanced through environmental protection education and training, and finally promote the efficiency and quality of low-carbon development of logistics enterprises.

3.5 Urge employees to implement green behaviors

In addition to the above countermeasures for low-carbon development of logistics enterprises under the background of "dual carbon" goals, relevant enterprises can urge employees to implement green behaviors as a strong measure. First of all, relevant enterprises can establish a reasonable reward and punishment system, and this system and green link; Secondly, rewards are given to those who are active in work performance and those who carry out green behaviors in daily operations, so as to encourage the recipients and motivate the unrewarded, and finally achieve the purpose of urging the employees to carry out green behaviors. Finally, the staff with negative working attitude and violation of the green code of conduct should be punished accordingly. the specific punishment content should be determined according to the size of the problem, so as to serve as a warning to all the staff. In addition to giving material rewards to employees, non-material rewards can also be given, such as time off, public praise, etc.

4. CONCLUSION

In a word, the low-carbon development of logistics enterprises has become an inevitable trend under the background of "double carbon" goal, which has played an active role for enterprises. According to the analysis of this paper, at present, there are many deficiencies in the low-carbon development of some logistics enterprises, these problems restrict the green development of enterprises to a certain extent, this paper is also targeted at the specific elaboration, at the same time, this paper puts forward several low-carbon development countermeasures, Such as actively adopting new energy transport vehicles, appropriate introduction of advanced technologies by small and medium-sized logistics enterprises, establishment and improvement of green human resource management system, training and improving the green and low-carbon capacity of employees, urging employees to implement green behaviors and other measures, hoping to provide some experience for the low-carbon development of logistics enterprises under the background of "double carbon" goal.

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Control Points and Optimization Measures in Technical Management of Construction Engineering

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Abstract: With the rapid development of modern social economy, the importance of construction engineering to technical management in our country also increases. Based on this, this paper analyzes the control points in the technical management of construction engineering, and studies the measures to optimize the technical management.

Keywords: Construction engineering; Technical management; Control points; Optimization measure

1. INTRODUCTION

Nowadays, if Chinese construction projects want to have long-term development, we must strengthen the efficiency and quality of technical management. First of all, construction engineering enterprises need to understand the control points of all aspects of the management work, such as the technical management points in the early stage of construction, the control points in the project implementation stage, and make clear the important role of these control points in the technical management work; Secondly, according to the construction engineering technology management status, combined with a variety of advanced management experience, design reasonable optimization measures and active implementation; Finally, the continuous improvement and innovation of these measures to ensure its permanence.

2. CONTROL POINTS IN TECHNICAL MANAGEMENT OF CONSTRUCTION ENGINEERING

2.1 Key points of technical management in the early stage of construction

Under the background of the new era, there are many control points in the technical management of construction engineering, especially in the early stage of construction. First, the control points of construction engineering design scheme preparation [1]. For the construction project, the preparatory work of the early construction is very important, especially the design program preparation and review. At the same time, it is necessary to properly keep all the documents of the construction project, such as survey scheme, project contract and construction design; Second, the construction drawings of the audit points. In order to ensure the rationality of the construction drawings, the joint examination of the drawings should be strengthened. If unreasonable problems are found in the construction drawings, the principle of not using them should be firm and reasonable measures should be taken

in time. Third, the management of designers. Designers are strictly required to carry out reasonable field investigation work, and design reasonable construction schemes according to the actual environment of the project and the rich experience of designers, so as to play a data reference role for the subsequent construction.

2.2 Control points during the project implementation phase

In the implementation phase of the project, it is necessary to carry out reasonable control over the following technologies: First, the control of concrete construction technology. As concrete materials have various characteristics, such as thermal expansion and cold contraction, etc., it is very likely to produce concrete diseases, such as cracks, pits, etc., if not properly controlled in the construction process [2]. Therefore, the ratio calculation of concrete construction materials should be strengthened, and the quality of concrete raw materials should be strictly controlled. If the quality of concrete construction materials is found to be unqualified, the principle of non-use should be firmly established. Secondly, reinforcement construction technology control. This technology has a very high status in the building structure, it can improve the structural strength and bearing capacity of the building. Therefore, it is necessary to reasonably control the construction technology of steel bar, such as welding link, binding link, etc., to lay a solid foundation for the subsequent smooth construction; Thirdly, the control of formwork construction technology. Relevant construction personnel shall clean the surface of the formwork to ensure that the surface is clean and tidy, and timely deal with the concrete falling on the formwork to ensure the quality of the subsequent demoulding construction; Finally, the control of material inspection technology. Relevant construction enterprises need to carry out inspection process on all construction materials before formal construction, select representative inspection samples, and avoid unqualified materials being put into construction.

3. OPTIMIZATION MEASURES OF CONSTRUCTION ENGINEERING TECHNICAL MANAGEMENT

3.1 Establish and improve the technology management system

In order to effectively improve the efficiency and quality of technical management of construction engineering, a technical management system should be

established and perfected to play a supervisory and restrictive role in the smooth and efficient completion of construction projects [3]. First of all, relevant enterprises need to establish a reasonable technology management system and actively implement it according to their actual development situation. Secondly, the system can include linking the personal interests of all staff with the economic benefits of the enterprise, so as to enhance the enthusiasm of all staff. Finally, the system is constantly perfected and improved to ensure that the system can really play a substantive role in technology management. In addition, relevant enterprises can actively learn from the management methods of other excellent enterprises to avoid unnecessary detours.

Construction engineering enterprises should improve the professional ability of relevant management personnel when improving the efficiency and quality of technical management, because management personnel is the basic guarantee for the smooth development of construction engineering construction, such as the control of construction cost, construction progress, construction quality and other key work, so it is necessary to take reasonable measures for management personnel. First of all, relevant enterprises can actively recruit elites with strong management ability in the society, and set strict recruitment requirements to select the best among many talents, adding fresh blood to the existing technical management team of construction engineering. Secondly, professional pre-job training should be conducted for newly recruited talents to ensure that they can quickly and calmly adapt to the new position and give full play to their talents. Finally, professional skills and education training activities are carried out for all technical management personnel to enhance their professional ability through skill training and improve their ideological cognition through education and training. In addition, the relevant enterprises design reasonable disciplinary measures to restrict the behavior of managers, and at the same time, implement the tasks that each manager should be responsible for, to ensure that in case of technical management problems, the relevant personnel can be responsible to the end.

3.2 Adopt a multi-technology management mode

When optimizing technical management, construction engineering enterprises, combined with relevant control points, constantly carry out innovation and development of the established management system, and adopt multi-technology combination management mode. First of all, relevant enterprises can start from the control of construction materials, strengthen the inspection and acceptance link, to avoid the impact of construction material problems on the effect of technical management; Secondly, to improve the professional ability of procurement personnel, relevant personnel are required to pay real-time attention to market price changes, take a number of comparison methods, and ultimately cooperate with high-quality and affordable raw material suppliers; Finally, constantly innovate

technology management methods to ensure that it can keep pace with the development of the new era.

3.3 Innovative technology management concepts

Under the background of the new era, the implementation of technology management in construction engineering enterprises is an important means to improve the economic benefits of enterprises, and this work procedure is complicated, so it is necessary to constantly improve the importance of relevant personnel of enterprises, namely, to innovate the concept of technology management. First of all, the enterprise leadership needs to take the lead, increase the support for technology management, and establish the authority of technology management within the enterprise. Secondly, strengthen the publicity of technical management to improve the cognition of all staff on technical management; Finally, dedicated meetings are held to further enhance the importance of technical management.

3.4 Actively introducing new management technologies

In order to improve the efficiency and quality of construction engineering technology management, relevant enterprises can actively use new management technologies. For example, in the process of project design, designers can use BIM technology to carry out simulation experiments on the design scheme and find out the deficiencies in the design during the experiment, so as to improve the reliability of the project design scheme. Another example is the establishment of information management platform, real-time supervision and control of each construction link, reduce the risk borne by enterprises.

4. CONCLUSION

In a word, under the background of the new era, the technical management of construction engineering is very important, and this work plays an active role for the construction project. According to the analysis of this paper, there are a variety of control points in the current construction engineering technology management, which is also specifically elaborated in this paper. At the same time, this paper also puts forward several optimization measures, such as establishing and improving the technical management system, adopting the management mode combining multiple technologies, innovating the technology management idea, actively citing the new management technology and so on. Hope to provide some experience for reference.

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On the Impact of Logistics Economy on Social Economy

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Abstract: Now our country is walking on the road of a high-speed development, logistics, as an emerging complex industry integrated in many forms, has an extremely important role in promoting the economic development of our country, greatly promoting the development of China's social and economic step. With the continuous rise of people's living standards in recent years and the implementation of numerous national policies to benefit the people, logistics has also played a more and more important role. Of course, there are more and more tests along with opportunities. Chinese logistics economy started relatively late compared with other countries in the world, but its role and value in the national economic system can not be ignored. People's Daily life has been inseparable from the logistics industry. To sum up, logistics industry should firmly grasp the current market development situation, relying on more and more favorable policies, give full play to its own advantages, logistics industry how to make its own rapid development at the same time, its own interests linked to the social economy, so that the development of logistics economy to promote the development of social economy will be the key issue discussed in this paper.

Keywords: logistics economy; Social economy; Social benefit; Economic development

1. INTRODUCTION

With the continuous development of social economy, people's material level is also improving, and their lifestyle has undergone tremendous changes compared with before. Now people favor online shopping, which makes logistics economy get a great development space. It can be predicted that logistics economy has not yet reached the upper limit, and there is still a huge space for development. It also plays an important role in promoting social economy. Nowadays, People's Daily life is inseparable from the logistics industry. the development of the logistics industry has shortened the distance between different parts of the country, but now people have put forward higher and higher requirements for the logistics industry. If the logistics industry wants to maintain its competitiveness in the increasingly fierce market competition, it should comprehensively upgrade its own strength, expand business content, and meet people's requirements for the logistics industry. In order to promote social and economic progress while developing themselves.

2. THE SIGNIFICANCE OF THE DEVELOPMENT OF LOGISTICS INDUSTRY

2.1 The role of logistics economy

With the rising enthusiasm of online shopping, the development of logistics economy is also getting faster and faster, which has become an important factor to measure social and economic development. the inconsistent development of online shopping also puts forward higher and higher requirements for the logistics economy, which needs to change the traditional business model, optimize its own distribution timeliness and service, create a broader space for its own development, and promote its own status in the social economy. Nowadays, logistics enterprises focus on resource allocation, maximize the utilization rate of funds, build the perfection of logistics chain, and realize the efficient and high-quality development of logistics industry [1].

2.2 The significance of logistics economic development

The main work content of logistics industry is to promote closer connections between various regions, which is an important support for trans-regional economic development. the logistics industry not only shortens the distance between cities and rural areas, but also breaks many regional restrictions, making the circulation of goods between regions more convenient. With the continuous expansion of urbanization, the logistics industry has gone deep into rural areas, and the network is spread all over the towns and villages. At the same time, the logistics chain has been expanded, and more people have enjoyed the convenience of logistics economy. More and more capital will focus on the logistics industry, greatly stimulating the development of the logistics industry. the rapid development of logistics industry also acts on the cross-regional economic development content and realizes the development of social economy.

3. THE IMPACT OF LOGISTICS ECONOMY ON SOCIAL ECONOMY

3.1 Logistics economy depends on the existence of social economy

The development of social economy has improved people's living standards, and the improvement of people's living standards also reacts to the development of social economy. the content that can best reflect people's living standard is whether there are diversified commodities in the local area, and the logistics industry can just promote the development of regional commodity diversification. Because of our vast territory, various areas are affected by regional environment, commodities are difficult to circulate widely. However, the emergence of the logistics industry makes the special commodities appear in the market all over the country to meet the growing material needs of people

and promote the development of social economy. As one of the important pillars of social economy, the emergence of logistics industry has changed the development mode of social economy and promoted the development of social economy [3].

3.2 Logistics economy promotes social and economic development

The social economic development of our country in the direction of intelligent and technological transformation, such a development trend liberates a large number of labor, but the emergence of logistics industry makes labor surplus problem solved. Logistics industry from warehousing to transportation to delivery and dispatch, the whole process needs a large number of labor force to realize, and simple work content does not have too much demand on labor force's cultural quality and professional ability, which makes the problem of overpopulation of unemployment in our country has been alleviated fundamentally. the content of logistics economy is not only transportation, other such as cargo handling, product packaging, information processing and other content, also has a great role in promoting the related industry, take product packaging as an example, because people through logistics to send a variety of items, in order to ensure the integrity of items in transit, the corresponding packaging to ensure the safety of items, Promote the packaging industry has been the corresponding development. the business model that drives the development of related industries based on its own makes the social economy have a broader space for development.

4. PROBLEMS AND SOLUTIONS IN THE IMPACT OF LOGISTICS ECONOMY ON SOCIAL ECONOMY

Due to the late development of the logistics industry in our country, the logistics industry still has many problems to solve.

4.1 Imperfect logistics configuration

Because of our vast territory and complex geological environment, the laying of logistics network does not cover various areas of the country, some remote areas and rural areas still do not have logistics lines, so that local people in the use of logistics is very inconvenient, but relatively, in some big cities not only have a perfect logistics network, some areas have even begun to popular intelligent delivery service. the imperfection of the logistics network is easy to polarize the logistics industry and restrict its further development [2].

4.2 The industry threshold is too high

Logistics is a transportation service industry throughout the country. If you want to enter this industry, you need huge capital investment. At present, the logistics industry in our country still maintains the original state. the original logistics companies do not seem to have the idea of further widening the logistics network and no enterprises want to break the situation, which makes the

development of logistics in remote areas extremely slow and is not conducive to the development of the logistics industry

4.3 Insufficient intelligence of information platform

The logistics industry's services are both public oriented and two-way. However, due to the insufficient intelligence of the information platform, it often leads to the phenomenon of making mistakes in recording documents and sending wrong addresses, which makes the public biased against the logistics industry, thus limiting the development of the logistics industry.

Despite the above drawbacks, we should also see the positive significance of logistics development to economic development. Therefore, logistics enterprises should take the initiative to find and solve problems, so as to provide support for economic development. At the same time, relevant policies should also be introduced to support the development of small logistics enterprises and reduce the entry threshold of the logistics industry. Only in order to break the current situation of standing still can more logistics enterprises enter the bureau, so that the logistics industry can achieve progress. Finally, logistics enterprises need to accelerate the improvement of the existing information platform. the construction of a perfect intelligent information platform can not only save a lot of manpower and material resources, but also improve the distribution efficiency and quality, and improve the public's prejudice against the logistics industry, so as to truly realize the long-term development of the logistics industry.

5. CONCLUSION

The development of logistics economy has a very important promotion significance to the development of social economy, not only for people to provide more convenience in life, but also for the enhancement of our international competitiveness. Therefore, both logistics enterprises and relevant departments should pay attention to the development of logistics industry and strive to expand a greater space for development.

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Research On the Cultivation Path of Innovation and Entrepreneurship Ability of Civil Engineering Students

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Abstract: Under the background of innovation and entrepreneurship, the cultivation of college students' innovative and creative ability is highly valued by the society. This paper takes civil engineering majors as the research object, makes a comprehensive analysis of the current situation of innovation and entrepreneurship of civil engineering majors in colleges and universities, focuses on the cultivation path of innovation and creativity ability of students in civil engineering majors, effectively improves the innovation and creativity ability of students in civil engineering majors, and then trains a group of outstanding talents in civil engineering majors.

Keywords: Civil engineering major; Students; Innovation and entrepreneurship ability; Training path

1. INTRODUCTION

For civil engineering colleges and universities, the education goal is to cultivate skilled professionals in the construction industry. According to relevant national policies and industrial development regulations, the focus is on cultivating students' innovation and entrepreneurship ability, so as to further improve college students' professional quality and social adaptability. At the same time, the university actively set up college students' science and technology Park, set up professional innovation and entrepreneurship training courses, strengthen the construction of extracurricular experiment and training bases, expand school-enterprise channels, and better guarantee civil engineering students to achieve all-round development.

2. ESTABLISH COLLEGE STUDENTS SCIENCE AND TECHNOLOGY PARK

According to the reform documents of innovation and entrepreneurship education in Chinese universities, the College began to actively study the relevant education policies, combined with the specialty characteristics of our college and the development direction of the construction industry, and constantly planned the application of science and technology research for college students, striving to achieve success in a short time. After repeated exploration and research by relevant researchers, it is found that the science Park specifically concentrates educational resources such as construction industry, construction information, traffic engineering, engineering surveying, green building, intelligent building, etc., to create a good learning environment and provide a learning platform for students to cultivate innovative and creative spirit and

enhance entrepreneurial consciousness. In recent years, the college students' Science and Technology Park of our college has successfully passed the evaluation and officially become a provincial college students' science and technology Park, which is also a full reflection of the positive response to the national higher education reform and education integration policy, indicating that our college has made certain progress in cultivating college students' innovation and entrepreneurship ability [1].

3. SET UP ENTREPRENEURSHIP TRAINING COURSES

With the continuous development and progress of education, the state began to pay attention to the cultivation of innovative spirit, innovative consciousness and innovative and creative ability of college students, and strive to cultivate a new batch of innovative and skilled outstanding talents. In order to keep up with the development of education, our school organizes teachers to set up training courses on innovation and entrepreneurship, and actively optimizes relevant educational facilities to help students understand innovation and entrepreneurship. In the course of formal lectures, teachers start from how to find suitable business ideas, how to evaluate the market, how to build entrepreneurial teams, how to choose legal cooperation institutions, etc., and help students master the entrepreneurial process and accumulate entrepreneurial experience through practical cases, so as to draw lessons from learning and observation. At the end of the course, students work in small groups. Jointly prepare entrepreneurship plans, organize other training teams to learn from each other, point out problems from the perspective of others and correct them. In addition, problems can be found in the training process, and corresponding solutions can be developed in a short time, effectively improving students' awareness of innovation and entrepreneurship. Compared with other professional courses studied at school, the teaching methods and organizational methods of innovation and entrepreneurship courses are quite different. Training teachers often use a variety of interactive teaching methods such as theoretical teaching method, case analysis method, group discussion method, practical education method, role playing method and game learning method to give lectures, which effectively stimulate students' sense of participation, make the classroom teaching atmosphere more pleasant, and guide them to complete learning tasks imperceptibly.

Therefore, the teaching of innovation and entrepreneurship course is favored by the majority of students, which is conducive to the general increase of the qualified rate of training and achieve the ideal teaching effect. For students in civil engineering colleges and universities, innovation and entrepreneurship have become the inevitable trend of talent training for college students at present. Although some students have the intention to start a business, there is a serious lack of mentors and guides. the course of innovation and entrepreneurship aims to provide students with more opportunities to contact with innovation and entrepreneurship, guide students who have obvious desire for creativity, effectively tap the potential of innovation and entrepreneurship students, further cultivate students' innovation awareness and shape the spirit of innovation and creation.

4. MULTI-PARTY COOPERATION, EXPAND SCHOOL-ENTERPRISE COOPERATION

School-enterprise cooperation is an important measure of the integration project of production and education in colleges and universities, which requires schools to innovate teaching mode with the support of enterprises, greatly improve students' practical operation ability, and enhance students' innovative and creative ability. In recent years, our school has signed a construction project construction agreement with China Construction Group, and selected excellent students from construction technology and engineering cost majors to form order classes. Through school-enterprise cooperation, professional courses are customized for students, and excellent teachers are equipped to give lectures. From the perspective of the comprehensive quality, professional ability and innovation and entrepreneurship ability of the students in the previous order class, enterprises, students and parents have a high degree of satisfaction [2].

5. THE CONSTRUCTION OF "SPECIALIZED INNOVATION AND INTEGRATION" TALENT TRAINING PROGRAM AND CURRICULUM SYSTEM

"Specialized innovation and integration" is not only to infiltrate the teaching ability of innovation and entrepreneurship in professional courses, but also to comprehensively implement the concept of innovation and creation education into all aspects of civil engineering talent training, requiring each professional course to actively combine with the concept of innovation and entrepreneurship education, so as to subtly influence students. In addition, in the process of carrying out various special courses, the ideology of innovation and entrepreneurship should also be fully permeated into the practical teaching and theoretical teaching. the way of students' action education and thinking education is conducive to the improvement of students' innovation and entrepreneurship ability and the completion of the training goal of innovative and entrepreneurial talents in as short a time as possible.

6. ESTABLISH AN EVALUATION AND FEEDBACK MECHANISM FOR INNOVATION

AND ENTREPRENEURSHIP OF CIVIL ENGINEERING MAJORS

Evaluation is an important means to reflect the cultivation of innovation and entrepreneurship ability, and plays a decisive role in the cultivation of civil engineering professionals, so as to truly judge whether the construction of curriculum system is reasonable. It is also directly related to the effect of innovation and entrepreneurship education to some extent. From the current evaluation and feedback mechanism, in order to achieve the goal of civil engineering talent training and strengthen and improve the curriculum education system, it is conducive to the improvement of college students' innovation and entrepreneurship ability.

In practice, the evaluation feedback mechanism is divided into evaluation mode, evaluation index, evaluation way and feedback form. Based on the overall summary of the current evaluation indicators and the degree of evaluation indicators of innovation and entrepreneurship of students majoring in civil engineering, the evaluation indicators are usually processed twice by means of expert inquiry and questionnaire to prevent unreasonable indicators from hindering the development of innovation and entrepreneurship of civil engineering majors. In addition, the characteristic indicators of civil engineering majors are summarized, which specifically involve diligent economy and professional creativity, and the scientific establishment of a unique training model for civil engineering talents is conducive to the evaluation of innovation and entrepreneurship indicators of college students in direct proportion to the expected indicators. In addition, corresponding indicators are obtained by combining with professional scoring, and an evaluation index system is initially formed to truly understand the current intention and development trend of college students' innovation and entrepreneurship [3].

7. CONCLUSION

There are still many problems in the cultivation of talents in innovation and entrepreneurship for civil engineering majors in colleges and universities, such as insufficient awareness of innovation and entrepreneurship, professional innovation and entrepreneurship theory divorced from reality, and the prospect of professional entrepreneurship is dim. In the aspect of summarizing the current problems, timely put forward to study the innovation and entrepreneurship practice education base group of college students majoring in civil engineering; the establishment of "professional innovation integration" talent training program and curriculum education system; Construct the evaluation and feedback mechanism of innovation and entrepreneurship ability of civil engineering majors; Actively demonstrate the functions of the government, take corresponding safeguard measures, create high-quality innovation and entrepreneurship atmosphere, and greatly improve the professional innovation and entrepreneurship ability of college civil engineering students.

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Explore the Computer Network Security Management Measures in Higher Vocational Colleges

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Abstract: In recent years, the development of higher vocational education has been paid attention to, and the application of computer network is increasingly widespread. In order to ensure the security of computer network, we need to do the corresponding security management, so as to avoid various risks of computer network. In this regard, higher vocational colleges should attach importance to computer network security management, and formulate reasonable security management measures, so as to improve the security of computer network environment in higher vocational colleges. This paper will discuss the security management measures of computer network in higher vocational colleges.

Keywords: Higher vocational colleges; Computer network; Safety management measures

1. INTRODUCTION

In the application of computer network in higher vocational colleges, there are often network security risks, resulting in the disclosure of relevant information, which cannot guarantee the smooth popularization of campus network. Computer network has important application value in higher vocational education, such as library electronic system, student file management, if can not guarantee the use of computer network quality, it will reduce the security of campus network, and then bring a variety of network security problems. To this end, we should do a good job of computer network security management, in order to reduce the possibility of network risk.

2. PROBLEMS OF COMPUTER NETWORK SECURITY IN HIGHER VOCATIONAL COLLEGES

With the development of higher vocational education, the application of computer network has been attached importance. Carrying out information management and teaching through computer network is conducive to promoting the further development of higher vocational colleges. Therefore, we should attach importance to the security management of computer network to avoid various network security risks. In this regard, the following questions will be discussed:

2.1 Computer equipment problems

In the operation process of computer network in higher vocational colleges, often produce computer equipment problems, mainly including the following two points: First, computer hardware problems, such as equipment quality is not up to standard, no timely update system,

these will bring adverse effects to the computer network, so as to ensure that the computer network environment in higher vocational colleges. Second, computer software problems, such as software installation is not reasonable, not timely repair loopholes, resulting in the computer network can not run safely. From the actual situation, there are many factors leading to computer equipment problems, the most important is the lack of security responsibility awareness of the relevant staff, which affects the quality of computer network security management.

2.2 Virus invasion

Because the computer network of higher vocational colleges is used by all teachers and students, in the computer network security awareness is relatively weak, many times inadvertently forward some links, will be virus intrusion network, thereby bringing a lot of computer viruses, seriously harm the network security of higher vocational colleges. And, many higher vocational college network belongs to the public, there will often be people outside the computer network, if not do a good job of strict security management work, it will lead to computer virus infection, and increase the possibility of computer network risk.

2.3 Human factors

In the operation of computer network in higher vocational colleges, it is often affected by human factors, resulting in frequent risks of computer network security and easy to bring a variety of network security problems. From the perspective of actual operation, some technical personnel do not standardize their own operation behavior, and there are problems such as non-standard and unrigorous operation, which leads to the implementation of security measures is not in place, and eventually causes computer network security problems [1].

2.4 The computer network security management system is not perfect

From the current situation of computer network security management in higher vocational colleges, the lack of perfect and sound management system, resulting in the relevant managers can not standardize their own operational behavior, can not deal with a variety of security management problems in a timely manner, which has a negative impact on campus network security. Some colleges and universities do not pay enough attention to the security of computer network, there is a "heavy construction, light management"

problem, and then reduce the security of computer network.

3. STRATEGIES TO IMPROVE THE EFFECT OF COMPUTER NETWORK SECURITY MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

In view of the security management of the computer network in higher vocational colleges, many problems have not been solved in time, resulting in a greater risk of campus network, easy to appear a variety of information leakage, virus intrusion. In this regard, we should formulate scientific and reasonable security management strategies, so as to improve the level of computer network security management in higher vocational colleges.

3.1 Do a good job of computer equipment maintenance
Higher vocational colleges should pay attention to the maintenance of computer network and ensure the safety of computer network environment, so as to provide good Internet conditions for teachers and students in higher vocational colleges. To solve the problem of computer network equipment, it is necessary to maintain computer equipment, carefully purchase computer hardware equipment, ensure that the quality of hardware facilities meet the requirements, and avoid the interference of other factors in subsequent operation. In addition, the relevant management personnel to do a good job on the installation of computer network software, to prevent the operation is not standard, installation is not in place and lead to network security risks, so as to provide operation guarantee for the computer network. In addition, higher vocational colleges should strengthen the training of network security management personnel, make them have a strong sense of responsibility, and carefully manage the computer network system to ensure that problems can be found in time, software functions can be improved, and the probability of security risks can be reduced [2].

3.2 Strengthen the publicity of computer network security management

Higher vocational colleges should pay attention to the computer network security management work, increase publicity, promote all teachers and students can have a strong sense of security management, learn to standardize their own operation, avoid due to random operation and bring network security risks, resulting in information leakage. In this regard, higher vocational colleges can rely on the corresponding rules and regulations to publicize, let more teachers and students participate in it, consciously maintain the network environment, and strengthen the installation of security protection software, help to improve the computer network security prevention ability, such as regular anti-virus, carry out software inspection, if found to exist network security risks, it can be solved and dealt with in time, So as to strengthen the security management level of computer network in higher vocational colleges [3].

3.3 Improve the professional ability of computer network security management personnel

For higher vocational colleges, the quality of computer network operation and the ability of network security management personnel related, through improving the professional ability of relevant management personnel to reduce a variety of management problems, to ensure that you can reduce the possibility of network security risks, in order to prevent computer network security accidents. In this regard, should regularly carry out management training activities, hire specialized technical personnel to explain the security management knowledge, help strengthen the computer network security management personnel consciousness of responsibility, but also can make it access to advanced management knowledge, so as to strengthen the computer network security problems, to reduce the possibility of network security risks to the greatest extent.

3.4 Establish a sound computer network security management system

In order to ensure the security of the computer network in higher vocational colleges, it is necessary to establish a perfect network security management system, including the following points: first, regularly check and update the computer system, to ensure that the computer network system runs normally, there will be no loopholes and security risks. the second is to set up a scientific computer service system to ensure the stable operation of the computer service system, when the intrusion of external interference factors can be prevented in time, so as to effectively deal with the security problems of the computer network.

4. CONCLUSION

With the development of higher vocational colleges, computer network is used more and more widely. In order to ensure the normal operation of computer network, it is necessary to solve the problems existing in the current computer network, such as formulating perfect management strategies, improving the professional level of management personnel, so that it can play a good protective effect, avoid the computer network of higher vocational colleges by virus intrusion, So as to achieve normal and stable operation.

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The Digital Economy Promotes the Development Path of the Real Economy

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Abstract: High-quality real economy has become an important prerequisite for sustainable development. the effective combination of digital economy and real economy will not only create conditions for the real economy, inject fresh vitality, but also expand the development space of the real economy, make positive progress in the reform of the real economy system, create a harmonious economic environment, toward green and high-quality development, It will further raise our comprehensive economic strength and strengthen our international competitiveness. Nowadays, the rapid development and changes of the international economy and the emergence of the real economy accelerate the realization of the comprehensive transformation of social industries, optimize the industrial structure, truly realize the development mode of "consumption - production", thoroughly improve the current development status of the real economy, jointly build the industrial chain of the digital economy, optimize the allocation of advanced mathematical infrastructure, and promote the progress of the two towards a sustainable direction.

Keywords: Digital economy; Real economy; Development path

1. INTRODUCTION

In recent years, the transformation of traditional economy into digital economy has become an inevitable trend of our comprehensive economic development. the advent of the new era has made the relationship between digital economy and real economy closer, forming an irreplaceable binding relationship. the current economic development under the background of digital transformation is an inevitable development situation, which is of great significance to the long-term development of both. the rapid progress of the Internet era breaks the boundaries of the traditional economy in terms of space and time, and starts to actively build a new mathematical economic ecology, driving the progress of economic transformation in backward areas. Specifically around the economically backward areas in the central and western regions, it actively adopts information technology to promote the all-round reform of regional economic structure. We will deepen the development path of digital economy to promote the real economy, further promote the orderly development of supply-side reform, and ensure the steady development of China's overall economic development.

2. THE DIGITAL ECONOMY TO PROMOTE THE DEVELOPMENT OF THE REAL ECONOMY

2.1 Network infrastructure environment construction

The continuous derivation of information technology has been vigorously promoted and applied in the real economy, accelerating the comprehensive transformation of the traditional real economy [1]. During this period, it advocates that the government and enterprises work together to formulate relevant policies, strengthen the construction of a smart city civilization, build an efficient and extensive network connection service platform, create favorable conditions for the reform and upgrading of the network communication industry, and promote the effective integration of cloud computing, artificial intelligence, Internet, big data, virtual economy and real economy. Make the real economy truly create a new information age, better show the application value of information technology, design the technology breakthrough route map, and earnestly complete all the work. In addition, informatization and intellectualization should be adopted to promote the development of the current era. Innovation and breaking the operating mode as the main body of economic development should be adopted to build a good network infrastructure environment for the innovative development of the real economy.

2.2 Jointly build a development platform for coordinated governance of the digital economy

Nowadays, economic development and progress still need the full assistance of government departments, actively implement the concept of "smart government", inject fresh vitality into China's comprehensive economic development, continuously accumulate data information, analysis of data and data application experience in the Internet era, build an open, dynamic, real-time big data communication platform. On this basis, it is conducive to the actual sharing of many data communication, continuous integration of diversified data resources, to ensure that these resources accelerate the promotion of industrial innovation and upgrading, to ensure that each implementation process is clear and reasonable, and to further optimize the organizational structure of economic development in the joint governance of network platform enterprises and the government, reflecting the characteristics of novel, advanced, innovative and intelligent. In addition, the establishment of a coordinated governance and development platform for digital economy can effectively enhance the essential effect of resource integration, provide efficient space for market development and application, and form a green, healthy and high-level ecological environment for economic development.

2.3 Reducing resource sharing costs and promoting balanced regional economic development

The active application of information technology can reduce resource consumption, reduce enterprise capital expenditure, avoid excessive consumption caused by arbitrary use of resources from the root, resolve various conflicts caused by resource sharing, data disclosure, business cooperation, etc. During this period, it can accelerate the coordinated development of regional economy and complete the goal and task of resource integration as soon as possible. To ensure that the economic resources of different regions make up for each other and jointly promote the rapid development of various regions in our country [2].

First of all, starting from the construction and development needs of regional core cities, combining the essential characteristics, value of resources and actual conditions of economic construction of local regional resources, it is conducive to the sharing of economic resources of local urban agglomeration, cross-regional brother regions and surrounding regions, bringing a large amount of investment flow, greatly improving the utilization rate of resources, and truly realizing the strategic goal of coordinated development. Secondly, all eyes will be put into the regional economy and characteristic industries, the establishment of high-quality industrial system, so that the development process gradually presents assistance, differentiation. Finally, take the initiative to provide cross-industry, cross-regional and cross-level public information resource sharing services to all parties participating in economic activities, so that participating economic entities can promote scientific research and technology innovation to a certain extent, and bring more benefits to economic development.

2.4 Introducing information technology professionals and strengthening the construction of think tanks

According to the essential characteristics of regional development, scientific research projects shall be established to meet the actual situation of the region, reasonable preferential policies shall be formulated, and professional talents of digital economy shall be cultivated jointly with local universities, scientific research institutions and other powerful forces, so as to build intelligent database of information resources in line with future development. In addition, the objective goal of urban comprehensive economic development is to cultivate professional talents in the field of high-end science and technology in colleges and universities, focusing on scientific and technological talents in computer software, hardware, artificial intelligence, big data, network communication, cloud computing and composite scientific and technological talents in the integration of business and technology, all of which are transferred to the practice of urban economic construction. To fill the shortage of talents in urban enterprises and promote the development of digital economy towards sustainable direction.

2.5 Integrating the digital economy with the real economy to improve international competitiveness

In the digital age, the international division of labor system occupies a dominant position. With the passage of time, the era gradually develops from industrialization to information, and people's life style is transferred from offline to online. When people step into the era of digital economy, people's development space is gradually transformed from physical space to digital space. Compared with the limitations of physical space, the infinity of digital space proves its hidden potential. Therefore, promoting the integration of digital economy and real economy will have a great impact on the current international division of labor system and form a brand new international competition. Therefore, China should always grasp the opportunities of the development of digital economy, especially under the influence of the Internet, cloud computing, 5G and other fields, and combine with traditional industries as soon as possible to occupy a favorable position in the international economy and lay the foundation for high-quality economic development [3].

3. CONCLUSION

Digital technology has become the main means of our current economic movement and scientific research and innovation implementation, and plays a key role in promoting the all-round development of the real economy. Therefore, combined with the current development of the real economy, the modern economic shape and the market development conditions, the extensive use of information technology, greatly improve the level of urban digital development, create conditions for a high quality of the real economy development. the promotion of digital economy thoroughly breaks through the development limitations of traditional economy, injects fresh vitality into the real economy, realizes real-time communication, integrates massive data information and massive resources, penetrates all aspects of the social real economy, and helps the real economy progress towards green, healthy and harmonious development.

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The Difficulties and Methods of College Student Management Based on Big Data

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Abstract: With the improvement of the level of information technology, people have stepped into the era of big data, and big data technology has been widely used in all walks of life, so that people's production and life style has changed significantly. In this context, the daily management of colleges and universities needs to take into account the new requirements of the era of big data and conduct targeted student management to ensure that student management can keep pace with the Times and provide services for the development of students. However, from the actual analysis, it is found that there are still deficiencies in the current student management, and relevant personnel need to explore vigorously, and make timely optimization. This article briefly introduces the new challenges of college student management under big data, analyzes the measures of student management under big data, hoping to provide support for the smooth development of student management under the background of big data.

Keywords: Big data; Colleges and universities; Student management; Be difficult; Method

1. INTRODUCTION

Colleges and universities are important venues for personnel training in the new period. There is a widespread application of modern technology. We need to carry out student management with the support of modern management thinking and means. In the context of big data, the amount of information increases dramatically, which has higher requirements for college student management. Relevant personnel are required to explore vigorously, clarify the impact of big data on student management and the challenges to be dealt with, and make targeted optimization, so as to provide new ideas for student management and meet the needs of sustainable development of college education industry.

2. CONNOTATION AND CHARACTERISTICS OF BIG DATA ERA

2.1 The connotation of the era of Big Data

In the context of big data, there are a variety of different information, and any information has the value of existence. In the new era, technology has developed rapidly, information can be transmitted in real time, and people's communication and exchange are more convenient, improving people's quality of life. Big data is a product of the new era. At present, the application of big data technology is more extensive, in all industries can rely on big data technology to adjust the business and operation mode, the advantages are more prominent. Moreover, with the help of big data, enterprises can learn about consumers' preferences in

the first time, accurately analyze sales volume, carry out targeted marketing and replenishment, etc., so as to minimize the risk probability in the business process and meet the needs of healthy and long-term development of enterprises [1].

2.2 Characteristics of the Big Data era

For the analysis of the development of the era of big data, the characteristics of the era of big data can be summarized as follows:

First, the amount of data is huge. the traditional media used in the beginning has been able to meet people's needs for information. However, with the improvement of technology level and the change of people's lifestyle and behavior habits, the amount of information increases dramatically, and people have higher requirements for information. Moreover, all walks of life are producing data all the time, which leads to a large amount of data. According to relevant data investigation and analysis, Taobao transaction data is about 20TB per day. Second, the data types are more diverse. In the new era, the sources of big data are different and the diversity is more prominent. Data of any kind is valuable. For example, Toutiao can collect users' reading preferences and push targeted services and content to gain users' approval. Third, high speed. Big data is transmitted based on the Internet, which is highly efficient. However, people's life is closely related to the Internet, and the behaviors of different network users will generate data, and these information should be timely and efficiently processed in a relatively short time, otherwise it will increase the difficulty of platform operation. In addition, the processing of big data is relatively fast, can transmit information in the first time, and dynamic analysis control, to ensure that the data is accurate and reliable. Fourth, it is valuable. In the new era, the amount of information is relatively huge, and a lot of information will be formed every day. Compared with the data processing methods used in the traditional mode, big data can find out valuable contents in a large number of data resources, and carry out in-depth exploration with modern technologies such as artificial intelligence and data analysis, so as to find out new ideas and provide support for the smooth development of production in all walks of life [2].

3. THE ROLE OF COLLEGE STUDENT MANAGEMENT IN THE ERA OF BIG DATA

In the era of big data, using big data technology to carry out student management is the inevitable development of the Times, which can provide high-quality services for students and transport more high-quality talents for social development. Therefore, colleges and universities

must pay more attention to student management. the staff can summarize the role of college student management in the era of big data into the following contents:

3.1 Enriching the management work

The use of big data era to carry out student management plays a very crucial role. It can take the Internet as a platform, break the constraints of time and space, and provide opportunities for teachers and students to communicate. With the help of the Internet, teachers can learn the information conveyed by students in the first time, and students can also learn the ideas of teachers in the first time. Two-way operation mode is less difficult, can control the input cost within a certain range, make the management more timeliness, reduce the burden of managers.

3.2 Use a variety of management means

In the traditional model of student management, teachers are still the main body, student cadres can only assist, and cadres are relatively passive, if the management teachers do not fully understand the development of students, it will hinder the orderly promotion of management work. At present, with the rapid development of modern technologies such as the Internet, the management of colleges and universities is more diversified, which can make the management work more efficient.

3.3 More comprehensive information can be obtained

First, enrich data resources. In order to make the student management work more efficient and relevant work more targeted, it is necessary to obtain accurate data, understand the development of students, make the student management work more real-time. Second, innovate the way data are collected. In the era of big data, modern technology such as computer has become an important way for people to collect and obtain information. Compared with the traditional methods such as face-to-face communication between teachers and students and questionnaire survey, this method is less influenced by the outside world, which can truly and accurately show the development of students and provide sufficient data as a guarantee for the orderly promotion of subsequent work.

3.4 Data mining and statistical analysis techniques can be fully applied

In the era of big data, data mining and statistical analysis technology play an increasingly prominent role. Taking it as the premise, various data can be fully applied to improve students' management level. Clarifying the value contained in data and improving the ability to analyze and understand data are the main characteristics of data mining technology. Mining technology is a development that takes data warehouse and statistical analysis as the foothold and integrates data mining technology with university management, so as to understand the situation of students from many different perspectives, provide support for the smooth development of student management, guarantee the management effect and enhance the overall strength of students [3].

4. DIFFICULTIES IN COLLEGE STUDENT MANAGEMENT IN THE ERA OF BIG DATA

In the era of big data, there are higher requirements for student management in colleges and universities. It is likely to cause problems due to the influence of many factors when carrying out the work. From a certain point of view, it increases the difficulty of student management in colleges and universities. Therefore, relevant personnel should vigorously explore, clear the problems of college student management in the era of big data, and targeted optimization, reduce the degree of difficulty in college student management. the difficulties in college student management in the era of big data can be summarized as follows:

4.1 Increased process materials for management

At present, universities are paying more and more attention to the preservation of information in the process of management, and the traditional way of information management is far from meeting the needs of modern management. the key to the management of student records is to truthfully record the performance of students in school and summarize the rewards and punishments for students. With the further deepening of the educational reform in the new era, the scope of archives management in colleges and universities has expanded significantly. Some colleges and universities have integrated the integrity archives and credit files into them, which can not only record the performance of students in accordance with the requirements, but also understand the psychological state and innovative quality of students. However, from the actual analysis, it is found that some college student archives management personnel may omit some information due to negligence when carrying out their work, resulting in the paper archives obtained are one-sided, unable to accurately apply various data, from a certain point of view, improve the degree of difficulty in college student management.

4.2 There is a certain lag in the management technology used

In the era of big data, the comprehensive and systematic characteristics of college student management mode are more prominent. It can be summarized into the following two points: First, to establish a perfect archive, and the documents, data and so on into the archives, so that paper archives are transformed into electronic archives, the establishment of a special electronic archives platform. Second, we need to improve service quality. With the improvement of technology level and the development of society, the open, advanced and social characteristics of archival service under the background of big data are becoming more and more prominent. the key of archival service is to adapt to the needs of various users and provide high-quality services with a higher degree of intelligence. the advantages of this management service mode are irreplaceable for student archives management mode. With the mutual influence of archival service and student archival management, management techniques have been developed rapidly. In addition, most colleges and

universities do not have reliable management technology, it will be difficult to develop appropriate student management programs, it is likely that there will be a large gap between the quality of student management and expectations in most colleges and universities.

4.3 The supervision of big data information is not well done

In the era of big data, students need to deal with a variety of different information. the types of information are more diverse, different information brings different influences to students, and it is difficult for students to select valuable information. It is necessary to use big data technology to screen valuable information and update modern management concepts to ensure that it can be integrated into management work and improve the level of student management work [4]. Managers should realize the importance of their own work, supervise various information resources in real time, and deal with inappropriate information resources in time. However, the analysis of the current data supervision work in colleges and universities found that the supervision work has not been implemented in place, leading to a large gap between the supervision effect and the expected, and frequent problems. In addition, data regulation is difficult to implement.

4.4 Unable to meet the needs of personalized development

In the new era, most colleges and universities have made adjustments to the working mode when carrying out student management, which can improve the service quality and management level under the support of network technology to meet the new needs of students. However, in the context of big data, colleges and universities can only analyze the same type of data, which is difficult to meet the needs of information collection, analysis and application. In addition, most managers in colleges and universities are not skilled in the application of modern technology, resulting in the value of information is not fully reflected. In addition, it is difficult for colleges and universities to define students' individualized development needs through modern technology when carrying out work. In addition, due to the limitation of technology, problems occur frequently when carrying out work, which seriously hinders the development of students in the era of big data.

4.5 The security of big data technology is not guaranteed
Big data is the development of the Internet as a technology, and the Internet has a more prominent characteristic of openness. Therefore, in the application of big data, it is likely to be affected by the external network. In addition, LAN is set up in colleges and universities, although it can provide support for students and teachers to publish and collect information, but there are also many security risks. How to do a good job in the timely transmission of information and information security protection has become the focus of subsequent universities.

4.6 Unable to make full use of the data

Under the background of big data, there are a variety of different data in college student management, but the application effect is not ideal. the main reason for this situation is that the management has a one-sided understanding of big data and cannot carry out various work with the support of big data technology and modern thinking, which is likely to lead to the behavior of repetitive work, which will lead to the continuous decline of work efficiency while improving the task volume of staff. From a certain point of view, it hinders the smooth promotion of management work. In addition, there are still many problems in data analysis and application, and the application has strong limitations, which makes it difficult to show the advantages of big data and unable to adapt to the development needs of the era of big data [5].

5. MEASURES FOR COLLEGE STUDENT MANAGEMENT IN THE ERA OF BIG DATA

In the era of big data, student management plays a crucial role, which can improve the level of student management and the further development of colleges and universities to a certain extent. Therefore, colleges and universities must pay more attention to student management, identify the deficiencies and causes of problems, and make corrections to show the maximization of student management. Staff can conduct student management from the following points:

5.1 Supplement the existing student management mechanism

With the further development of education industry in our country, the degree of freedom of college students has improved obviously. There are conflicts of interest between teachers and students, students and students, schools and students, etc. In order to improve this situation, colleges and universities need to formulate perfect rules and regulations to protect the rights and interests of teachers, students and schools, so that the work of teachers and students is more standardized, enhance students' enthusiasm for learning, and create a harmonious campus environment. First, colleges and universities should strengthen the communication and exchange between various departments, timely summarize the common problems in student management, and use information technology to do a good job in information collection and processing, to create a perfect student management mechanism, and do a good job in organization and coordination, to clarify the responsibilities and obligations of each staff, to ensure that the staff can realize their own needs to work content, correct work attitude. From a certain point of view, this can make the work of teachers more responsible and provide support for the further development of students. Only with the support of modern technology can students study and live better. Second, when students are learning, big data should be used to encourage students and do a good job in data encryption processing to ensure that the privacy of students can be guaranteed and the information is in a safe state. It is important to note that the degree of information security is not only affected by technology,

but also by the management work carried out. When carrying out management work with the help of big data, schools and teachers must supplement the existing management system to ensure that big data can show the maximum role and provide support for the smooth development of subsequent work.

5.2 Construct a perfect student management early warning mechanism

With the help of Internet technology, big data can be comprehensively analyzed to evaluate the further development trend of various industries. Therefore, colleges and universities should take big data technology as the basis, set up a special student management system, responsible for student management. Students are likely to have some problems in their study and daily life, which are generally expressed by means of Internet software. In this case, teachers can help students solve the problems through the network platform, and encourage students, so that students can be more active in learning, and ensure that students can have a good quality of perseverance. In this process, students also need to grasp the nettle and achieve better development. In addition, under the background of big data, it is necessary to clarify the development situation of students of different majors, formulate targeted measures to cope with it, improve the management level and make the management more advanced. In the management of freshmen, it is important to enhance their adaptability. In the management of sophomores, it is necessary to help students answer the problems in the process of major learning as much as possible, so that students can take the initiative to participate in the major learning and improve the learning effect [6]. In the management of junior students, students should be guided according to their further development direction and existing problems. In the management of senior students, it is necessary to consider the direction of students' employment, clarify the problems that need to be dealt with in employment, and help students find employment smoothly. By analyzing and exploring students of different grades and majors, the school can collect relevant information while understanding the actual situation of students, meet the needs of further development of students while improving the degree of information security, and ensure that students can study and live normally. By applying big data technology and exploring students' learning level, we can understand the scope of data and flexibly apply various data to promote students' development. Therefore, when carrying out student management, colleges and universities must ensure that information is in a safe state and provide students with opportunities for development.

5.3 Set up a special student management team

In the context of big data, high-quality talents with strong data analysis ability are needed to carry out student management. However, from the actual analysis, it is found that colleges and universities do not have a teacher management team that can not only clarify the ideas of student management, but also be skilled in the

application of big data technology. Therefore, when carrying out teaching, colleges and universities should apply technical training to the teachers' management team, clarify the big data platform, application means and relevant knowledge, and build a sound student management system with the support of cloud computing technology. In addition, it is also necessary to dynamically track and control the hot content in the school and guide students in a targeted way to ensure the safe and reliable operation of the school. In addition, it is also necessary to set up a special official website and timely release relevant information for summary, so as to ensure that students can have a correct view of the three aspects and make contributions to the development of society.

5.4 Improve the level of archives management with the help of big data technology

The use of computer information technology can be in a relatively short time for data collection, storage, management, and the establishment of a special file, timely understanding of the learning situation of students. From the actual analysis, it is found that at present, most universities do not have a complete archive management and storage system, and the relevant work is lack of systematic, unable to provide support for the development of the era of big data. When colleges and universities carry out student management, they should start from the whole point of view, do a good job in analysis and storage, and improve the quality of management. With the application of big data technology and timely management and control of archival resources, accurate archival materials can be obtained, so that students can be more focused on learning and improve the quality of education.

5.5 Formulate clear data management objectives

The application of big data technology can help the staff to clarify the management objectives, and establish a special situation to provide support for the smooth development of the subsequent work. For example, colleges and universities should set up special evaluation and comparison objectives and do a good job of data management in the process of analysis when conducting psychological file management. Only in this way, while avoiding psychological problems, can we analyze the psychological situation of students, guide students in time, and ensure that students can develop healthily and become high-quality talents needed by social development.

5.6 Establish the concept of big data

In the context of big data, data has become an important resource that can support the development of various industries. Therefore, the relevant personnel should vigorously analyze the relevant data, clear the reality of students, and help students realize the further ideas of student management. Therefore, college leaders and administrators must work under the guidance of the concept of big data and improve the level of student management from multiple perspectives. First, teachers and relevant staff should recognize the value of big data and use different ways to recognize students' knowledge

reserve. If students have problems in study, life and psychology, teachers should timely communicate with students and help them properly solve them, so as to ensure that the management can show the maximum effect. Second, we need to enhance the concept of big data security. This requires universities to strengthen safety management work. First, a special LAN should be set up and a firewall should be built to avoid information from unclear sources joining it and causing obstacles to the development of students. Second, to build a special big data platform system, and assign high professional quality staff to check, to ensure that this system can be used normally. In addition, hardware facilities need to be managed regularly to ensure that hardware facilities can be fully applied and improve the quality of student management.

5.7 Improve the precision of management

Using big data technology to carry out student management can help teachers improve the accuracy of management from an objective perspective. Student management includes many aspects of content, the process is more complicated. For the application of big data technology, classified files can be established to prevent duplication of work. While reducing the working pressure of teachers, teachers can have more time and energy to carry out related work more efficiently. the application of big data technology in student management can help managers find the problems in the first time, and flexibly apply a variety of different resources to ensure the orderly progress of all work. In addition, it is necessary to clarify the focus and improve the scientific level of student management structure when carrying out the work [7].

5.8 To evaluate the students objectively

Student management carried out under the traditional model will take student achievement as an important means to evaluate student performance. This evaluation model is too backward, and it is difficult to form a systematic and comprehensive understanding of student development. the application of modern technology such as big data technology can effectively improve this problem. In this process, colleges and universities can also judge the ideological and moral cultivation of students by analyzing their consumption habits and social behaviors, and take it as the premise to create a sound student management plan to meet the needs of further development of students.

6. CONCLUSION

According to the above analysis, the era of big data has caused a great impact on people's lifestyle, behavior and habits, and information processing is more rapid, accurate and efficient. Applying big data technology to college student management can effectively improve the quality of management, provide accurate services for college students, and meet the further development needs of college students. However, from the actual analysis, it is found that due to the constraints of many factors, there are still many problems in the student management in the era of big data, which leads to the maximization of the management function can not be reflected. Relevant personnel need to vigorously explore, identify common problems, and timely optimization, to ensure that college students can become high-quality talents needed for social development.

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Strategies for the Application of Flipped Classroom Model in English Teaching in Higher Vocational Colleges

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Abstract: English is a very important course and is of great significance to the future development of students. In order to create efficient English learning conditions for students, more efficient teaching modes and methods should be explored in higher vocational English teaching. Flipped classroom teaching model is shining brightly with the rapid development of education informationization and has obtained very significant English teaching results. This paper explains flipped classroom model in English teaching, emphasizes its significance and put forward some strategies in order to share and communicate with the majority of the instructors in higher vocational colleges.

Keywords: Flipped classroom model; Effective strategies of Application; Higher vocational English teaching

1. INTRODUCTION

There are many drawbacks in the traditional English teaching model in higher vocational colleges, which greatly limits the quality and efficiency of English teaching, and hinders the development of students' learning ability and accomplishment. In this case, it is imperative to innovate the English teaching model in higher vocational colleges. As far as the perfect integration of modern information technology in the teaching field is concerned, the information-based development of English teaching in higher vocational colleges has become a certainty. This kind of teaching development trend can create more rich, flexible and independent English learning conditions for students, which plays a crucial role in optimizing the English teaching mode in higher vocational colleges. At the present stage, new teaching methods such as multimedia teaching, online teaching and micro-class teaching have removed the limitations and drawbacks of traditional classroom teaching and created a flipped classroom teaching model that is more in line with the development of the times and students. This paper firstly summarizes the content of flipped classroom teaching model, then expounds the application significance of flipped classroom teaching model in higher vocational English teaching, and finally puts forward the strategy of English flipped classroom model in higher vocational English teaching.

2. OVERVIEW OF FLIPPED CLASSROOM TEACHING MODEL

Flipped classroom teaching model is the product of the development of educational Informationization and an

important embodiment of the continuous reform and innovation of modern education. This kind of teaching model is mainly based on information technology, and achieves the pre-class or extracurricular teaching objectives under the conditions of classroom, textbooks and teachers. Under the flipped classroom teaching model, the positions of teachers and students are exchanged. Teachers no longer occupy the dominant position in classroom teaching, but students can choose and control learning more autonomously and freely, which increases the flexibility and autonomy of classroom teaching to a certain extent and eliminates the immobilized and undiversified traditional classroom [1]. In flipped classroom mode, teaching videos are the core element of teaching implementation and the main condition affecting teaching effect. Generally, teaching videos should have the following characteristics: First, teaching videos are short and concise, showing teaching content within a limited time and helping students to understand and master knowledge points; Second, the teaching information should be clear and concise, and the video content should be intuitive and simple, so that students can understand the teaching knowledge point immediately. Therefore, this teaching mode is more suitable for explaining the key, difficult and doubtful knowledge. Third, the teaching content should have rich vividness, mainly for more efficient display of knowledge, and give the teaching mode to cultivate learning quality effect. For example, in vocational college English teaching under the flipped classroom model, teachers can integrate elements that students are interested in into teaching videos, so that flipped classroom teaching can stimulate students' interest in learning.

3. THE SIGNIFICANCE OF APPLYING FLIPPED CLASSROOM TEACHING MODE IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 It is conducive to cultivating students' independent learning ability

Flipped classroom model not only removes the limitations of traditional teaching, but also creates more autonomous, free and flexible learning conditions for students. In this case, it is very beneficial to cultivate students' autonomous learning ability. As far as flipped classroom teaching mode is concerned, students can study by themselves according to teaching videos. Of course, there are problems that cannot be solved in self-study, which can also be solved by online interaction or

offline consultation. In a word, flipped classroom teaching mode is popular and students have the initiative in English learning in higher vocational colleges. They can learn independently from teachers, classrooms and textbooks, so the flipped classroom mode can help students form a good ability of independent learning.

3.2 It can help to improve the comprehensive effect of English teaching

A teaching model with multiple attributes, such as high efficiency, scientific nature and adaptability, can naturally improve the quality and efficiency of subject teaching. Flipped classroom model is very consistent with the above teaching conditions, so its application in English teaching in higher vocational colleges is conducive to improving the comprehensive effect of English teaching [2]. For example, there are some knowledge points that students cannot understand and master in vocational college English classroom learning, which can be sorted out and consolidated by repeatedly watching teaching videos. This is the function of flipped classroom model to provide repeated learning. In this case, students can learn without limit until they systematically and comprehensively understand and master knowledge points.

4. EFFECTIVE STRATEGIES FOR APPLYING FLIPPED CLASSROOM TEACHING MODE IN ENGLISH TEACHING IN HIGHER VOCATIONAL COLLEGES

Based on the characteristics and advantages of flipped classroom mode, vocational college English teachers should find an application path in line with the actual teaching situation, only in this way can the value of flipped classroom mode be truly put into practice. Effective strategies of applying the flipped classroom teaching mode in higher vocational college English teaching, which mainly from the two aspects of grasping the application opportunity and scientifically designing the teaching content are put forward as follows:

4.1 Reasonably grasp the opportunity to apply flipped classroom teaching model

The effectiveness of flipped classroom teaching model is closely related to the application time of the model. In terms of flipped classroom teaching in higher vocational colleges, grasping the application time can achieve the teaching effect of twice the result with half the effort. Based on this, when preparing English teaching courseware, teachers need to study the effectiveness of applying flipped classroom mode at different times, and choose the best time according to students' actual situation and teaching requirements. For example, in the long-term practice of English teaching in higher vocational colleges, it is found that many students lack the ability of independent learning and cannot normally complete learning tasks when they are out of the control

of teachers. In this regard, teachers can apply the flipped classroom mode before classroom teaching and require students to carry out self-study according to teaching videos. On the one hand, preview before class lays the foundation for subsequent teaching. On the other hand, it can help students form a good sense of independent learning.

4.2 Scientifically design the video content of flipped classroom teaching model

As mentioned above, the core of flipped classroom model is the video used in teaching, that is to say, the effect of video content design directly affects the teaching effectiveness of this model. Therefore, teachers are required to improve the level of video design in vocational English teaching, aiming at providing efficient and suitable learning conditions for students. For example, in view of the short and concise characteristics of teaching videos, teachers can use teaching videos to show students key and difficult knowledge points, so as to ensure that students can acquire knowledge more intuitively through videos. At the same time, teachers can design videos to reduce the difficulty of teaching, therefore, it not only improves the effect of English teaching, but also enhances students' confidence in learning. For another example, when designing teaching videos, teachers can also start from the actual situation of students to improve the adaptability of flipped classroom teaching model. For example, teachers can design hierarchical and step-by-step teaching videos to provide the most appropriate teaching conditions for students at each learning level.

5. CONCLUSION

To sum up, the application of flipped classroom model in English teaching in higher vocational colleges is not only conducive to improving the quality and efficiency of English teaching, but also conducive to cultivating students' various learning abilities and qualities. Therefore, it is of great significance to study the strategies of applying flipped classroom model. The two strategies put forward are relatively feasible application ones, hoping to be helpful to the reform of English teaching in higher vocational colleges.

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Application of Situational Approach in College English Language Teaching

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Abstract: English language teaching can cultivate students' language literacy. The use of situational teaching method can help enrich the content of classroom teaching, make students feel the fun of learning English and eventually improve the overall level of English teaching. This paper points out the advantages situational teaching methods and suggests some strategies of applying situational approach in college English language teaching.

Keywords: College English Language teaching; Situational teaching method; Advantages: Strategies

1. INTRODUCTION

Situational Language Teaching was developed by British applied linguists Harold Palmer and A.S. Hornby. Compared to traditional teaching, situational teaching method has many advantages when applying it to English language teaching. It can ensure good teaching results and play a positive role in teaching. At present, many colleges and universities have offered various English language courses, focusing on cultivating students' English cultural literacy and promoting students to grow into professional talents, which will be of great help to students' future study and work. In this regard, teachers should apply properly the situational teaching method to improve students' comprehensive English abilities.

2. CURRENT SITUATION OF College ENGLISH LANGUAGE TEACHING

There exist many problems the current situation of college English language teaching and some of them have not been solved in time. For example, the teaching model is too traditional, resulting in an inactive classroom teaching atmosphere, which is difficult to stimulate students' interest in learning English language and culture, and ultimately affects the quality of classroom teaching. Teachers should adopt diversified teaching methods, pay attention to mobilizing students' learning enthusiasm and encourage students to participate in classroom teaching so as to meet students' learning needs and improve students' English language and literature literacy [1].

Many teachers do not have a deep understanding of English language and literature, and tend to focus on improving students' scores, ignoring the improvement of students' cultural literacy, which leads to ineffective classroom teaching. So more attention should be paid to the teaching of English language and culture by using scientific and reasonable teaching methods.

3. THE ADVANTAGES OF SITUATIONAL TEACHING METHOD

Applying situational teaching method in language teaching has many advantages. It can enhance the interest of teaching by constructing teaching scenarios and innovate classroom teaching forms. Therefore, it is necessary to strengthen the application of situational teaching, such as designing diversified and interesting teaching activities and displaying multimedia technology to give full play to good teaching effects. To this end, this paper puts forward the following advantages:

3.1 It can stimulate students' interests in learning

Interest is the best teacher. The application of situational teaching method to English language teaching can stimulate students' interest in learning, make students maintain the fun of learning English, and then allocate their energies and time reasonably. Only in this way can students' learning efficiency and quality be effectively improved and the quality of English language teaching be guaranteed. Different from traditional teaching methods, situational teaching method is intuitive and vivid, which is conducive to mobilizing students' initiative and making them full of motivation for classroom teaching, thus building their confidence in learning English knowledge [2].

3.2 It can cultivate students' English literacy skills

Situational teaching method is conducive to cultivating students' English literacy skills, enabling them to clearly understand their own development goals, realize the importance of learning English language and culture, and then develop good learning habits to improve their English discipline literacy. The application of situational teaching method in the teaching of English language and literature is helpful to deepen students' impression on the English knowledge, help students understand the knowledge, and further strengthen students' English literacy skills.

3.3 It can improve students' independent learning abilities

For the teaching of English language and culture, teachers can give more opportunities for independent learning to students so that students can stimulate their own learning awareness, constantly improve their independent learning abilities, and then complete learning tasks according to their own needs. Situational teaching method is convenient to guide students to find and solve problems in order to develop good learning habits and then achieve all-round development of students.

4. APPLICATION STRATEGIES OF SITUATIONAL APPROACH IN ENGLISH LANGUAGE AND LITERATURE TEACHING

In order to give full play to the application value of situational teaching method, scientific and reasonable teaching strategies should be formulated based on the actual situation of college English language teaching so as to meet the learning needs of students and finally achieve the expected teaching objectives. To this end, this paper presents the following strategies:

4.1 Carefully design teaching scenes

As the guide of classroom teaching, teachers need to create a good teaching scene for students to stimulate their enthusiasm to participate in so that students can feel the charm of English language and culture. Teachers should master students' learning situation, know whether students have shortcomings, and then design the key content into the teaching situation to further deepen students' impressions on the knowledge so as to ensure the effectiveness of English language and culture teaching. Teachers should constantly enhance the interest of classroom teaching, connect it with real life, make students feel the fun of English situation, and then change their learning attitude in order to ensure the smooth development of classroom teaching. Or, teachers can assign students to participate in group cooperation and implement cooperative teaching mode, which is conducive to students' obtaining more communication opportunities and ultimately improving students' English learning abilities [3].

4.2 Strive to create an authentic English language environment.

The creation of an authentic English environment can bring more learning opportunities for students, because students lack the opportunity to use English in daily life, resulting in their lack of enthusiasm for learning English language and culture. e.g. visiting a museum, a famous scenic spot. English language and literature include a lot of English cultural knowledge. In order to enable students to master these knowledge, teachers should further expand the teaching channels of English language and literature and encourage students to watch English movies and listen to English songs, constantly enhance the interest of classroom teaching, and thus enable students to develop good learning habits. Bring positive influence to the future development.

4.3 Meticulously design diversified activities

In English language and culture teaching, more diverse activities should be designed to attract students to

participate in them so that students can have an in-depth understanding of the knowledge they have learned and pay more attention to English language and culture, which is conducive to improving students' perception of English language and culture. Teachers should use situational teaching method to design teaching activities, strengthen the application of multimedia technology, show various videos and pictures for students so as to ensure the smooth development of teaching activities, and really have a good teaching effect. Teachers can also design role-play activities to integrate English language and literature with complex content and many characters so that students can obtain rich learning experience and improve their own English language and literature literacy.

5. CONCLUSION

The application of situational teaching method has many advantages, such as deepening students' impression, enriching classroom teaching content, developing students' listening and speaking skills and second language literacy and so on, which is conducive to improving the quality of classroom teaching. In English language teaching, teachers should attach more importance to the application of situational teaching method, constantly enhance the interest of teaching and learning, and encourage students to fully grasp what they have learned and have the consciousness of independent learning. Only in this way can they lay a solid foundation for learning more English knowledge in the future so as to improve their own literary quality and become professional English talents. Meet the employment needs of all sectors of society.

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On the Application of Quality Education Concept in Higher Vocational Music Education

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Abstract: In the process of the construction and development of education, the concept of quality education is deepening, and people gradually realize the importance of quality education. The effective penetration of the concept of education in teaching helps to enhance the comprehensive quality of students themselves. When carrying out music education teaching, vocational teachers should improve the previous teaching methods of music education and introduce more music culture on the basis of the concept of quality education, so as to cultivate students' own music quality and improve their music aesthetic level, which is also helpful to guarantee the quality of music education. Therefore, higher vocational music teachers should pay more attention to the concept of quality education, and combine with the specific needs of music education, adopt appropriate ways to realize the effective penetration of quality education concept.

Keywords: Quality education; Higher vocational music education; Application analysis

1. INTRODUCTION

At the present stage, the education reform is constantly advancing, and the concept of quality-oriented education has received more attention from educators. They also begin to improve the original education and teaching methods, so as to cultivate students' learning and cultural literacy and promote their learning and development. Higher vocational teachers can also apply the concept of quality education in music education, so as to improve the present situation of music education and teaching and improve the quality of music teaching. In the practical application process, we can combine the concept of quality education, introduce more advanced teaching methods, and enrich the content and activities of music education, so as to scientifically cultivate students' music literacy and improve their aesthetic level.

2. THE IMPORTANT ROLE OF QUALITY EDUCATION CONCEPT IN THE APPLICATION OF HIGHER VOCATIONAL MUSIC EDUCATION

2.1 Help to improve the quality of music education

In traditional music education teaching, teachers pay too much attention to the imparting of theoretical knowledge and students' mastery of music skills and skills, but pay little attention to the cultivation of students' music literacy. In this case, music education teaching does not take into account students' own learning and development needs, and some teachers do not understand students' interest in music learning. This is easy to reduce the effect of music education, students'

learning subjective initiative can not be fully mobilized, resulting in a certain impact on the quality of music teaching. If the concept of quality education is applied reasonably in music education, teachers will change the previous music teaching ideas and improve the traditional teaching methods of music education. At the same time, students will be the main body and appropriate teaching methods will be adopted to stimulate students' interest in music knowledge and enable them to actively participate in education and teaching. In addition, it can also cultivate students' ability of music appreciation and creativity, which can not only enhance the effect of actual education and teaching, but also promote students' learning and development [1].

2.2 Help to enhance the comprehensive quality of students

The so-called quality education is to carry out effective education and teaching for students from the three aspects of culture, ideology and psychology, to cultivate students' cultural, ideological and psychological qualities, so as to promote the all-round development of students. If the concept of quality education is scientifically applied in the process of higher vocational music education, it is necessary to fully penetrate the corresponding educational concept in the actual music teaching content, and with the help of appropriate educational measures, scientific training of students' various qualities. For example, higher vocational schools and teachers can carry out corresponding musical activities to provide students with the opportunity of stage performance. This can also achieve the students' hone, promote the students can enhance their own psychological quality in the performance process; In music education, teachers can also increase more knowledge of music culture, enrich the content of education, expand students' knowledge of music, and improve students' cultural accomplishment. Through these ways, it can improve students' comprehensive music accomplishment to a large extent.

3. QUALITY EDUCATION CONCEPT IN HIGHER VOCATIONAL MUSIC EDUCATION APPLICATION OF EFFECTIVE MEASURES

3.1 Enriching music teaching content

When carrying out music education teaching, higher vocational teachers need to change the traditional music education thought and establish the ideological consciousness of quality education if they want to realize the effective application of the concept of quality education and bring it into full play. At the same time, they also need to improve the previous teaching

methods, make full use of the knowledge content of music education, and carry out scientific training of students' cultural literacy. So as to enhance the comprehensive quality of students themselves. Based on this, in the specific music teaching, vocational teachers should dig deeply into the content of music education and have a comprehensive understanding of students' learning interests and development needs. On this basis, they should use the Internet to collect cultural knowledge related to music education content and integrate it into education and teaching, which can be presented in a variety of forms, such as pictures, videos and so on. Attract students' attention and make them know more about music culture. For example, teachers can collect knowledge points about the creator and creation background of music works that need to be explained to students in class, and explain them in the form of short stories, so as to arouse students' interest in music, help students deepen their understanding of music works, and expand their knowledge of music. So as to improve students' own musical cultural accomplishment [2].

3.2 Reasonable creation of music teaching situation

In the music teaching of higher vocational college students, we should combine the concept of quality education, introduce more advanced teaching methods, attract students' attention, but also penetrate the corresponding music culture thoughts, and then cultivate students' good music thoughts, establish their correct ideological values. In the process of carrying out music education and teaching, teachers can apply the teaching method of situation creation, combine specific teaching content, select appropriate cultural thought elements, create vivid and interesting music teaching situation for students, so that students can take the initiative to participate in and be positively influenced by some cultural thoughts in the situation, so as to improve students' ideological level. For example, in music teaching, teachers can use multimedia and select appropriate pictures, videos and audio to create a good music environment for students according to the corresponding music teaching content. At the same time, according to the teaching knowledge content, infiltrate appropriate cultural thoughts, such as humanism, Confucianism and so on, so that students can form a good cultural thought.

3.3 Setting up music education activities scientifically

When vocational teachers carry out the corresponding music education work for students, they also need to cultivate students' good psychological quality, practical innovation ability, and strengthen students' own music literacy. Therefore, teachers should not only carry out theoretical teaching, but also set up appropriate educational practice activities, through which students' own music practical ability can be cultivated. Exercise students' psychological quality. For example, higher vocational teachers and schools can organize large-scale music competitions, can carry out individual competitions, group competitions and so on, through this competition activity, can cultivate students' own music practice ability. Teachers can also carry out music activities in class to encourage students to participate in evaluation and enhance students' music appreciation ability [3].

4. CONCLUSION

The effective application of quality education concept in higher vocational music education is helpful to reduce the problems of music education, improve the effectiveness and efficiency of music education, and enhance the comprehensive quality of students. Therefore, higher vocational teachers should realize the importance of quality education concept, and combined with the actual learning situation and music education needs, the application of scientific way to realize the full use of quality education concept, play its function.

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Clinical Effect of Acupuncture and Moxibustion on Intractable Hiccup Patients

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Abstract: Objective: To analyze the therapeutic effect of acupuncture and moxibustion on intractable hiccup. Methods: In order to improve the therapeutic effect of patients with intractable hiccup, a controlled experiment was conducted in this study. The subjects included in this experiment were 100 patients with intractable hiccup in our hospital, who were divided into two groups by computer randomized, and the patients in the two groups were treated in different ways, and the final effect of the treatment was observed. And make statistics and comparison. Results: After comparing the therapeutic effect of the two groups, it was found that the therapeutic effect of the observation group was significantly better than that of the control group, and the difference between the two groups was large ($P < 0.05$). Conclusion: In the treatment of intractable hiccup patients with traditional Chinese acupuncture treatment can effectively promote the improvement of the therapeutic effect, improve the symptoms of patients.

Keywords: TCM acupuncture; Intractable hiccup; Therapeutic effect

1. INTRODUCTION

hiccup is a common disease of the spleen and stomach in the current clinic, and it is also a type of disease of the spleen and stomach whose incidence is increasing with the constant change of people's diet structure. At the onset of hiccup, the patient will always appear in the throat with continuous sound symptoms, and the sound duration is relatively short, and the patient can not stop the sound by himself. If the patient belongs to intractable hiccup, it will lead to its quality of life affected, normal life is difficult to maintain a smooth progress, but also lead to the patient to bear a greater physical and mental burden, the degree of pain continues to improve, if the condition is serious even lead to death. In order to promote the therapeutic effect on patients with intractable hiccup, this paper analyzes the treatment methods of TCM acupuncture and moxibustion, aiming at providing basis for clinical treatment. the detailed report is as follows.

2. DATA AND METHODS

2.1 General Information

In January 2021, the study began, and 100 patients with intractable hiccup who were treated in our hospital were included in the study as research objects, and the study ended in January 2023. At the beginning of the study, 100 patients with intractable hiccup were first divided into groups, and then their general data were statistically analyzed and relevant software was adopted to compare the statistical data.

2.2 Methods

The control group took conventional treatment measures during the treatment, that is, let the patients inhale and hold their breath, then let the patients breathe deeply, after deep breathing hold their breath and gradually exhale, the above process will be repeated. Patients can also hold a large mouthful of water solution to stop breathing and hold their breath for a long time. When the patient reaches the maximum breath-holding time, swallow the water in their mouth. Patients should be informed to let the water flow slowly in the process of swallowing water so as to avoid choking the patient's trachea. On this basis, patients were given adrenocortical hormones and antitussive drugs according to their different conditions [1]. Observation group of patients is to take traditional Chinese acupuncture treatment measures, acupuncture points taken in the patient's Sanyin point, Zusanli point, Neiguan point, Jiyu point, Zhongwan point and Guanyuan point, so that patients maintain a reasonable position for acupuncture and moxibustion, treatment once a day. During the treatment period, different treatment measures should be implemented according to the different syndrome differentiation of patients. For example, if the patient belongs to the disease of stomach fire, lifting and inserting and purging method should be adopted during the process of acupuncture, and no needle retention treatment should be carried out after acupuncture. If the patient is suffering from diaphragmatic disease caused by cold evil, the method of replenishing and purging should be adopted. the main acupoints of the patient should be deeply injected and the needle should be retained for about 20min, and the needle should be transported every 10min [2].

2.3 Observation Indicators

The treatment efficiency and dietary scores of the two groups were compared. After treatment, hiccup symptoms disappeared completely. After treatment, the symptoms of hiccup are reduced to some extent. After treatment, patients with hiccup symptoms did not improve significantly. the full score of the diet score is 5 points, the higher the score indicates that the patient is eating more normally.

2.4 Statistical Processing

Statistical software SPSS 22.0 was used for data processing. After analysis and processing, \pm standard deviation and n (%) were used to express measurement and counting, and t and χ^2 were used to test the data. After comparison, if the data difference between groups is large, it is indicated by ($P < 0.05$).

3. RESULTS

3.1 Table 1 shows the comparison of general data between the two groups.

Table 1 Comparison of general data between the two groups (x±s, n,%)

| Group | Exam ples | Age spa n (years) | Averag e age (years) | Gender | | Mean course of diseas e(d) |
|--------------------------|--------------|----------------------------|----------------------------|---------------|---------------|--|
| | | | | Male | Fema le | |
| Observ ation group | 50 | 41~ 77 | 56.39± 3.48 | 28(56 .00) | 22(44 .00) | 21.36± 2.51 |
| Control group | 50 | 42~ 77 | 56.28± 3.71 | 29(58 .00) | 21(42 .00) | 21.54± 2.65 |
| χ^2/t | | 0.5264 | | 0.4184 | | 0.5984 |
| p-value | | >0.05 | | >0.05 | | >0.05 |

3.2 Table 2 shows the comparison of treatment effectiveness between the two groups.

Table 2 Comparison of treatment effective rate between the two groups (n,%)

| Group | Exampl es | Appare nt effect | Effectiv e | Void | Total effectiv e rate |
|-----------------------|--------------|---------------------|---------------|---------------|-----------------------------|
| Observati on group | 50 | 31(62.0 0) | 18(36.0 0) | 1(2.00) | 49(98.0 0) |
| Control group | 50 | 22(44.0 0) | 18(36.0 0) | 10(20.0 0) | 40(80.0 0) |
| χ^2 value | | | | | 6.5244 |
| P-value | | | | | <0.05 |

3.3 Table 3 shows the comparison of dietary scores before and after treatment between the two groups.

Table 3 Comparison of dietary scores before and after treatment between the two groups (x±s)

| Group | Examples | Before treatment | After treatment |
|----------------------|----------|---------------------|--------------------|
| Observation group | 50 | 1.76±0.41 | 3.69±1.54 |
| Control group | 50 | 1.79±0.46 | 3.12±1.23 |
| T-value | | 0.5266 | 3.4854 |
| P-value | | >0.05 | <0.05 |

4. DISCUSSION

In the field of traditional Chinese medicine, intractable hiccup belongs to the category of "diaphragm spasm".

With the constant change of people's lifestyle, the occurrence rate of this disease is also increasing, and it is a common disease type in clinic. the onset of this disease is caused by involuntary contraction of the patient's diaphragm muscle, also known as "hiccup", the patient cannot control the phenomenon. It is usually felt that the air is moving from below to above, resulting in a sound in the throat. the sound is rapid and short-lived, but lasts for a long time, which will also lead to the respiratory system disorder of patients, and ultimately have a great impact on the quality of life and physical and mental health of patients [3]. In the field of traditional Chinese medicine, the intractable hiccup usually needs to be reduced to the stomach and harmonized qi. Once the patient has hiccup for more than three days, he or she needs to be hospitalized immediately for treatment, otherwise it may affect other organs of the patient, leading to changes in other organs of the patient, and ultimately threaten the life safety of the patient. In this study, patients were treated by acupuncture and moxibustion, and it was found that the therapeutic effect of patients in the observation group was significantly better than that in the control group (P < 0.05).

In summary, traditional Chinese acupuncture therapy can effectively promote the improvement of the therapeutic effect of patients with intractable hiccup.

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Application Analysis of Electronic Diagnosis in Modern Automobile Maintenance Technology

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Abstract: The automobile is an important means of transportation in modern society, which can create great convenience for the people's life, so it has very important significance and value to ensure the stability of the automobile performance and the safety of operation. At the present stage, automobile manufacturing industry has become the economic pillar of our country, and it will create good economic benefits for the country every year. Besides automobile manufacturing and production, automobile maintenance industry has gradually become an important business form in modern society with the development of automobile manufacturing industry. At the same time, in terms of maintenance technology, in order to adapt to the complex structure, superior performance, various functions and other conditions of modern vehicles, the automobile maintenance industry has also increased the intensity of technology development and improvement, among which, the application of electronic diagnosis in the new automobile maintenance technology has changed the traditional automobile fault diagnosis method. And improve the accuracy, comprehensiveness and reliability of vehicle fault diagnosis.

Keywords: Automobile maintenance industry; New maintenance technology; Electronic diagnosis; Application analysis

1. INTRODUCTION

Different automobile manufacturing quality, automobile use environment, automobile use frequency, etc., will lead to a variety of automobile problems, if not timely detection and removal of automobile fault situation, it is easy to have an adverse impact on the safety, stability, efficiency of automobile operation, in serious cases will endanger the life safety of automobile users. Thus, it can be seen that the development and improvement of automobile maintenance technology is as important as the development of automobile manufacturing technology. Modern automobiles have been enhanced in function, structure and performance. Although this has strongly promoted the development of automobile manufacturing to a certain extent, it has also brought great difficulty to automobile maintenance technology and successfully stimulated the development of automobile maintenance technology. This paper first introduces the basic characteristics of the new technology of automobile maintenance, then analyzes the influence of electronic diagnosis on the new technology of modern automobile maintenance,

and finally makes a concrete analysis of the application of electronic diagnosis of new technology of automobile maintenance, in order to share and communicate with the people in the automobile maintenance industry.

2. THE BASIC CHARACTERISTICS OF THE NEW TECHNOLOGY OF AUTOMOBILE MAINTENANCE

2.1 Fault diagnosis features

Traditional vehicle maintenance fault diagnosis needs to rely on the technology and experience of maintenance personnel, and carry out tentative and tentative fault judgment on the fault situation of the vehicle, so as to find the fault point and identify the fault maintenance strategy. Although this fault diagnosis method can also identify the fault problem, it also has many shortcomings and deficiencies, which are reflected in the following aspects: First, manual fault diagnosis largely depends on the professional technology, knowledge and experience of maintenance personnel, that is to say, only experienced and highly skilled maintenance personnel can guarantee the accuracy of lonely war diagnosis. Otherwise, it is impossible to identify the fault based on the fault performance of the vehicle alone, and even misjudgment and misjudgment will occur [1]. Second, different car models, different structure, different functions, different use conditions, there will naturally be different fault problems, which brings great difficulty to the car fault diagnosis, which is also one of the main characteristics of the car fault diagnosis.

2.2 Features of maintenance tools

Maintenance tools are not only an important condition for carrying out automotive fault maintenance, but also a key factor affecting the effect of automobile maintenance. With the development of automobile research and development and manufacturing technology, the types of automobile faults are rich and complex. In this case, it will be difficult to diagnose and maintain automobile faults without the help of special maintenance tools. At the present stage, the characteristics of automobile maintenance tools are mainly reflected in the following aspects: First, the maintenance tools show the characteristics of customization. In many cases, the replacement of automobile parts is needed to eliminate the hidden trouble. At this time, special parts consistent with the automobile model need to be configured [2]. Secondly, maintenance tools show diversified characteristics. Different tools are often needed to repair different

vehicle faults. If problems such as improper tool selection and improper use occur, it will be difficult to solve the problem of vehicle faults.

2.3 Maintenance personnel training characteristics

The traditional training mode of automobile maintenance technical personnel is mainly taught to apprentices by old masters in oral and practical ways. Although it can play a good effect of technical transmission, it cannot adapt to the development situation of modern automobile maintenance industry, so the traditional training mode of automobile maintenance personnel needs to be innovated and improved. Only in this way can maintenance personnel training be guaranteed to be scientific, adaptive and reasonable. At present, the maintenance personnel training shows the characteristics of higher education, that is, by systematic, comprehensive and scientific teaching, helping students to master various techniques of automobile maintenance, this kind of maintenance personnel training can realize the goals of batch, integration of production and education, which provides support for the development of the field of automobile maintenance in our country.

3. THE INFLUENCE OF ELECTRONIC DIAGNOSIS ON MODERN AUTOMOBILE MAINTENANCE TECHNOLOGY

3.1 Impact on fault analysis

With the rapid development of automobile manufacturing technology, many automobiles are equipped with fault diagnosis function. Mainly, autonomous diagnosis system is applied in automobile central control system, which can collect automobile running data, judge the existing fault problems according to the data, and then feed back to the driver through the instrument on the vehicle. At the same time, using the fault diagnosis system of the vehicle can provide good reference for the vehicle maintenance personnel, can help the maintenance personnel to quickly determine the fault location and the cause, which is of great significance and value to save the time of the vehicle fault diagnosis and improve the quality of the vehicle maintenance.

3.2 The impact on the maintenance industry

Generally, the development of automobile manufacturing industry can drive the development of automobile maintenance industry, mainly promoting the improvement and innovation of automobile maintenance technology. As far as the application of electronic diagnosis in automobile maintenance technology is concerned, it can adapt to the modern automobile manufacturing level, especially for those automobiles with computer control system. Electronic diagnosis is linked to the car's computer, and can obtain all the data of the car's operation, and from the analysis of the problem. It can be seen that the application of electronic diagnosis in the new technology of automobile maintenance plays an important role in improving the advanced and scientific nature of automobile maintenance technology, and creates good

conditions for the automobile maintenance industry to adapt to the development of automobile manufacturing industry.

4. THE CONCRETE ANALYSIS OF THE APPLICATION OF ELECTRONIC DIAGNOSIS IN THE NEW TECHNOLOGY OF MODERN AUTOMOBILE MAINTENANCE

Engine is the power system of automobile, or it can be said that is the core technology of automobile. In terms of engine manufacturing technology, our country lags behind Germany, Japan, America and other countries, which hinders the development of Chinese automobile manufacturing industry to a certain extent. As the key part of providing kinetic energy, engine is also the part prone to failure with the influence of vehicle service life and service conditions, in which oil pressure instability is the main cause of engine failure, easy to damage the internal structure of the engine or parts, resulting in abnormal engine noise, kinetic energy shortage, shaking and other faults. For engine failure, electronic diagnosis can be applied, connecting the electronic diagnosis system with the car central control computer, and then collecting, sorting and analyzing the engine data during the operation of the car. In this way, the engine failure problem will be directly fed back to the maintenance personnel, and then the maintenance personnel only need to focus on the fault cause. Make the most reasonable engine maintenance program. It can be seen that the application of electronic diagnosis in the new technology of automobile fault maintenance can shorten the time to find the cause of automobile fault, and improve the accuracy of automobile fault diagnosis.

5. CONCLUSION

To sum up, the development of automobile maintenance industry needs to take maintenance technology as the core point, only in this way can improve the technical level of automobile maintenance, to adapt to the development trend of modern automobile manufacturing industry. The comprehensive analysis and exploration above mainly from three dimensions of basic features of new automobile maintenance technology, the influence of electronic diagnosis on modern automobile maintenance technology, and specific analysis of application of electronic diagnosis in new modern automobile maintenance technology, hope that can be helpful to the development of the field of automobile maintenance in our country.

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Reform And Practice of Ideological and Political Education in Film and Television Post Production Course

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Abstract: Film and television post production course is the core course of film and television major in higher vocational colleges, which mainly trains technical talents in film and television post production. As the future film and television industry practitioners, higher vocational students need more professional technology and literacy, so it is particularly important to integrate ideological and political education into curriculum teaching. In this paper, combined with the teaching practice of Zibo Vocational College, starting from the deep excavation of Ideological and political elements of the course, this paper analyzes how to integrate ideological and political education into the course of film and television post production, so as to realize the organic unity of knowledge teaching and value guidance.

Keywords: Higher vocational education; Film and television post production; Curriculum ideological and political education; Teaching reform

1. THE SIGNIFICANCE OF IMPLEMENTING THE IDEOLOGICAL AND POLITICAL COURSE OF "POST PRODUCTION OF FILM AND TELEVISION"

With the development of the film and television industry, the production and dissemination of new media films and television products have undergone rapid development, and consumers' requirements for film and television products have continuously increased, which in turn has greatly increased the requirements for post production personnel. As the main practitioners of the future film and television industry, vocational graduates must possess more specialized technology and higher professional literacy. "Film and Television Post Production" is a core course for animation, digital media, film and television majors in higher vocational colleges. Its curriculum teaching should also be reformed in accordance with the development of the industry, the improvement of technology, and changes in academic conditions. Therefore, integrating ideological and political education into professional curriculum teaching becomes particularly important. In the implementation of teaching, teachers still pay more attention to the teaching of knowledge and skills, and ideological and political education is mechanically copied. Ideological and political elements are rigidly embedded in the teaching content, resulting in the phenomenon of "two skins" between ideological and political education and professional teaching. the exploration of ideological and political elements is not

deep enough, such as being divorced from the background of professional disciplines and professional formation, the current situation and development trend of industry and industry development, and the teaching content. the teaching design is not reasonable enough to achieve the effect of teaching and educating people well. Based on the teaching practice of Zibo Vocational College, this article aims to explore the basic elements of ideological and political education in the course, and analyzes how to integrate ideological and political education into the course "Post production of Film and Television".

2. IDEOLOGICAL AND POLITICAL DESIGN OF THE COURSE CONTENT OF FILM AND TELEVISION POST PRODUCTION

The teaching content of the course "Film and Television Post Production" mainly explains the techniques of editing, modifying, and special effects on video materials through the use of post production software. Therefore, "video materials" are used as a starting point for exploring ideological and political elements, thereby subtly influencing ideological education for students. In classroom teaching, film and television works embodying the Chinese spirit, wisdom, and excellent traditional culture are selected as video material cases for technical analysis and explanation, so as to guide students to learn and appreciate artistic works, appreciate artistic values, and national characteristics, and learn from them, strengthen their ideals and beliefs, enhance cultural confidence, and enhance their sense of responsibility and mission to promote and inherit excellent traditional Chinese culture.

Conduct in-depth analysis of the knowledge and skills points in the classroom teaching content of film and television post production, excavate the hidden ideological and political elements, and design appropriate ideological and political cases to integrate into the course teaching and practice. After refining the ideological and political elements, the following ideological and political teaching cases are designed.

Module 1: Post production workflow. Corresponding integration points of ideological and political content: the shocking special effects in the movie "Wandering Earth", to understand the powerful functions and workflow of film and television post production. Effect of ideological and political education: Inspire students to have high aspirations, shoulder the responsibility of youth to carry forward the past and usher in the future, establish lofty ideals, and keep pace with the times.

Module 2: Key frame application. Corresponding integration points of ideological and political content: the TV documentary "If the National Treasure Will Speak", which understands the five attributes of layers, as well as the creation and use of key frames. Effects of ideological and political education: Students improve their aesthetic standards, strengthen their cultural self-confidence, and enhance their sense of responsibility and mission to promote and inherit the excellent traditional Chinese culture.

Module 3: Application of masks. Corresponding integration points of ideological and political content: Select a series of animated short films such as "Learning Echoes. Warm Listening" from a learning power to analyze the use of masks.

Module 4: Application of 3D layers. the corresponding integration point of ideological and political content: the historical documentary "Yuanmingyuan", which analyzes three-dimensional animation synthesis technology and three-dimensional layer production principles. Effect of ideological and political education: Feel the wisdom of mankind, understand current technology, enhance students' sense of historical responsibility and determination to strive for the great rejuvenation of the Chinese nation.

Module 5: Color mixing techniques. Corresponding integration points of ideological and political content: on-site ceramic and glass process production and short films at Zibo Ceramic and Glass Museum, explaining the importance of color matching techniques in the later stage of the visual presentation of craft products. Effect of ideological and political education: Understand the traditional culture of the Chinese nation, be a disseminator of culture, and cultivate students' professional ethics, craftsmanship spirit, and innovation spirit.

Module 6: Text production. Corresponding integration points of ideological and political content: Using four self-confidence, two maintenance, and 24 words of socialist core values as materials, conduct case production and explanation of text animation. Ideological and political education effect: deepen students' understanding of the essence and connotation of socialist core values, thereby standardizing their own behavior and improving their own quality.

Module 7: Application of matting. Corresponding integration points of ideological and political content: In the opening ceremony section of "The Night Before" in the film "Me and My Motherland", learn about image cutting technology. Effects of ideological and political education: Stimulate students' patriotism, enhance their

national self-confidence and pride, and cultivate their spirit of dedication, sacrifice, struggle, defense, and perseverance.

Module 8: Application of commonly used special effects. Corresponding integration points of ideological and political content: the short film "Wang Mengmeng: Happiness Is Struggled Out" is analyzed and comprehensively applied in the later stage. Effect of ideological and political education: Establish students' responsibility to fulfill the mission entrusted by the times, inspire students' ideal feelings of learning and serving the country, and thus imbue them with the spirit of innovation, research, and dedication.

3. REFLECTION

At present, there are still some problems in the implementation of ideological and political education in the "Film and Television Post Production" course, such as the need to improve teachers' awareness and ability to educate people, the teaching methods and means for implementing ideological and political education in the course are not flexible enough, and the ideological and political elements have not yet been included in the process assessment and project assessment of students. Curriculum ideological and political teachers should actively update their educational concepts, improve their self cultivation, constantly explore, try, summarize, and improve in the implementation of curriculum ideological and political teaching, and strive to cultivate excellent film and television talents for the country who have both professional and comprehensive qualities, and "have a sense of family, international vision, and responsibility. ".

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Application Of Automation Technology in Automobile Machinery Control System

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Abstract: With the rapid iteration of information technology and control technology, a large number of automation technology has been widely in the automotive industry, but also promoting our automobile industry to develop vigorously. the application of automation technology in automobile mechanical control system can greatly improve the driving performance and ride comfort, and can effectively reduce the failure rate of automobile mechanical system. Therefore, this paper simply analyzes the application of automation technology in automobile mechanical control system.

Keywords: Automation technology; Automobile mechanical control system; Application

1. INTRODUCTION

At present, with the continuous development and application of automation technology, this technology has been applied in a number of different fields, especially in the automobile industry, it is not difficult to find that the importance of this technology is increasing. Applying automation technology to automobile mechanical control system can not only make automobile operation more convenient, but also greatly improve the safety of automobile operation and bring comfortable driving experience to people.

2. THE APPLICATION VALUE OF AUTOMATION TECHNOLOGY IN AUTOMOBILE MECHANICAL CONTROL SYSTEM

Automation technology, simply speaking, does not refer to a certain technology or two kinds of technology, but through the comprehensive application of a variety of technologies, through the automation system, the running state of the machine for monitoring, timely discovery of problems in the operation, and for abnormal information, can be conveyed to the relevant personnel, in solving the problem at the same time, so that the machine can be in a normal running state. Under the current social background, the application of automation technology in the automobile mechanical control system, the driver does not need to carry out too much operation or consideration, only need to give simple instructions, can achieve a certain purpose, can reduce the accident caused by subjective factors. At the same time, with the application of this technology, the running state of the vehicle can be monitored in real time, and the danger that may occur can be warned in advance, thus reducing the chance of subsequent problems. In addition, in the use of cars, if the operation is not standardized enough, after a long time, a variety

of problems are more likely to occur. However, with the application of this technology, almost all anomalies in vehicle driving, including minor problems, can be detected, which can greatly reduce the cost of vehicle maintenance and avoid major problems [1].

3. THE APPLICATION OF AUTOMATION TECHNOLOGY IN AUTOMOTIVE MACHINERY CONTROL SYSTEM

3.1 Information monitoring and other applications

After the application of automation technology, the system of this technology can autonomously monitor the operation of the car without manual operation, discover potential problems, and deal with problems before serious consequences occur. With the application of technology, the user can master the state of the vehicle through the system, and master the change of the temporary route of the vehicle while understanding the vehicle, so as to better serve the user's travel. At the same time, in the information monitoring link, the user can give feedback on the execution of the instruction in a short time after giving the instruction. the information related to the running state of the car can be automatically stored and analyzed to help the user understand the performance of the car more accurately and comprehensively. Due to the advantages of this function, it has been further applied in the automotive field, especially in the case of modified vehicles. It can collect and feedback relevant information in time, which provides reliable data support for the automotive debugging work of personnel in this field.

3.2 Check and troubleshoot the car

Through the analysis of the internal structure of the car, it can be seen that its internal structure is relatively complex and needs to be applied to various types of parts. It is precisely because of this reason that it is difficult to be detected by people in the first time after a problem occurs if it is affected by a certain link in the process of driving. Through the automatic control system, the information generated during driving can be recorded at the same time, synchronously carry out analysis work, and issue an alarm for the situation of the problem. In the past car operation, after the occurrence of problems, restricted by objective conditions, troubleshooting work usually needs to be carried out manually, and the overall investigation time is long, even after the inspection, the staff is difficult to accurately find the problem. However, at the present stage, through the automatic control system, the problem can be accurately found through the collation and analysis of information, and the fault can be eliminated in a short time according to the cause [2].

3.3 Efficient control of mechanical system

In the process of car running, many factors will affect its running state. For example, it is easy to be affected by weather, road, human and other factors, and then some unpredictable situations will occur. In the event of an emergency, it is impossible to control it solely by human resources. Take the brake and accelerator as an example, some personnel in the operation, it is difficult to master the appropriate operation strength, strength is too large or too small, will cause different degrees of consumption of energy, after a long time, the safety of the car can not be guaranteed. Through the application of automation technology, the above mentioned problems can be well solved, and does not require too much personnel participation, can simplify the operation process, reduce the negative impact of various factors on driving, to achieve the purpose of efficient control of automotive mechanical system. Take intelligent ignition technology as an example, the system will make a judgment according to the analysis of various data and parameters, including the speed, oil temperature and other data, and then adopt the corresponding treatment measures to reduce the energy consumption of the vehicle to the greatest extent.

3.4 Automobile automatic distribution

The importance of distribution design is self-evident, which affects the stability of the vehicle to a large extent. In the case of unreasonable distribution design, it is likely to bring negative effects on the operation of the vehicle. Thus, in the design of power distribution, it is necessary to comprehensively consider all aspects of the factors, through continuous optimization design, combined with automation technology for application, according to the actual situation of the vehicle, the design of the power distribution in line with the demand of the automobile mechanical load, improve the scientific power distribution line. In general, if the load of the circuit is relatively small, static compensation can be directly used according to the actual situation. However, if the load of the line is large, in order to achieve the purpose of line optimization, dynamic compensation is more commonly used at the present

stage. When the power supply of the system is sufficient, in order to avoid negative impact on the operation of the power grid system, appropriate compensation methods should be selected according to the analysis of the actual situation. In addition, when the current runs in the line, it will more or less cause the loss of resistance in the actual operation process. In the actual design work, we need to take this situation into account, considering the impact of resistance on the current. In addition to optimizing the circuit design, we also need to analyze a variety of materials and select materials with strong performance. Thus, the design of automobile power distribution system can meet the specified requirements and standards [3].

4. CONCLUSION

To sum up, the application of automation technology in automobile machinery control system is very important. At the present stage, although automation technology has been applied in the automotive mechanical control system, and the advantages it plays are very obvious. With the rapid development of artificial intelligence technology today, the combined application of this technology and AI technology still has a large room for improvement. Further research is needed in the future, so as to further promote the development of the automotive industry.

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A Study on Ideological and Political Practice of College English Curriculum from the Perspective of Cultural Confidence

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Abstract: With the development of socialism in our country, it is an important mission to display our traditional culture, improve cultural confidence and self-consciousness in higher education, but also the main content of the concept of virtue and establishing people in the university. College English discipline belongs to the main discipline of college students' study, which carries students with double responsibilities for language learning and cultural exchange. Traditional culture of our country has brought effective help for college students learning English curriculum ideological and political thinking. Modern college students' values, outlook on life and world outlook are relatively diversified, and they have advanced ideology. Therefore, from the perspective of Chinese cultural confidence, the ideological and political materials of college students' English courses are deeply explored and analyzed, and the effective path of ideological and political construction and optimization of college students' English courses is sought, so as to further carry forward our good traditional culture. Strengthen the national culture self-confidence of college students, improve their moral quality and ideological belief.

Keywords: Cultural confidence; College English teaching; Curriculum; Ideology and politics

1. INTRODUCTION

Due to the continuous progress and development of our society, our country has been paying increasing attention to the influence brought by traditional culture. However, the domestic foreign language circle are paying close attention to cultivating cultural self-confidence of college students and carrying forward traditional culture. Therefore, in the process of English teaching in colleges and universities, teachers are constantly analyzing and exploring methods of integrating traditional Chinese culture into teaching. the previous goal of English teachers was simply to cultivate English language ability of college students. But with the rapid social development in our country, college students' ability of learning language is far from enough, teachers' teaching goals should also be changed. It is not only necessary to cultivate college students' language ability, but also to let them know and understand Chinese traditional culture, so that they can use their language ability to spread Chinese civilization to the world and carry forward Chinese traditional culture.

2. THE NECESSITY OF IMPLEMENTING CURRICULUM IDEOLOGY AND POLITICS IN COLLEGE ENGLISH FROM THE PERSPECTIVE OF CULTURAL CONFIDENCE

2.1 It is an important promotion to realize the teaching goal of moral cultivation in colleges and universities life and cultivating talents can not only improve teachers' ideological and political literacy, but also cultivate outstanding talents, so as to meet the needs of the social development of our country. From the perspective of cultural confidence, the implementation of ideological and political education in college English courses can help colleges and universities to achieve the goal of cultivating college students to be "virtuous and cultivate people" to a certain extent. On the one hand, in the process of ideological and political education in college English courses, teachers, as the main guide of ideological and political education, should constantly improve their own level of ideological and political teaching. However, some college English teaching lacks correct understanding and cognition of ideological and political education, leading to low teaching level and ability in ideological and political courses. the ideological and political teaching methods of college English courses have higher and higher requirements for teachers, which not only requires teachers to have good professional ability and level, but also requires teachers to have high ideological and political ideas and abilities, which also promotes English teachers in various universities to participate in the learning of ideological and political knowledge. On the other hand, in the ideological and political teaching process of college English courses, it can cultivate the development of college students' comprehensive literacy and promote the achievement of the teaching goal of rearing people. Ideological and political education in college English courses effectively integrates ideological and political knowledge with English major knowledge, which can strengthen the ideological and political ideas and level of college students in the process of enhancing their English discipline literacy, so as to enable them to have comprehensive literacy [1].

2.2 It is an important measure to promote the comprehensive and healthy development of students In the past teaching modes of Chinese universities, too much attention is paid to the teaching of the college students' professional knowledge ability, only few teachers realize the importance of ideological and political education correctly, which also causes college

students to be in low state in ideological and political aspects, and has a certain difference between their knowledge ability and moral ability. Due to the rapid development and progress of Chinese economy and society, higher and higher requirements for university students are required, not only to have good professional knowledge ability, but also to have a high ideological and political idea and moral quality, in the actual life, to form the correct consciousness of three perspectives, and have excellent professional quality in the future jobs. Creating good economic benefits for enterprises is also the core goal of ideological and political teaching. Based on the perspective of cultural confidence, improving the ideological and political education of college students' English courses can enable college students to fully understand and recognize the basic elements of Chinese traditional culture, improve their understanding of ideological and political knowledge, so that college students can further understand the importance of learning ideological and political knowledge, so that they can understand the ideological and political knowledge while learning English knowledge. Enhance their own comprehensive development goals [2].

2.3 It is the internal demand of maintaining social harmony and stability

From the perspective of cultural confidence, ideological and political education in college English courses can guarantee the quality of English teaching. With the continuous progress of Chinese science and technology, the Internet information technology has been well developed, also brought a large number of effective data information for our people, to realize the data information requirements of college students. However, the Internet also has certain disadvantages. Although it contains more positive information, there are also different illegal information and bad information. the development of the three perspectives of college students is not mature enough, and such bad information is easy to bring adverse effects to college students. At the same time, cultural exchanges at home and abroad are becoming more and more common, and the diversity of culture has an impact on the cultivation of college students' core qualities to some extent. Therefore, in the process of ideological and political teaching of English courses, college teachers should enhance students' cognition of ideological and political education, and at the same time, in the process of teaching English knowledge to college students, integrate ideological and political knowledge, such as explaining Chinese good culture to college students, so as to improve their ideological and political ideas and qualities.

3. IDEOLOGICAL AND POLITICAL PROBLEMS IN COLLEGE ENGLISH COURSES FROM THE PERSPECTIVE OF CULTURAL CONFIDENCE

3.1 Low integration between ideological and political education and college English

From the perspective of cultural confidence, in the process of ideological and political teaching of college English courses, college teachers lack the cognition of ideological and political education, so that the degree of

integration of ideological and political education and English knowledge is low. On the one hand, teachers do not understand the necessary effect of ideological and political education in college English classroom teaching, and they do not pay attention to the connection between English knowledge and ideological and political knowledge. In the process of carrying out ideological and political teaching in college English courses, teachers only transfer ideological and political knowledge to students in a coping manner, but do not make the effect and significance of ideological and political education clear in the course. Therefore, teachers do not pay attention to the analysis of the connection point of English knowledge and ideological and political knowledge, but divide these two majors to transmit to college students. On the other hand, college students lack awareness of the importance of ideological and political education, and do not effectively participate in and cooperate with ideological and political teaching in colleges and universities. Enhancing the sense of participation of college students is a prerequisite to show the effect of ideological and political teaching methods. In the actual teaching process, colleges and universities tend to ignore the publicity of this process, and because the outdated teaching mode has been deeply rooted in the hearts of the people, college students tend to reject the ideological and political knowledge, which is one of the reasons for the low integration of ideological and political knowledge and college English knowledge [3].

3.2 Lack of talents to carry out curriculum ideological and political education

Based on the perspective of cultural information, in order to effectively implement the ideological and political education of college English curriculum, we should have strong talents of ideological and political education of the curriculum. However, for the current ideological and political education of colleges and universities, there is still a lack of professional talents. On the one hand, English teachers in colleges and universities do not have a correct cognition and understanding of ideological and political knowledge. English teachers did not touch ideological and political education when they received education in the past, and when they started to participate in teaching work, the ideological and political ideas of English teachers in colleges and universities are not high, which also results in the relatively low ideological and political knowledge of English teachers in colleges and universities. And college English teachers in the actual work and life do not pay attention to enhance their own ideological and political professional knowledge. On the other hand, the moral concept of college English teachers is relatively weak, and the basic goal of ideological and political education is to cultivate the moral quality of college students. However, college English teachers lack certain moral education ideas and cannot use moral education to cultivate students' correct consciousness of three perspectives in the teaching process. For English teachers in colleges and universities in the current

period, they lack of understanding of the importance of ideological and political education. In the actual course teaching process, they just blindly let students enhance the discipline quality, while ideological and political education is only a simple explanation. This phenomenon greatly hinders the good development of ideological and political education in the course.

3.3 Lack of evaluation mechanism for curriculum ideological and political education

From the perspective of cultural confidence, there is a lack of effective evaluation mechanism in the course of ideological and political education for college English teachers. On the one hand, universities lack evaluation plans for the implementation of ideological and political education results. Under the environment of promoting the enhancement of comprehensive literacy of college students in our country, universities require teachers to implement ideological and political education in college English courses, but it is still in the advocacy stage, and there is no specific evaluation plan for the results of ideological and political education. There is no mandatory requirement for teachers to add the form of ideological and political education in English curriculum, which leads to the ineffective implementation of ideological and political education. On the other hand, colleges and universities lack practical ideological and political education evaluation objectives. If we want to show the good effect of the form of curriculum ideological and political education effectively, we should carry out the scientific implementation of curriculum ideological and political education, we can construct the perfect evaluation objectives of curriculum ideological and political education. However, at present, there is no sound evaluation mechanism and relevant standards in the process of carrying out ideological and political education in the curriculum in colleges and universities [4].

4. IDEOLOGICAL AND POLITICAL IMPLEMENTATION OF COLLEGE ENGLISH COURSES FROM THE PERSPECTIVE OF CULTURAL CONFIDENCE

4.1 Improve the integration of ideological and political education with college English

In the process of ideological and political teaching in college English courses, in order to improve the effectiveness of ideological and political teaching, it is essential for teachers to integrate ideological and political knowledge with English knowledge. First of all, college English teachers should strengthen their emphasis on ideological and political education in the curriculum. In teaching engineering, they should actively discover and find out the connection between college English knowledge and ideological and political knowledge. They can also conduct in-depth comparison and analysis of ideological and political subjects and English subjects to find the correlation and difference between them. So as to promote the effective integration of English expertise and ideological and political expertise. Secondly, for colleges and universities,

attention should be paid to the propaganda of curriculum ideological and political education, and students should be encouraged to pay attention to participate in the study of curriculum ideological and political education. In the process of ideological and political teaching of college English courses, college students play a dominant role in learning. Only by correctly recognizing the importance of ideological and political education in the course can college students actively cooperate with teachers in teaching, so that the effect of ideological and political trading in the course can be fully displayed. Finally, colleges and universities can use Internet platforms, such as wechat public accounts, to publicize curriculum ideological and political education to college students and promote their cognition and understanding of curriculum ideological and political education.

4.2 To cultivate professional talents for carrying out ideological and political education in the curriculum,

to carry out the curriculum ideological and political education in college English, colleges and universities should pay attention to the cultivation of curriculum ideological and political education personnel, which can provide help for the implementation of college English curriculum ideological and political education. College English teachers communicate with professional ideological and political teachers. Teachers majoring in ideological and political science have strong professional knowledge of ideological and political science, so they can correctly control the key and difficult points of ideological and political teaching, and college English teachers can improve their own ideological and political ability to a certain extent by strengthening the practice with ideological and political teachers. In view of this phenomenon, colleges and universities can carry out ideological and political exchange activities, in order to strengthen the communication between English teachers and ideological and political teachers. In addition, colleges and universities should conduct ideological and political training and learning for English teachers, which can significantly improve the ideological and political ability and level of English teachers in a short time, so as to meet the needs of curriculum ideological and political education [5].

4.3 Improve the curriculum ideological and political evaluation mechanism

In the process of ideological and political education of college English courses from the perspective of cultural confidence, a sound course ideological and political evaluation mechanism can promote the development of colleges and universities to a certain extent. On the one hand, colleges and universities can implement an evaluation mechanism for the effectiveness of ideological and political education in college English courses. In this way, teachers can timely discover the problems in the process of ideological and political education in college English courses, and use scientific and reasonable methods to solve and deal with the corresponding problems, so as to promote the ideological and political education in the curriculum to

fully show its role and value. Therefore, colleges and universities should formulate the course ideological and political evaluation mechanism according to the actual situation. On the other hand, universities should constantly improve and update the evaluation mechanism of ideological and political education in curriculum according to the actual teaching situation. Only with a sound curriculum ideological and political evaluation mechanism can universities further grasp and understand the implementation of curriculum ideological and political education, and reasonably formulate the development direction according to the actual situation of curriculum ideological and political education. Therefore, colleges and universities should actively improve and optimize the ideological and political education of college English courses. Make the ideological and political education of college English curriculum sound. In addition, colleges and universities can also set up a certain incentive system to publish the assessment results of ideological and political education of college English teachers, which are linked to the salary of college English teachers. For English teachers who fail to meet the standards in the assessment of ideological and political education, reasonable punishment can be given. For English teachers who are excellent in the assessment of ideological and political education, Colleges and universities can give reasonable rewards to stimulate college English teachers to fully implement curriculum ideological and political education [6].

5. CONCLUSION

Due to the rapid development of our society, a large number of comprehensive high-quality talents are needed, but the ideological and political education in college English courses can integrate college students' ideological and political knowledge with English professional knowledge, which not only strengthens the English professional knowledge ability, but also improves the ideological and political quality of college students, so as to meet the need of high quality talents in the current society. Therefore, ideological and political education in college English courses has been widely used by English teachers in colleges and universities. In recent years, some problems have gradually emerged in the ideological and political teaching of college English

courses, such as the low integration degree of ideological and political education and college students' English. Therefore, colleges should strengthen the integration degree of ideological and political education and college English, so as to cultivate high quality talents and contribute to the social development of our country.

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Challenges And Countermeasures of College Student Management in the Era of Big Data

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Abstract: Under the development trend of information-based, intelligent and digital society, all industries and fields have accelerated the reform process of production mode. As for the application of big data in college student management, it has not only changed the limitations and drawbacks of traditional student management, but also successfully improved the comprehensive level of various student management. Therefore, informatization should be vigorously constructed in the dimension of college student management. It has very important significance and value. In this paper, the university student management in the era of big data as the research object, from the main impact, challenges and countermeasures, launched a detailed analysis and exploration, in order to share and exchange with the majority of educators.

Keywords: Field of higher education; Informatization development; Student management; Challenges and countermeasures

1. INTRODUCTION

As an important part of our education system, college education is a main field for cultivating professionals and high quality personnel for the society, so it is particularly necessary to ensure that college education is scientific, rational and adaptable. As the basic condition of carrying out education activities normally, college student management must give full play to the role of providing data support, so as to lay a solid foundation for college education reform and innovation. Based on the management of college students in the era of big data, it is necessary to build an information service management system and platform in an all-round way to ensure that the best educational direction can be explored, analyzed and sought with the help of the advantages of big data. At present, although various colleges and universities have applied information technology in student management, there are still serious lags and limitations in the acquisition, collation and application of student files and other data. This is a great challenge facing the current informatization reform of colleges and universities. Therefore, the student management departments and personnel in colleges and universities need to strengthen the training of information technology talents. At the same time, we should also pay attention to the protection of the security of student file information. Only in this way can we continuously improve the degree of information technology and comprehensive results of college student management.

2. THE IMPACT OF BIG DATA ERA ON COLLEGE STUDENT MANAGEMENT

Big data is the product of the development of modern informatization and digitalization. The information data of everyone and everything exists in the big database. In terms of student management in colleges and universities, the big database contains all the information of students and can form detailed electronic digital archives. For example, combining with students' big data information, we can understand students' family situation and professional learning situation, analyze the social employment problems of students' major, and provide strong support for students' future career planning and development. Compared with the traditional form of college student management, informatization and digitization have higher management efficiency, of course, there is also a role in expanding the scope and dimension of management. It can be seen that the era of big data has brought many positive impacts on the management of college students and created favorable conditions for promoting the development of college education.

3. CHALLENGES FOR COLLEGE STUDENT MANAGEMENT IN THE ERA OF BIG DATA

Although big data has created favorable conditions for college student management, it has also brought many challenges and dilemmas. If the challenges and dilemmas cannot be clearly identified in student management, the comprehensive level of information-based student management will be seriously reduced, and even have a negative impact on students and schools. The following is a detailed analysis of the challenges faced by university student management in the era of big data, mainly from two aspects of privacy disclosure risk and professional information technology personnel:

3.1 Big data has the risk of privacy disclosure

In the era of big data, there is a close connection between people and things, and no one can be outside of big data. Based on the support of modern information technology, data can be transmitted in a large range and real-time, even thousands of miles away from the need for information can be obtained, so the risk of data leakage is hidden in the era of big data. Take student management in colleges and universities as an example, teachers can read students' personal files, and students can read them at will when they know the key. It can be imagined that big data is highly likely to become a time bomb affecting students' information security [2]. For example, some criminals invade the network of colleges and universities through scientific and technological means, steal the personal information of all college

students, such as age, home address, personal hobbies, contact information, and so on, and then select appropriate targets to commit crimes, which will cause serious harm to students and students' families.

3.2 Lack of professional information technology personnel

In the era of big data, college student management needs to use big data to manage students' study, life, practical training and other aspects. This process requires higher requirements for managers' professional knowledge, technology and professional quality. However, most colleges and universities currently lack professional information technology talents, which is a big dilemma for college student management in the era of big data. For example, in the work of student archives management, although many colleges and universities have built electronic archives management mechanism and platform, but due to the lack of professional technical management personnel, electronic archives management has been unable to play its due role and advantages, and resulted in the waste of high-quality resources.

4. THE COUNTERMEASURES OF COLLEGE STUDENT MANAGEMENT IN THE ERA OF BIG DATA

In view of the challenges and difficulties faced by university student management in the era of big data, universities need to accelerate the process of informatization reform, in order to provide strong support for the application of big data to achieve the goals of informatization student management. The following is mainly from the two dimensions of enhancing the safety of college student management and building a high-quality management team, and puts forward effective countermeasures for college student management to adapt to the era of big data:

4.1 Improve the safety of college student management in the era of big data

While enjoying the favorable conditions brought by the era of big data, college student management should focus on preventing the hidden security risks in the era of big data. Based on the risk of leakage of student file information, the school must establish the norms and systems of using big data, so as to improve the standardization and standardization of information student management, so as to solve the risk of leakage of students' personal information and privacy. For example, in the management of students' electronic archives, it is necessary to clearly authorize the personnel to read the archives, require the administrators to properly manage the login account and

password of the electronic archives, and improve the security level of the campus network. In addition, campus publicity and education activities are carried out to improve the security awareness and prevention ability of college students, so as to avoid the leakage or transmission of personal privacy and information of college students in big data.

4.2 Recruit and train talents for student management in universities with big data

College student management is a very important work, not only can create a good learning and development environment for students, but also can create favorable conditions for college personnel training reform, education reform. College student management in the era of big data, in order to ensure the rationality and scientific use of big data, it is necessary to build a high-quality management team, which needs to do the following work: First, when recruiting student administrators or teachers, colleges and universities should focus on whether the candidates have relevant knowledge, technology, experience and professional quality, and also pay attention to the candidates' information technology level. Secondly, colleges and universities should regularly train the personnel in charge of student management, especially to improve the information technology literacy and professional quality of the management personnel, so as to ensure the better and faster implementation of information technology in college student management.

5. Conclusion

To sum up, in the era of big data, the implementation of information construction strategy for college student management plays a vital role in improving the comprehensive level of student management and promoting the development of college education. Above, from the aspects of big data information security and information management personnel, the challenges and countermeasures of college student management are analyzed.

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On Translator's Subjectivity from the Perspective of Hermeneutic Translation Theory: Centering on Xu Yuanchong's English Translation of Tang Poetry

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Abstract: Tang poetry is an important part of Chinese classics because of its unique literary value and aesthetic wisdom. The English translation of Tang poetry has always been the research object of scholars. How to accurately and vividly translate and introduce the essence and cultural meaning of Tang poetry to the outside world and better spread Chinese culture, translator's subjectivity plays a vital role in the translating process. Hermeneutic translation theory provides a new perspective for literary translation and considers the exertion of translator's subjectivity in a broader context. From this theoretical perspective, this paper, by adopting descriptive research method and example analysis method, centers on Xu Yuanchong's English translation of Tang poetry and mainly discusses the exertion of translator's subjectivity in his translation from the aspects of the selection of translation text, the application of translation method and the reproduction of translation aesthetics. Research findings are that the beauty of language, artistic conception and emotion of poetry have been well presented in Xu Yuanchong's translation. The translator has given full play to his subjective role in the dynamic process of life expression and continuation of the original work and the breeding and creation of the translated work.

Keywords: Hermeneutic Translation Theory; Subjectivity; Xu Yuanchong; Tang Poetry

1. INTRODUCTION

Translation is a bridge for human cross-cultural communication. German de Steuer, a Swiss French writer and thinker, believes that translation "in terms of its contribution to literature, there is no greater contribution than the translation of masterpieces of human thought from one language to another." Tang poetry is a monument in the history of the development of Chinese classical poetry, and also an art treasure house of Chinese classical poetry. It has unique literary value and aesthetic wisdom, and contains the essence of the traditional culture of the Chinese nation. In order to better understand Chinese literature and Chinese excellent traditional culture, the understanding and appreciation of Tang poetry are of great significance. Its English translation research has always attracted a lot of attention from scholars home and abroad. (Ni, & Zhang,

& Zhuang, 2013; Wei, 2013; Wang, 2014; Cai, 2019; Li, & Yan, 2020; Lv, 2020; Wang, 2020; Zhang, & Yang, 2020; Zhang, & Dang, 2023)

In the translation of Tang poetry into English, the most complex and difficult part is to translate the deep ideological and cultural implications of poetry, which requires the translator to have a thorough understanding and insight of the unique ideological and artistic charm as well as ideographic techniques of poetry, and necessarily carry out interpretative translation while translating. Among the many English translation of Tang poetry, Xu Yuanchong's translation cannot be ignored. Chinese famous translator Xu Yuanchong is acclaimed as the translator of "the only person in English and French poetry translation". His translation not only retains the charm of the original poem, but also adapts to the cultural environment of the target language. During his translating process, he demonstrates strong subjectivity whether in terms of the choice of the translation text, the use of the translation method, or the reproduction of the aesthetic meaning of poetry. The aesthetic value of Xu Yuanchong's translation of Tang poetry proves that translation is the art of interpretation and recreation.

Thus, given the significance of and the growing interest in Tang poetry and Xu Yuanchong's remarkable achievements in translating Tang poetry into the outside world, this paper aims to discuss how Xu Yuanchong gave full play to his subjectivity in the translating process from the perspective of hermeneutic translation theory since this translation theory provides a broader angle for examining translator's subjectivity in literary translation. These will be analyzed in the next sections.

2. TRANSLATION IS INTERPRETATION: HERMENEUTIC TRANSLATION THEORY

Hermeneutics, as a philosophical theory, was formed in the 20th century. How to understand and interpret the meaning of the text is its concern. Schleiermacher separated hermeneutics from philology, literature and classics, and laid the foundation for the development of modern hermeneutics. Dilthey further elucidated Schleiermacher's hermeneutic thought, established a hermeneutics centered on the historical development of human beings, and improved the methodological principles of hermeneutics. Heidegger took

understanding as the way of being, which further promoted the theoretical development of modern hermeneutics and made hermeneutics realize the fundamental turning point of ontology. Gadamer inherited the basic thought of Heidegger's hermeneutics, and developed it into the ontology of hermeneutics, namely the system of philosophical hermeneutics.

Translation cannot be transformed between two different languages without understanding and interpreting the original. Schleiermacher's *On the Methods of Translation* expounds the inseparable relationship between translation and understanding from the perspective of hermeneutics. The main purpose of its hermeneutics is that the translator cannot accept the original work passively, but must actively create it. The real understanding is to make a "creative reinterpretation" of the text (Li, 2004, p.250-251).

Heidegger discusses translation issues from the perspective of philosophy and hermeneutics, which is mainly reflected in articles such as *Anaximander's Proverbs* and *What Calls for Thought*. He distinguished between "translation" and "transfer". "Translation" is not the conversion or rewriting of literal meaning, but the transmission and transition of the original idea from the source language to the target language. From the perspective of hermeneutics, he equates "interpretation" with translation, and believes that every translation is interpretation, while all interpretations are translation. He advocates taking the original meaning first in translation, examining the source and flow of words, and showing the hidden thoughts. These perspectives have opened up new space for translation research.

In his book *Truth and Method*, Gadamer believed that understanding is historical, that understanding exists in a historical way, and that it is in the process of historical development. The historicity of understanding determines the creativity and generation of understanding. Gadamer believed that "because of this historicity, the object of understanding - the text and the subject of understanding have their own 'horizons' in the historical evolution, so understanding is not a passive copy of the text, but a creative labor, and also theoretically demonstrates the creative value of the translator's labor" (Xie, 2015, p.198-199). Moreover, Gadamer also clearly pointed out that the task of translation is to explain all the things understood and re-express them in another language and another way. At the operational level, literary translation is the interlingual interpretation of literary works (Hu, 2012, p. 42-43).

One of the important points put forward by Steiner in *After the Tower of Babel: the Aspects of Language and Translation* is "translation is understanding". He regards the process of translation as the operation of interpretation and divides translation into four steps, namely trust, invasion, absorption and compensation. "Steiner represents a unique school of hermeneutics in contemporary western language and translation theories" (Tan, 2004, p. 217).

The hermeneutic translation theory holds that understanding is the exploration of the deep meaning of existence, and the essence of understanding is to explain the various possibilities contained in language. "Understanding" is a process of "uncovering" or "revealing". For example, understanding a literary text is to open and reveal the possibility of existence represented by the literary text. "The blank of the text and the multiplicity of interpretation, the shift of the author's original intention and the historicity of interpretation will make understanding fall into the cycle of interpretation, and the cycle of interpretation will inevitably produce different translations. The survival of the text depends not on the characteristics contained in the text itself, but on the characteristics contained in the translation" (Guo, 1999, p.175). The meaning of the text is a dynamic process of understanding generation, the same text may present different meanings in different historical and cultural contexts, and it will continue to show new aspects of its meaning and get new understanding and interpretation. Just as Gadamer believes that the meaning of the work is not the original intention given by the author, "Every era must understand the text handed down from history in its own way... The true meaning of this text does not depend on the chance expressed by the author and his original readers. At least this meaning is not entirely derived from it. Because this meaning is always defined by the historical situation of the interpreter at the same time, and thus by the entire objective historical process" (Hong, 1999, p. 380). Each interpretation is a spiritual dialogue and cultural tacit understanding between the interpreter and the author and the text from the historical perspective. Understanding is not an eternal fixed horizon, but a flowing and open historical horizon, that is, "historical existence". In essence, understanding is a dynamic process of cycle, transformation and integration between the author's horizon, the text's horizon, the translator's horizon, and the reader's horizon, as well as the dialogue between subjects. This fusion of horizons and the dialogue between subjects may lead to the differences of horizons due to different pre-understandings or historical prejudices of all parties, resulting in mutual collision, conflict and even exclusion, so that the meaning and value of the text is always in a dynamic generation structure, and gives the interpreter great space for interpretation. The text has been continuously given new meaning due to the interpretation again and again, and has gained new life in the continuous fusion of horizons. At the same time, the translation theory of the hermeneutic school makes people have more thinking and understanding of the translator's subjectivity.

3. TRANSLATOR'S SUBJECTIVITY: MODERN COGNITION IN THE TRADITIONAL PERSPECTIVE

For translators, traditional translation studies should be faithful to the original text and the original author in translation. The original intention of the original author is the root of the translation. As the translator Patriot

said, "The real goal of a good translator is not to reduce the power of the original text and not to damage its elegance in translation" (Tan, 2004, p. 88). The French translator Danielle Huer believed that the translator should "not delete or weaken the original text, not add or expand it, and make it complete and intact very faithfully, just like the original text." (Tan, 2004, p. 92). In Dryden's view, the translator is like the "slave" of the original text. It is believed that "slaves can only work in other people's manors, fattening and pruning grapes, but the wine brewed is the master's" (Tan, 2004, p. 122). Tytler pointed out that "translation should completely reproduce the original idea; the style and method of translation should be the same as the original; the translation should have the smoothness of the original" (Tan, 2004, p. 129). In the traditional Chinese translation theory, "follow the original purpose without embellishment", "The case should be spread without damaging words", "faithfulness, expressiveness and elegance", etc., all have a profound impact on the translator's behavior. The main core idea is that the translator cannot betray the original text and the original author's thoughts and intentions. Traditional translation studies generally follow the principles of faithfulness, accuracy and non-word-by-word translation. The translator should faithfully reproduce the original text in terms of ideological content and maintain the artistic characteristics of the original text. In terms of the expression of the target language, the target language should be used accurately, and the expression habits of the target language should not be damaged. The translator is actually a beauty dancing in shackles. It is true that translation cannot be separated from the translator's understanding and interpretation of the original text. The hermeneutic translation view holds that translation is interpretation, and the translator is the interpreter. In the process of interpretation, the interpreter will inevitably show subjectivity. From the perspective of the historicity of understanding, there is no absolute objective meaning of the original text. The interpreter's historical situation is different from that of the original author. He will make his own unique understanding and interpretation of the original text, reflecting his creativity. The historical horizon of the translator and the horizon of the original work converge in the cross-cultural context. "This cross-time and cross-space context is not static, but constantly moving forward and full of changes. The fusion of horizons in translation is an infinite unity of history and present, object and subject, ego and others" (Zhu, 2007, p. 201-203). Interpretation is also a process of horizon fusion. There are irreparable differences between the two horizons of the interpreter and the original text. The two horizons form a new horizon through interaction, complete the process of interpretation and understanding. In this process, the interpreter and the original author are equally important and permeate the subjective consciousness of the interpreter. The hermeneutic translation theory highlights the dual identity and subjectivity of the translator, and gives

people a new modern cognition of the role of the translator different from that in the traditional translation theory. Translators move from behind the scenes to the front of the stage, which shows the exertion of the translator's subjective initiative in translation, such as the understanding and acceptance of the original text and the creation and generation of the target text. This subjectivity is reflected in: in the process of translation, the translator should not only try to convey the main content and intention of the original work, but also reflect the style and charm of different cultures. Since two languages reflect two different cultures, the translator should give full play to his subjectivity in translation by using various means to convey the cultural meaning and to reproduce the style of the original work to the target language readers, so that the target language readers can form a fusion of horizons with the original work by which they are able to understand and appreciate the original work, form an effective history, and get aesthetic experience.

4. TRANSLATOR'S SUBJECTIVITY FROM THE PERSPECTIVE OF HERMENEUTIC TRANSLATION THEORY: CENTERING ON XU YUANCHONG'S ENGLISH TRANSLATION OF TANG POETRY

Xu Yuanchong is a famous translator in China and even in the world, an outstanding representative of the "poetic school" in the Chinese translation field, and a top expert in the English translation of ancient Chinese poetry. His English translation of ancient Chinese poetry is even praised by foreign scholars as a peak in British and American literature (Dang, 2008, p. 83-87). He has been respected and praised by the world for his lifelong commitment to promoting classical poetry and other works that embody the essence of Chinese traditional culture to the world, and making brilliant Chinese culture to the world. This section will analyze how Xu Yuanchong fully exerts his subjectivity in the English translation of Tang poetry from the perspective of "prior structure" of understanding in terms of the selection of the translation texts, from horizon fusion in terms of the application of the translation methods, and from effect history in terms of the aesthetic representation of translation so as to further understand how Xu Yuanchong, as a translator, embodies a high sense of cultural consciousness and mission in the process of translation; Why he is able to creatively interpret and express the cultural meaning contained in the original poems; How he has a clear sense of cultural exchange and disseminates the essence of Chinese culture so as to enrich world culture. The exertion of the translator's subjectivity can not only "follow one's inclinations" but also "not exceed the rules", so that the translation can achieve the organic unity of "truth" and "beauty". The aesthetic value of the translated works by Xu Yuanchong confirms the constructive power and the art of re-creation of literary translation, which is the interpretation and expression of beauty.

4.1 The "antecedent structure" of understanding: the choice of translation text

Heidegger once believed that the meaning of existence was revealed in the understanding of "Dasein", but "Dasein" could not be understood arbitrarily according to people's own subjective will. "Dasein" is a person in a specific history and reality, and it has a reasonable "prior structure" before being understood. Gadamer affirmed that Heidegger's "antecedent structure" is a necessary condition for understanding, and understood this antecedent structure as "antecedent" (Duan, 2014, p. 170). From the perspective of philosophical hermeneutics, all understanding has its "antecedent structure". The understanding of translation or "pre-understanding" is a way of existence of the translator as "here and there". The translator, as an existential, establishes relations with the text, the world and existence. As an interpreter, the translator's social, historical and cultural background, traditional concepts and customs, aesthetic cognitive style, etc., make him out of the vacuum environment, and has been pre-positioned in his world. Therefore, it is the world, that is, history and culture, that first occupies the "Being" as the interpreter. The interpretation of "Being" is bound to be carried out in a specific historical and cultural framework, and must be branded with history and culture.

The "antecedent structure" of understanding reflects the translator's personal accomplishment, cultural reserve, knowledge, language application ability, and even the translator's cultural position and poetic concept. In literary translation, understanding becomes a quality of the translator itself, or the existence of the translator itself. Xu Yuanchong chose Tang poetry in Chinese classics as the translation text, reflecting his personal accomplishment, cultural heritage and cultural pursuit as a translator. It also shows that he is deeply rooted in Chinese traditional culture, and takes spreading Chinese culture and promoting the diversity and richness of world culture as his own responsibility, and shows his high cultural consciousness and mission as a translator. From the perspective of the considerable number of classical Tang poems translated by Xu Yuanchong, the choice of translation texts is diverse, including regular poems, quatrains, Yuefu, etc. There are a wide range of subjects of the poetry, including works expressing patriotism and border defense, works describing homesickness, works praising natural scenery, and works describing landscape and pastoral areas. These works have profound artistic conception, rich thoughts and feelings, and contain philosophy of life. The classic Tang poems selected by Xu Yuanchong in his translation can be said to be the landmark artistic achievements in Chinese traditional culture, reflecting the essence of Chinese traditional culture and giving people the edification of beauty, historical reference and wisdom. It can be seen that as a translator, Xu Yuanchong not only has deep feelings of family and country, but also has a deep understanding of Chinese traditional literature, aesthetics and culture, and has a strong ability of bilingual conversion, profound literary attainments and Chinese and Western cultural heritage.

He has a high sense of identity and full confidence in Chinese traditional culture, and is committed to making more and more western readers understand China's extensive and profound traditional culture through translation practice, promote the long-standing Chinese culture to the world and "make the global culture more brilliant" (Xu, 2018, p. 235).

4.2 Fusion of horizons: application of translation methods

The fusion of horizons is a key concept in Gadamer's hermeneutic theory. On the basis of Heidegger, Gadamer believed that everyone's understanding must be restricted by tradition and foresight and be in a certain "interpretive situation". "Interpretive situation" determines that the scope of understanding is limited and has a certain horizon (Duan, 2014, p. 171). The horizon is constantly formed, developed and expanded, and will never be fixed. In the experience of text interpretation, there are always two different horizons: one is the horizon of the text, the other is the horizon of understanding. In the contact with the text, the understander and the interpreter constantly expand their horizons to make it blend with other horizons, so as to achieve the fusion of horizons. The fusion of horizons in translation often transcends the vision of the two texts, resulting in a new horizon.

In literary translation, the translator always walks into the text with foresight, forming a "hermeneutic circle" between the author, text, translator and reader. The translator's task is to convey the information of the original text with an interpretive attitude. When translating poetry, the translator should not only express the content and form of the original poem, but also convey the rhyme and artistic conception of the original poem, so that the original text horizon and the translator's horizon, the translated text horizon and the reader's horizon are integrated into one, forming a new horizon, and bringing readers aesthetic experience of reading. The result of the fusion of horizons is to enable the target audience to finally produce a response similar to that of the original audience. "The effect created in the reader's mind should be the same as that produced by the original to its readers" (Souter, A., 1920, p. 7). The translated version should "read with the same interest and pleasure as the original" (Knox, R. A., 1957, p. 5).

When Xu Yuanchong translated Du Mu's famous poem "A Mooring on Qinhuai River" (《泊秦淮》), he had a unique understanding and skillful handling of cultural words in this poem. In translation, he adopted various methods to achieve the fusion of horizons between the source text, the translator, the translated text and the target language readers, so that the target language readers could experience the beauty of the original poem. "烟笼寒水月笼沙" is a sentence with intertextual meaning, that is, water and sand were wreathed in misty moonlight. Xu Yuanchong's translation is "Cold water and sand bars veiled in misty moonlight" (Xu, 2000, p. 525). Among them, "veiled" highlights the meaning of "covering" and "shrouding"; "misty" is foggy and

shrouded in mist, highlighting the meaning of haze, and both words have a kind of vague beauty. Through literal translation, the translator combines the mist, cold water, light moon, white sand and other natural scenery in the original poem to form a vast and hazy, yet quiet picture, depicting the night scene of the Qinhuai River: light moonlight, misty water, picturesque scenery. The sentence "夜泊秦淮近酒家" is a narrative. Xu Yuanchong's translation is "I moor on the River Qinhuai near wineshops at night". The cultural word "Qinhuai" is added and translated into "River Qinhuai", that is, the Qinhuai River, which has been a bustling tourist destination in all dynasties. At this time, the night of the Qinhuai River was bleak and dim, which colored the environment for the whole poem and the poet's mood of worrying about the time and hurting the world. The first two sentences of Xu Yuanchong's translation correspond to the original poem in artistic conception, highlighting the beauty of the Qinhuai River first, and then narrating to reflect the fineness of the original poem's artistic conception and the ingenuity of the poet's artistic expression. The sentences "商女不知亡国恨, 隔江犹唱后庭花" reveal the sad emotion caused by listening to Songstresses singing the tune composed by Emperor Chen of the Southern Dynasty (AD. 420-589) who was a captive king at that time, which is the focus of the whole poem. Xu Yuanchong's translation is "The songstress knows not the grief of the Captive king/By riverside she sings his song of Parting Spring". "Shang Nv" is a singer who makes a living by selling songs. Xu Yuanchong translated it into "songstress" by free translation, which not only adapts to the cultural context of the target language, but also retains the cultural image of the original poem. "Hate of the subjugation of the country" and "flower of the backyard" (the abbreviated form of the name of the song "Yushu backyard flowers")

《玉树后庭花》) are two words with strong cultural connotations. They are about the history of Chen Shubao, the last emperor of Chen Dynasty (AD. 582-589) in the Southern Dynasty, who was addicted to sound and lust, and wrote this song to have fun with the beautiful women in the harem, which eventually led to the subjugation of the country. There are no corresponding cultural words in the cultural environment of the target language. Xu's translation adopts the interpretive translation method to translate "hate of the subjugation of the country" into "the grief of the captive king", and "flower of the backyard" into "his song of Parting Spring", which can not only convey the cultural connotation of the core of the original poem, but also give a concise and intuitive impression to western readers. It can be regarded as a creative interpretation and expression of the original poem by the translator. Just as "a complete translation of a poem is to write another poem. A complete translation will be faithful to the 'theme' and can be roughly similar to the form of the original; it will have its own life and convey the voice of the translator" (Mathews, J., 1959, p. 67-77).

It is not difficult to see that when translating poetry to the expression stage, resolving the contradiction between literal form and response equivalence often involves the translator's creative work. In order to convey the spirit of the original poem, the translation should not be word-for-word and sentence-for-sentence. The basic requirement is that both spirit and form should be taken into account. It is neither separated from nor restricted by the original poem. As Orr believes, translation and painting are roughly the same. "The painter does not copy every detail of the landscape", but chooses what he thinks is the best. The situation is similar for the translator. "What he embodies in his own text is the essence, not just words and words" (Orr, C. W., 1941, p. 318-332). Edwards resonates with this: "We can expect the general truth in the middle of translation... but what we want to have is the feeling of the original work as real as possible. The characters, environment and ideas we see should come from the heart of the original author, but they are not necessarily what he said personally" (Edwards, O., 1957, p. 13). It is through the use of various translation methods and creative interpretation and expression, Xu Yuanchong, as the intermediary in translation, gave full play to his subjective initiative in the dynamic process of completing the expression and continuation of the life of the original work and the breeding and creation of the life of the translated work, and actively constructed the fusion of horizons between the target language readers and the translated work, so that the target language readers can have an aesthetic experience of the translated work, increase the understanding and appreciation of the original poem through the beauty of the translated work, and thus bring aesthetic pleasure.

4.3 Effect history: aesthetic reproduction of translation

In Gadamer's view, there is always a certain distance between the subject and the historical object, and understanding and interpretation are always carried out in the historical distance. The process of understanding and interpretation is the process of the fusion of the current subject's horizon and the historical text's horizon at that time, which is also the process of horizon fusion. He used the concept of "effect history" to refer to the role of tradition in people's understanding. Human beings always exist in historicity, and can't get rid of their historical dimension. Historical understanding also constitutes the way of human existence. Understanding and interpretation in translation are not only for the source text and the translated text, but also for the translator. The openness and historicity of both combine the original text and the translator's interpretation to create new meaning. "The real existence of literary works lies only in the process of being displayed, that is to say, the works can only achieve their own performance through re-creation or reproduction" (Hong, 1999, p. 5). The reason why the contemporary value and effect history of excellent classical literary works can be continuously enriched and expressed is inseparable from the understanding and interpretation of

translators in different times. It is the process of translators' creative work that shows the charm and life of classical literature.

Xu Yuanchong's understanding and interpretation of Bai Juyi's famous poem "Mu Jiang Yin" (《暮江吟》) reflects the translator's unique aesthetic thought of translation, conveys the aesthetic meaning of the original poem, and reflects the effect history of the poem. The work exudes the value of beauty in the cultural context of the target language through the translator's creative work. The original poem is: "一道残阳铺水中, 半江瑟瑟半江红. 可怜九月初三夜, 露似真珠月似弓." The essence of the whole poem is that the poet has taken two sets of natural scenes from the time when the red sun sinks in the west to the time when the crescent moon rises in the east. The use of metaphors is ingenious and the artistic conception is harmonious. Xu Yuanchong's translation is "The departing sunbeams pave a way on the river;/Half of its waves turn red and the other half shiver./How I love the third night of the ninth moon aglow!/The dewdrops look like pearls; the crescent like a bow" (Xu, 2000, p. 439). From the perspective of phonology, "river" and "shiver" at the end of the first two sentences of the translated poem form a rhyme, and "aglow" and "bow" at the end of the last two sentences of the translated poem form a rhyme, which is easy to read aloud and produces auditory aesthetics. It can be seen that "rhyme in poetry is an important factor of sound beauty. 'Rhyme' can make the rhythm and tempo of poetry produce harmonious auditory aesthetic satisfaction, and also make readers expect and resonate, so that readers' aesthetic consciousness is in a positive and active state, and is a catalyst for the 'fusion' of aesthetic experience between the author and readers" (Liu, 2019, p. 96-97). From the perspective of language and artistic conception, "the setting sun spreads over the river water, half the river is rustling and half the river is red" outlines the magnificent landscape composed of the setting sun and the river water, and describes the river water when the red sun sinks in the west. In Xu Yuanchong's translation, "the departing sunbeams" is used to highlight the "setting sun" in the original poem, indicating that the sun is no longer shining like a wisp of light at the beginning of the rise, but gradually fading its light. The word "departing" has a word "residual", which deeply describes the setting sun. At this time, the sun is no longer round and high, but part of the figure is covered by the cloud movement at the time of the sunset, as if to leave; "Pave a way on the river" tries to show the meaning of "the sunset light paving in the water and the river water mirrors the afterglow of the setting sun". "Pave a way" translates the scene that "the setting sun" is close to the horizon. At this time, the sun seems to be shining against the water surface, which is very vivid. "Half the river is shivering and half the river is red" describes the ripples of the river taking on different colors due to different sunshine. The river under the sunset glow is half red and half green. The word "red" in the translation is a literal translation, which intuitively

conveys that half of the river is red. The word "瑟瑟" is originally a kind of precious stone, which means that the river is green. Due to the lack of equivalent cultural words in the target language, Xu Yuanchong adopted a creative translation method, using the dynamic word "shiver" to express the beautiful scenery of the ripples of the river, the sparkling waves, and the changing brilliance, which reproduced the charm of the original poem and gave the reader a reverie and beautiful experience. "Lovely on the third night of lunar September, the dew is like a real pearl and the moon is like a bow" depicts the atmosphere and scenery of the third night of lunar September. The dew is crystal clear like pearls, and the moon is hanging like a bow in the sky. In the original language culture, "可怜" means "lovely". The translation adopts the interpretive translation method and the form of exclamation sentence, which is translated into "How I love", and conveys the poet's pleasure of appreciating this "painted autumn river" and indulging in it. At this moment, the translator also seems to get involved in it, having a spiritual dialogue with the poet across time and space. "Aglow" means "radiating subdued light; soft and radiant", which translates the hazy beauty of the new moon on the third night of lunar September. In the last sentence, "真珠" is homophonic to "珍珠", which is "pearl". The translator uses two metaphors to translate the content of the original poem directly. He compares the cold dew to the bright and clean pearl, and the rising crescent moon to a delicate bow. The artistic conception is beautiful. The translated poem is similar to the original poem in spirit.

From Xu Yuanchong's English translation of Tang poetry, we can see that the language of poetry translation is an artistic language, which is creative and is the translator's understanding, interpretation and expression of the cultural connotation and aesthetic value of the original poem. This language requires the translator to reproduce the artistic world and image created by the poet through his image thinking. Through the prior structure of understanding, the translator actively enters the text to construct the dialogue and horizon integration between the text, the author, the translated text and the reader, and finally achieves the effect history through the aesthetic representation of poetry translation. In the whole process of translation, the translator has given full play to the role of subjectivity, adopted various translation methods, and tried to convey the beauty of language, artistic conception and emotion of the original poem. Xu Yuanchong regards translation as the art of creating beauty. It is through the translator's artistic and creative translation that the classical Tang poetry works can show the literary and aesthetic value and show the effect history in the process of interpretation.

5. CONCLUDING REMARKS

The hermeneutic translation theory provides a new perspective for the study of literary translation, and also makes the academic circles rethink the issue of translator's subjectivity. Taking Xu Yuanchong's

English translation of Tang poetry, through the choice of the translation text from the perspective of "prior structure" of understanding, the application of translation methods from the perspective of fusion of horizons, and the aesthetic reproduction of translation from the perspective of effect history, we can find that the translator has fully played a subjective role in the dynamic process of the expression and continuation of the life of the original works, and the breeding and creation of the life of the translated works. The exertion of the translator's subjectivity is a creative work, which can not only "follow one's inclinations" but also "not exceed the rules", so that the translation can achieve the organic unity of "truth" and "beauty". The aesthetic value of the translated works by Xu Yuanchong confirms the constructive power and the art of recreation of literary translation. The translator uses his creative language to do the same work as the poet. In fact, the translated poem is like the translator writing a poem. Through the play of subjectivity, he tries to create the same image as the original poem has and express the same emotion and artistic conception as the original poem contains. It can be seen that the translator's work is not a trivial skill, but rather an interpretation and creation. It is the translator's creativity that makes the text generate value in the continuous understanding and interpretation, reflecting effect history. The aesthetic value of translated works also confirms that literary translation is the interpretation and expression of beauty.

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