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Research on Construction Technology of E-sports Racing Simulation Track Scenarios

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Abstract: The construction of the track simulation scene is one of the key aspects of the racing e-sports simulation platform. The effectiveness of the construction technology directly affects the authenticity and ease of use of the racing e-sports simulation platform. With the development of racing esports, there are more and more simulation construction techniques and scene simulation software for the platform. However, the track simulation efficiency and simulation scene are low in authenticity and poor in operability in some platforms, which is what this paper try to solve. **Methods:** This paper analyzes the characteristics of the high-precision racing e-sport simulation tracks and the technical means of the existing simulation scene construction, and studies the sensor scanning technology of the simulation scene of the racing e-sports simulation track. The static scene construction and the dynamic scene construction are described separately. In the modeling, based on the completed game construction scene, the paper builds the scene with modeling software, enhances the construction scene, and generates the high-precision simulation track scene. **Results:** Based on the technology mentioned above, due to the limitation of different real-scene 3-D scanning sensors, including 3D lidar sensor, camera sensor and millimeter-wave reader sensor, the paper studies the combination of these sensors to measure and acquire discrete three-dimensional point set data with a certain density, and to record the terrain and the height and relationship of the ground objects. A resource library is built based on the subsystem of the track simulation scene model. **Conclusions:** An instance of the electric race track scene is established to solve the problem that the track simulation efficiency and the simulation scene are low in authenticity and poor in operability as mentioned in the objectives. Also, the paper studies the potential construction path of the e-sports racing tracks dynamic simulation including the establishment of different subsystems. In addition, the paper discussed the problems which deserves the further exploration including statistical significance of real scene data, interaction in the simulation scenario, generalization methods for real scenes and micro-simulation model realism.

Keywords: Racing E-sports; Simulated track; 3D Sensor scanning; Simulation efficiency

1. INTRODUCTION

With the increasing number of electronic racing games, especially racing esports, there have been large-scale professional events of the world, and the most discussed among racing esports players, in addition to various racing models, driving simulators and techniques, is the track simulation scene. Racing games have great innate

advantages in the field of simulation. For example, Live for speed (LFS), which is excellent in clutch simulation, has a very good tuning system and tires and suspension system. DIRT series, GRID series, RFactor series are very outstanding racing simulation game, as well as the excellent work, Assetto Corsa, selected by the China Electric Race Car Championship (CREC). Players can use these immersive games to feel the engine vibration, practice start, oil separation, follow-up driving and other driving techniques. For esports players, it is not enough to pursue real operation in racing e-sports. They also expect for the real scene. The biggest charm of the racing simulator is the high level of simulation of the car operation. The hand block, the throttle, the clutch, the brake and the steering wheel are all real car grades. The dynamics generated by the racing seat drag the player from the virtual world into the real competition [1-9].

2. THE CONTENT OF THE SIMULATION OF THE SIMULATION OF THE RACING CIRCUIT

The content of the simulation scenario construction refers to the virtual static scene content for the race vehicle test, usually including the track (center line, lane line, road material, etc.), traffic elements (competition lights, racing signs), participation racing (race car, race guide car) and elements around the track (including indicator lights, referee stations, speed bumps, green belts, buildings, etc.). The low-end game uses a common simulation track, while the racing esports uses a high-precision simulation track, which outperforms in the both accuracy and details. The racing simulation track simulation scene usually contains the following elements:

- Element type. For example, the description of the maintenance area, track layout, speed bump and other elements.
- Element geometry expression. Taking the lane boundary as an example, a coordinate sequence is used to describe the boundary shape.
- The attribute description of the element. For example, the referee attribute description.
- The description of the relationship between elements. For example, the relationship between the departure area and the signal light.

Some literature studies have shown that the high-precision simulation track has accurate vehicle position information and rich track element data information, which plays a role in constructing the overall memory and cognition of the human brain for space and helps the driver to predict the complex information of the road surface, such as slope, curvature, heading, etc., resulting in a better performance.

3. FEATURES OF HIGH-PRECISION RACING ESPORT SIMULATION TRACK

High-precision racing esports simulation tracks usually include the following four features:

- The simulation track is a device that serves people and people's vision and understanding.
- The scale of the high-precision simulation track is constant. In different scenarios(weather), the accuracy requirements of different racing cars for the map are constant.
- The high-precision simulation field track is static and multi-dimensional. When the track is used to serve a racing simulator, the accuracy and content requirements of the data are constant. The terrain and environment around the sports car are moving according to different spaces. Multidimensional means that if each piece of content information (such as the slope of the track, the degree of congestion of the car, the degree of weather, etc.) is superimposed on the two-dimensional track as a dimension, the vector dimension of the vehicle changes during the movement.
- High-precision simulation of non-field racing tracks is non-measurable. The high-precision simulation track actually provides a model for the race driver's driving environment. If the car wants to successfully carry out the driving competition, it must construct the surrounding environment, including the mobile racing, competition accidents, referee flag control, rain and snow, etc. The bottom-level static high-precision simulation track also includes lane models, road components, road properties, and other racing layers.

4. TECHNICAL MEANS FOR CONSTRUCTING SIMULATION SCENARIOS

The technical means for constructing the simulation scenario usually includes constructing a scenario based on the modeling software, building a scenario based on the completed game, constructing the scenario based on the augmented reality method, and generating a scenario based on the high-precision simulation track.

4.1 Based on modeling software

Depending on the requirements, the simulation model can be built using 3D modeling software, or the ready-made model provided in the model library. The prepared simulation model can be integrated to construct the expected simulation scenario.

4.2 Based on the completed game

Relying on the completed game scene features, such as the complexity of the GTA scene, the researchers can render realism and high randomness, using this large open world scene to test the e-sports racing simulation.

4.3 Based on augmented reality technology

Enhance real-world images by simulating traffic flow, creating realistic simulation images and rendering. More specifically, use Lidar and camera to scan streetscapes. Based on the obtained trajectory data, a plausible traffic flow is generated for the car and synthesized into the background. Composite images can also be resynthesized based on different viewing angles and sensor models (camera or laser, etc.). The resulting realistic image adds a complete annotation that can be used for training and testing of the racing esports driver's driving system from perception to planning.

4.4 Based on high-precision simulation track

Combine and structure various real unstructured surveying and mapping data from, surveying vector, satellite image, etc., and call virtual resources to generate virtual scenes, so that drivers can understand the track scene deeply. The specific implementation process is to collect real unstructured surveying and mapping data such as point cloud, panorama, surveying vector, satellite image, etc., to structure the real surveying data. Based on data, and call different virtual resources for scene generation according to different semantics. Compared with the traditional modeling software of scene building, this is more effective and less expensive.

5. SENSOR SCANNING TECHNOLOGY FOR RACING SIMULATION TRACK SIMULATION SCENE

At present, with the wide application of real-time 3D geographic information data, depending on the platform, the discrete three-dimensional points with a certain density are measured by airborne, vehicle-mounted, ground-based, portable scanning sensors. They are used to collect data, and record the terrain, the height of the features, and the relationship. Since the scanning mode of each scanning sensor has certain applicable conditions, as the application continues to deepen, multiple platforms are often used together in practice.

5.1 3D lidar sensor simulation scan sampling

The idea of 3D lidar simulation is to simulate the emission of each real radar ray with reference to the real laser radar scanning method, and to intersect with all objects in the scene. At present, the more common ground 3D laser scanning technology mainly includes mobile laser scanning system and fixed laser scanning system. The application of these two types of laser scanning systems varies, and the adaptability also has obvious differences. From the point of view of the specific application process, the fixed laser scanning system can realize the series acquisition of three-dimensional coordinates. The corresponding information acquisition is more comprehensive and detailed, and the scope is also wide. The acquired data information is also ideally expressed in terms of accuracy. The mobile laser scanning system is realized by means of a mobile carrier, and can also exhibit greater application benefits. For example, there is a radar with a fixed line, a high horizontal resolution and a moderate maximum detection distance. Each frame of the radar emits a geometric strip ray to intersect with all objects in the scene, and the intersection obtained within the maximum detection distance is the effective point. The scene resource adds enough fine scan data that is exactly the same as the original model to ensure the accuracy of the intersection result. The intensity of the lidar reflection is related to the reflectivity of the near-infrared light used by the lidar by different physical materials. The reflection intensity is affected by the obstacle distance, the laser reflection angle and the physical material of the obstacle itself. It is necessary to set the appropriate physical materials for the scene resources during the simulation, including various tracks, departure zones, lane lines, signs, semaphores, racing cars, etc. The laser reflectivity of each

physical material is different. The laser reflectivity of each physical material can be measured in advance.

5.2 Camera sensor simulation scan sampling

The idea of camera sensor simulation scanning sampling is based on the geometric spatial information of the environment object to construct the 3D model of the object. The real material and texture of the source object such as color and optical properties are added to the 3D model by computer graphics. The physics-based rendering engine Unreal Engine is generally used. The camera simulation transforms the points in the three-dimensional space on the image through the perspective transformation method, and simulates the internal data acquisition process of the structure and optical characteristics of the camera lens. For example, focal length, depth of field, color space, brightness adjustment, gamma adjustment, white balance adjustment, distortion, high dynamic range (HDR) tone adjustment, etc., camera simulation scan sampling generally needs to be able to change to the camera external parameters, internal parameters and distortion parameters, including the camera installation angle, position, resolution, operating frequency, field of view, focal length, etc. These parameters are internally converted into a projection matrix, the coordinate system is correctly converted throughout the process, and the image that is consistent with the real image pixel effect is output. RGB or YUV can be used to represent the raw data of each frame of the camera simulation.

5.3 Millimeter-wave radar sensor simulation scan sampling

Millimeter wave radar simulation scan sampling generally emits a series of continuous frequency-modulated millimeter waves in different directions according to the configured resolution and field of view information, and receives the reflected signal of the target. Different radar echo intensities can be calculated using the energy radiation micro-surface model calculation method. Multiple frequency modulated continuous waves will detect the same track fixture. The target-level simulation of millimeter-wave radar is to cluster the points of the same track fixture according to the distance resolution, radial distance and angular resolution of the obstacle and obtain the final simulation result.

Physical-level simulation scan sampling of millimeter-wave radars requires high-precision hardware sensor support. The radar sensor needs to first detect the radar's transmitted probe wave through the receiving probe, and then process it, and add the track fixture information to the required echo to monitor the received echo. The relatively complicated system is that the radar launch and reception are very fast. Millimeter wave radar signal level simulation skips the millimeter wave radar signal transceiver module using real radar echo signals, directly input the PC signal processing program or FPGA/DSP signal processing module. The general procedure is to modulate the main sidelobe pattern of the transmitting signal antenna, select the target radar cross section model, calculate the target Doppler shift and time shift to generate the target echo, and generate the final radar signal.

Millimeter wave radar simulation scanning sampling

generally needs to determine the millimeter wave radar installation position, detection distance, detection angle, distance resolution, noise parameters and so on. For some millimeter-wave radars with long-range and mid-range detection functions, it is necessary to support both parameter settings. The millimeter wave radar is installed by default on the front end of the vehicle, and the returned target-level track fixtures are sampled and detected as values in the spherical coordinate system, relative distance, vertical azimuth, horizontal azimuth, and radial distance.

5.4 Other sensor simulation scan sampling

IMU sensor simulation scan sampling: It is necessary to debug the acceleration and angular velocity of the on-board sensor. The IMU also needs to modify the cumulative error of the speed and heading of the on-board sensor when the track position is deviated.

Ultrasonic radar sensor simulation scanning sampling: Ultrasonic radar is widely used in simulation scenarios. Generally, it is necessary to set the position and angle of the ultrasonic radar installation, and return the V2X sensor of the track fixture in real time. The simulation scene with God's perspective is naturally suitable for V2X target level simulation. Generally, a sensor V2X device summer information network will be established, and each frame will obtain the current V2X device data in real time, and the LTE-V-DSRC communication delay or packet loss is realized by the real-time system.

6. CONCEPTION OF THE CONSTRUCTION OF DYNAMIC SCENE OF ELECTRIC RACING COMPETITION TRACK

The simulation construction of the racing e-sports dynamic track scene is mainly based on non-field events such as the car rally. The dynamic data generated by such scene simulation is large, and various types of change factors are more.

6.1 Racing Electric Tracks Dynamic Scene Simulation Construction Path

- Based on real case data of real track competitions. Dynamic information is collected by various sensors and processed into the track simulation scene.
- Based on generalization of the real case. Reasonably change some of the data characteristics of the real case, generalizing to generate a new track fixture scene.
- Based on the micro-competition referee simulation system. The micro-simulation system is used to generate dynamic elements such as racing and control to form a simulated dynamic scene. Real data is used in the process, such as training simulation models based on real case data, using real game semaphore signals and racing competition scenes as simulation conditions.

6.2 Track dynamic scene construction needs to be solved

6.2.1 The statistical significance of real scene data lacks in-depth research

The realistic racing competition does not explicitly state the statistical significance of the dynamic scene outside the track. The problem should be solved is that the statistical relationship between the real world and the simulation scene is not determined. The theoretical research breakthrough in this aspect can optimize the test case library design and dynamic scene collection work,

and provide the basis for simulation test effectiveness.

6.2.2 *The real scene lacks interaction with the racing car in the test*

During the simulation test, the vehicle in the real scene travels according to the measured trajectory and cannot interact with other racing vehicles. As a result, the behavior of the car around the main car is actually “unreal”, which will adversely affect the test results. Combining real cases with simulation models may be one of the directions to solve this problem.

6.2.3 *Lack of in-depth study of generalization methods for real scenes*

There are two problems in the generalization of real scenes. One is whether the direction of generalization meets the requirements of scanning test and statistical significance, and the other is the loss of real data in the generalization process. Combining the generalization of actual competition cases with the vehicle behavior model may be one of the ideal solutions.

6.2.4 *Micro-simulation model realism needs to be improved*

In the dynamic scene built on the racing electric racing track simulation model, the surrounding vehicles should be able to interact with the main vehicle, providing more reasonable test conditions. The authenticity of this kind of test environment mainly depends on the realism of the simulation model and simulation method of the racing electric race track. The existing micro-simulation solution still has a shortcomings in terms of racing dynamics behavior, multi-vehicle interaction and complex decision-making. To improve the accuracy and authenticity of the model, it should simultaneously improve the effectiveness of the simulation test of the electric racing track and the generalization ability of the case.

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Research on the Academic Ecological Governance of Sports Majors Based on Ideological and Political Education

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Abstract: Ideological and political education is an important means to regulate human behavior and govern the social ecology. As the target of academic ecological governance, "academic misconduct" has attracted much attention in recent years. This study uses literature, logical inference, phenomenon analysis and other research methods to conduct an in-depth study of the basic status of the current "academic ecology" of the current sports major group of college students, the causes of problems, and governance measures, with the aim of advocating "strengthening ideological and political education and standardizing academic Behaviors, and continuously improving the quality of sports professional talent training" to help build a sports power. According to the research, the academic misconduct of sports majors is more serious and the causes are diverse, so it must be urgently strengthened; the academic ecological governance of sports majors should be comprehensively promoted in conjunction with ideological and political education, and its development must start from the source and end with results; sports majors academics Ecological governance must prescribe the right remedy, take proper measures, treat both symptoms and root causes, and drastically eliminate malaria.

Keywords: Ideological and Political Education; College Students Majoring in Physical Education; Academic Ecological Governance

1. INTRODUCTION

Since the 18th National Congress of the Communist Party of China, it has been clearly pointed out that "building morality and cultivating people" is the fundamental task of school education and the country's major plan. University education is not only an important place for imparting professional knowledge and skills to students, but also the core connotation of "teaching people to fish". While guiding students to realize their self-worth, ideological and political education courses are of great significance to fostering social civilization and cultural atmosphere, and promoting the overall development of students' "ethics, intelligence, physical education, and labor". However, since the 21st century, the number of college students and the number of academic paper submissions in my country has clearly increased rapidly, and the status quo of "large delivery base and low rate of middle journals" academic papers of sports majors has led to increasing "academic misconduct" behaviors [1-5].

"Academic misconduct" generally refers to the lack of academic integrity and academic morality; "academic

misconduct" is inseparable from the "ideological misconduct" of the perpetrator. "Academic correctness" is an important aspect of evaluating the academic level of college students majoring in physical education and the quality of training. It is an important benchmark for testing the effectiveness of political and ideological education in colleges and universities. In 2019, "Punishing Academic Misconduct" was included in the government work report of the two sessions for the first time. In 2020, the Fifth Plenary Session of the 19th Central Committee of the Party and General Secretary Xi important discourse on discipline inspection and supervision once again emphasized "severe punishment for academic misconduct. It can be seen that the Party Central Committee and the State Council attach great importance to the "five education" in the training of talents in colleges and universities. How to give full play to the role of "ideological and political education" and effectively manage the academic ecology of sports majors is a subject that is worth studying and has far-reaching significance.

2. THE CURRENT SITUATION AND CAUSES OF THE ACADEMIC ECOLOGY OF COLLEGE STUDENTS MAJORING IN PHYSICAL EDUCATION

Through the "academic misconduct" incidents that have been exposed in various media in recent years, it is not difficult to find that there are indeed serious academic ecological problems in my country's academic circles. At the same time, with the popularity and continuity of the academic misconduct detection system, "works" that cleverly avoid review flaws and conceal fraudulent behaviors with its more intelligent, subtle, and popular features often become "fish that slip through the net", and luckily survived. In addition to the eagle eye of "re-checking" and "counterfeiting", they even become "academic masterpieces" grandiosely, helping perpetrators to "honor" and "benefit", thereby prompting academic misconduct to be quickly promoted to the global industrial chain. catalyst. In this context, college students majoring in physical education with a slightly insufficient language foundation are even more eager. In fact, the university's physical education major has already completed the historical mission transition, and has transformed from strengthening the athletics level to strengthening the academic research ability, which is just in line with the law of running colleges and universities, focusing on the quantification of scientific research and neglecting the quality of the paper. So, where is the source of academic misconduct that tarnishes the "purity" of the

academic ecology of college students majoring in physical education due to various influences?

2.1 Unique sports disciplines are the living soil

In 2014, the State Council Circular No. 46 "Several Opinions on Accelerating the Development of the Sports Industry" was issued, which not only created brand-new opportunities for college students majoring in sports, but also put forward brand-new requirements for them. The rise of the sports industry continues to require a large number of new sports talents who understand the market, know sports, and can innovate. This poses more challenges to the curriculum and talent training of sports majors. The talents urgently needed in sports majors in the new era are "not low-level repeaters, but high-level innovators". Therefore, college students majoring in sports must conduct multi-disciplinary learning and promotion to make up for the gaps in theoretical knowledge and technical skills; "Cultivation, both ability and political integrity", this can easily lead to the "learning more and less precision" for college students majoring in physical education. In addition, due to the inherent inadequacy of cultural knowledge, long-term and heavy-duty sports skills training will inevitably occupy a lot of cultural learning time, leading to sports majors College students' language expression ability is relatively weak. Sometimes it is extremely exhausted due to the completion of the day's training that has consumed a lot of physiological and physical functions. It is indeed difficult to ensure the quality and efficiency of cultural learning and theoretical improvement. Therefore, the unique sports disciplines sometimes become one of the survival soils of "academic misconduct".

2.2 The distinctive innate characteristics of students form the basis

The publication of college students' papers is directly linked to graduation, assessment, awards and further studies. There are obvious differences and gaps between college students majoring in physical education and college students in other majors, such as theoretical foundations, weak literary skills, etc., so that colleges majoring in physical education have become an important demand body for academic misconduct. The social environment always has a subtle impact on biology, so that academic misconduct is corrupting and polluting the academic ecological environment and academic atmosphere of sports major universities at a super speed. Subjectively and objectively, the academic ecological environment and physical education college students' literacy are intertwined and affect each other, which leads to the "natural" "academic misconduct" of physical education college students in the complex environmental ecology.

At the same time, college students majoring in physical education are weak in theoretical knowledge and writing skills, which leads to their weak academic research interest and lack of perseverance [10-14]. They often write articles in order to complete the requirements of the thesis. Academic integrity has accelerated the occurrence of academic misconduct: First, individual sports majors are eager to publish high-level papers in order to complete

their graduation thesis, or are eager to modify others' results or forge experimental data and results; second, they are cited when writing academic papers, The research results of others are not rigorous, afraid of trouble and in a hurry or emphasizing the individualism of self-academic level, do not annotate the results of others or deliberately fail to indicate the source of citations; the third is the "ideological and political education" content of academic integrity in sports colleges Shortcomings have contributed to the proliferation of academic misconducts in sports.

2.3 The social ecological environment competing for profit is an external incentive

At present, Chinese society is in a special transition period, and social relations and social structure are also undergoing major changes. With the tremendous changes in the social living environment, the original social lifestyle, social ecological environment, and the psychology of desire for fame and fortune have also continued to change. The old systems and norms that people have long been accustomed to and adapted to gradually lose a certain degree of restraint, especially the strong impact of "all looking at money" brought by "economic society", and the goal orientation of "only pursuing results" required for "rapid growth", The "survival pressure" catalyzed the "regardless of the process" herd mentality, and the "live in the moment" evolved "why think too far" "realism", which is fundamentally subverting the social standards of good and evil and the boundary of beauty, and even form a kind of "invisible and intangible", but tangible anti-social thoughts and phenomena that are extremely contradictory to the mainstream of social development. This phenomenon will inevitably cause social impetuosity and affect the alienation, ugliness, and degeneration of academic ecology. Therefore, the academic field has to be changed due to changes in the social environment, and due to changes in the social system, resulting in a bad state. Academia belongs to the social system. As a branch of the social system, it cannot get rid of the social embarrassment created by "excessive fame, fortune and desire", and college students majoring in physical education who are so impressed by the moment cannot escape the "social ecological collective". The inducement of "falling" can not gradually lead to the "no return of academic misconduct" and jump into short, flat, and fast "low-quality, high-output" academic achievements that can breed corruption [5-10]. It can be seen that excessive pursuit of fame and desire has become a disease of society.

2.4 The increasingly complex academic ecological environment is a catalyst

The publication of ordinary academic papers has many benefits for college students majoring in physical education, such as appraisal and awards, exemption from further studies, academic honors, ability recognition, and so on. Therefore, it is a reasonable fact that the market and transactions of academic misconduct are becoming more and more popular. Especially in the current non-standard academic evaluation system, students majoring in physical education are at the end of the academic field and a disadvantaged group. They are under great pressure to

publish papers, declare projects, complete their studies, and successfully counterattack. For this reason, the instinct of growth urges college students majoring in physical education to "support quality with quantity", "use for creation", "purchase as consumption", and "cost for opportunity" as much as possible. Of course, there is no doubt that non-sports majors are equally difficult to stay out of the matter. In the process of repeated repetition of this phenomenon, the misconduct of academia will become more serious, and the academic research environment of college students will become worse.

With the reform of the publishing mechanism of some sports periodicals, in order to adapt to the current situation of journals' demand for high-level academic achievements, the current situation of imbalance between supply and demand will inevitably appear. Political economy points out that the inflation of goods in the "oversupply" market leads to depreciation of goods. Under the balanced relationship between value and price, only high-quality academic results are likely to be published. Some college students majoring in physical education with weaker cultural background abandon their academic integrity in order to meet their "rigorous needs for development" and "the pleasure of success". They also pursue their academic pursuits by finding relationships, going through the back door, or opportunistically, and publishing articles at high prices. In other words, the reform of the publishing system, as one of the important elements of the academic ecology, also forces college students majoring in physical education to raise their hands. What is even more frightening is that under the premise that the academic misconduct perpetrators and assistants each get what they need and do not owe each other, college students majoring in physical education use this kind of academic misconduct to publish articles, and both parties are named and profited. When others saw it, why didn't they jealous, why didn't they accelerate the continued harshness of the sport's academic ecology.

It can be seen that the anomie academic evaluation system, the loose academic management environment, and Jinghui's status as a sports journal have all worked together to break the sports academic ecological environment, and forcefully give birth to some sports majors in the tide of "academic misconduct". Shows supernatural powers and collectively degenerates.

2.5 The misunderstanding of ideological and political education that needs to be strengthened is blind

From the perspective of students, our country's college students receive ideological and moral education from an early age. This is a very good education system. However, the long-standing ideology of "promoting to higher education" has continuously affected the misunderstanding of "ideological and political education" by students at all stages. And produce wrong, inertial and casual attitudes towards ideological and political education, and even negative emotions. College students majoring in physical education are more independent and special. They don't like restraint, especially the ideological and political classroom and the restriction of ideological and political consciousness. In a random survey of the

significance of ideological and political courses, 53.2% of college students majoring in physical education believe that "learning because of the credits of compulsory courses" indicates that they don't care about the content of ideological and political classes at all; in terms of the necessity of opening ideological and political courses, only 38.% Of college students choose "very necessary", indicating that only a small number of students care about the content of the ideological and political classroom; 66% of college students choose "not necessary", indicating that the vast majority of college students do not pay attention to the content of the ideological and political classroom; In terms of the importance of integrity, only 26.8% of college students think it is "very necessary", indicating that some college students are involved in the academic integrity content of the political classroom. No matter what teaching mode the teacher adopts, some college students majoring in physical education will not actively invest enough time and energy. Some college students majoring in physical education have serious utilitarianism. They study in order to earn credits, lacking subjectivity and initiative, making learning formal and mechanized, and unable to achieve the effect of academic integrity ideological and political courses, which is contrary to the purpose of establishing ideological and political courses. It can be seen that there are blind spots in the cognition, recognition, and identification of ideological and political courses among college students majoring in physical education.

From the perspective of teachers, giving academic theory courses to college students majoring in physical education is an assessment of the "soul" curriculum of classroom teachers, which is an extremely test of teachers' classroom atmosphere creation and teaching ability. However, classroom teaching is the main way of academic honesty and moral theory education, and advocates the basic norms of self-digestion and careful listening of taught subjects. Under the traditional teaching model, teachers mainly focus on dissemination of one-sided practice of socialist core values, and there is a serious lack of content to teach or guide academic misconduct and punishment to physical education college students; or lack of scientific research methods for sports. Specific guidance and practical exercises to improve the academic ability of physical education have led to impure motivation and coping with problems when writing academic papers by some college students majoring in physical education; or as passive tasks and lack of active learning; or on a whim, blindly following the trend, and acting casually. This will inevitably lead to the frustration of lamenting that "the book is only used when I use it, and I will hate less" because of the lack of academic experience and ability improvement, and embark on the academic misconduct of "breaking the boat and taking risks" and will not return.

It can be seen that in the originally very useful ideological and political education courses, there are too many misunderstandings and blind spots by teachers and students, which urgently need to be continuously strengthened and continuously improved.

3. MEASURES AND STRATEGIES TO GOVERN

THE ACADEMIC ECOLOGY OF COLLEGE STUDENTS MAJORING IN PHYSICAL EDUCATION

3.1 Further exert the fundamental function of "Lide Cultivating People" in the construction of sports disciplines

The proposal of the fundamental task of Lide Shuren is our party's answer to the fundamental educational question of who to train and how to train them. To truly implement the fundamental task of Lide Shuren, clarify the development context of Lide Shuren, and clarify the scientific connotation of Lide Shuren is a top priority. Lide Shuren not only conducts moral education for students, but also includes the "Lide" of educators, managers, and parents; it is not the exclusive task of ideological and political work or the task of a certain stage, but the whole process of educating people. System engineering for all-round education. The fundamental task of "Literally cultivating people" enables the classroom teaching of various disciplines in China to incorporate moral education materials according to the characteristics of the disciplines. Persisting in physical exercise is not only conducive to the formation of students' sports skills and the development of healthy behaviors, but also the main way to cultivate students' good sports ethics. In the construction of physical education disciplines, to play the fundamental function of "cultivating people by virtue" is inseparable from learning experience. Learning experience generally refers to the students' inner perception and cognition of sports skills, healthy behaviors and sports morality through long-term repeated observation, practice, feeling and exploration in the physical education curriculum that they have personally experienced, and the formation of specific sports and health knowledge And the process of sports skills, sports habits and sports morality. And physical education teachers have greater autonomy and flexibility in the selection of moral education materials when designing the teaching situation of the in-depth physical education classroom. Through the design of real teaching scenarios in the in-depth physical education classroom, physical education teachers can discover the problems and shortcomings encountered in classroom teaching, and formulate targeted improvements and modifications in time.

It can be seen that it is very urgent to implement the fundamental task of "Leading morality and cultivating people", insisting on the development of sports behavior is very urgent, giving full play to the "discipline construction learning experience is very important, and the selection of moral education materials for physical education teachers is very important.

3.2 Further demonstrate the silence of "curriculum ideology" in the cultivation of sports majors

In the training of students majoring in physical education, they can incorporate outstanding models in the field of physical education, and implement "curriculum ideological and political" through the influence of role models, and play a good demonstration effect. Confucius said: "Seeing the good and thinking together, when seeing

the bad, you can introspect yourself." When college students majoring in physical education participate in teaching, they love to see advanced deeds and typical representatives in the field of sports. Telling profound truths with ordinary stories, interpreting the lofty ideals of sportsmen with advanced and typical deeds, not only show that generations of sportsmen have never forgotten their original intentions, but also keep up with the requirements of the times, and keep close to the strategic arrangements of a strong sports country and a healthy China. It demonstrates the spirit of sports people with firm belief, courage to take responsibility, innovation and dedication. Curriculum ideology and politics also need to pay attention to "teacher's classroom control ability" and present them one by one through discussion sessions. Teachers "embed morality in technique" and "embed morality in learning" to realize the complementarity of "technical subjects" and "disciplines", and it is easier to apply the curriculum ideological and political application to "moisturize things silently". Let me ask, some martial arts teachers only talk about technical learning, not "wushu ethics". How can this kind of teaching make students understand "by skill", how can they understand "honesty and trustworthiness", how can they understand "academic standards"? Therefore, teachers of physical education courses should continue to innovate teaching models, attach great importance to the construction of ideological and political moral awareness, and attach great importance to the inculcation of academic awareness. We must never "speak rigidly about academic misconduct in order to raise students' awareness of academic misconduct."

3.3 Further strengthen the "three outlooks education" in the comprehensive management of social ecology and move forward

The correct "three outlooks education", that is, education of world outlook, outlook on life and values, plays an important role in the personal growth and spiritual construction of college students majoring in physical education. "Three Views Education" can guide college students to establish lofty ideals and beliefs, motivate college students to set up lofty life goals, educate college students to adhere to the correct value orientation, restrict college students to regulate their thoughts and behaviors, and improve college students' moral cultivation. Young college students are in a critical period for the formation of world outlook, outlook on life and values. Strengthen the education of ideals and beliefs for college students, guide them to establish the correct "three outlooks", enable college students to establish lofty ideals and beliefs, strengthen communist lofty ideals, and believe in Marxism Strengthen the belief in socialism, set up lofty ambitions and ambitions, study hard, in order to revitalize China and Huawei's own mission, and serve the motherland through hard work. Practice has proved that the scientific, orderly and appropriate integration of the "three outlooks education" into the sports professional technical courses and subject curriculum system, and efforts to strengthen the education of the world outlook, outlook on life and values of sports majors are very

conducive to the improvement of their personality and healthy growth. It is also of great significance to improve their self-discipline ability, enhance professional ethics, and cultivate rigorous academic ethics. From a broader perspective, if social individuals can receive the "three outlooks education" well in all stages of school education from elementary school, middle school to university, and move the total gate of social ecological governance forward, then the overall social atmosphere will be And social ecology will also undergo fundamental changes, and college students majoring in physical education will naturally be in it, and they will be infected by it and clean up their bodies and minds.

3.4 To further eliminate the "crazy lust" in the academic ecological environment governance

A series of documents on punishing academic misconduct issued by relevant departments demonstrate that the party and the state attach great importance to the construction of scientific research integrity. This is also an important weather vane for colleges and universities to pay close attention to talent training, which reflects the party Central Committee's heavy attack on "college student academic corruption." His greatest determination and firm confidence. In this revolutionary struggle, "material desires" have greatly promoted the "evil" of the academic ecological environment. To this end, colleges and universities should set up corresponding academic integrity ideological and political education according to the academic research attributes of different majors, accurately define academic misconduct, and properly handle academic misconduct, especially to find ways to conduct good ideological and political education to college students majoring in physical education. Early warning of "academic misconduct" helps them "have high ambitions and indifferent to fame and fortune", trains them to "think independently and dare to innovate", and lead them to "clean themselves and be innocent".

3.5 Further strengthen the comprehensive coverage of "ideological and political courses" in the blind spots of ideological and political education

Colleges and universities that set up sports majors and related departments should strengthen the education of "ideological and political courses" and education of honesty and morality, so that "sports" can truly realize the comprehensive effect of "cultivating sports mind". In actual work, we should adhere to the people-oriented and correct educational value orientation to carry out the cultural "enlightenment" of sports majors, deeply root socialist core values in students' thinking and consciousness, and cultivate the "honesty and trustworthiness" of sports majors from the source. "And "noble character" In the ideological and political education classrooms at all stages, the teacher should take on the sacred mission of cultivating "enhance the sense of integrity, strengthen the construction of ideology and politics, abide by academic ethics, and uphold diligence", and bravely undertake the sacred mission of cultivating college students majoring in sports "academic innovation The burden of the "first responsible person". Pay attention to the integration of "ideological and political courses" in

and out of class, and construct "the trinity of vision, hearing and feeling" in the ideological and political education classroom and campus life of the physical education major. Increase the propaganda of the one-vote veto of academic misconduct, reduce the academic misconduct of college students in physical education, and create a sports academic standard and academic environment to achieve "ideological and political education" without blind spots and full coverage.

4. CONCLUSION

The academic misconduct of college sports majors is not "unfounded." In the new era, new technology, and new system of society, academic misconducts of college sports majors are spreading in the magnificent social ecosystem, resulting in a relatively harsh ecological environment in the academic community. . For college students majoring in physical education who are not sufficiently aware of language skills and academic misconduct, scientific and effective ideological and political education plays an important role in their academic integrity education.

The academic ecological governance of sports majors is a time-consuming, difficult, and challenging ideological and political education work, both in terms of educational content and educational methods and methods, and the creation of an atmosphere of academic integrity for sports majors is even more systematic. engineering. For this reason, the author believes that the development of good academic ethics and sports scientific research consciousness of sports majors requires not only multi-party coordination and cooperation, but also the students themselves, full-time teachers, administrators, and all walks of life to work together to continuously promote the social academic atmosphere. Continue to improve, earnestly improve academic evaluation and study style construction, and comprehensively contribute to the development of sports scientific research and the building of a sports power. In view of the more serious academic misconduct and multiple causes of sports majors, we must urgently and strengthen governance; we must combine ideological and political education to carry out scientific governance that starts from the source and ends with results; we must prescribe the right medicine, appropriate measures, cure both symptoms and root causes, and make strong medicine. Go to malaria.

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Influence of Indoor Microenvironment and Climatic Conditions on Calisthenics Teaching in College in Winter

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Abstract: In winter indoor microclimate calisthenics teaching exercise, the warm up part is very important, must be more than other seasons activity time. In the warm-up part, you can arrange some movements that students can master easily, or incorporate some movements that students prefer. The amount and time of preparation activities should be controlled well, and it is best to feel hot and sweat slightly. General students, especially girls, are not very willing to do sports in winter, at this time to mobilize the enthusiasm of students becomes very important. Teachers can adopt the following methods to arouse the enthusiasm of students: One is to choose more cheerful, energetic music. One of the characteristics of aerobics is the music accompaniment, according to this characteristic, teachers in the choice of music, can choose some more beautiful melody, strong sense of rhythm, energetic music. The second is to choose a more beautiful combination of actions. The teacher has to choose some combination that looks more beautiful, plus more in place demonstration, the student can't help following the teacher's action jump up. Third, use encouraging language. After a period of exercise, students will be uncoordinated or unwilling to jump because of physical fatigue and other reasons. At this time, teachers' language tips are very important, which can give students positive tips and arouse their interest in learning.

Keywords: Indoor Microenvironment; Environmental Climate; Calisthenics

1. INTRODUCTION

In winter, the development of aerobics, not only can better improve the students' body cold tolerance, but also can cultivate students to overcome the difficulties of the will quality. Therefore, in the teaching of calisthenics in indoor microenvironment in winter, teachers should not only let students master the basic skills of calisthenics, but also more importantly cultivate students' volitional quality and promote the overall improvement of students' comprehensive quality. According to the indoor microenvironment climate in winter, under the guidance of scientific development concept, calisthenics teaching and scientific research in north higher universities are formulated, and various kinds of scientific research work are carried out with calisthenics as the focus [1-5].

We all know that any sports event, in order to make its technology with a high level, it must be scientific analysis of its movement technology process from all aspects of scientific research to reveal the mechanics of its movement, and the combination of human anatomy,

psychology and a series of physiological activities in order to get a scientific movement principle. The indoor microenvironment climate in winter is no exception. As shown in Figure 1, in order to make aerobics teaching in higher universities in north China, the leading direction of scientific research should shift to aerobics teaching and various scientific research work. It's not a one-sentence solution. To invest a large amount of human and material resources, give full play to the potential of outstanding talents, in order to achieve good results. Under the guidance of the scientific outlook on development, this should be considered as the development strategy of calisthenics teaching in North Higher universities. According to the indoor microenvironment climate in winter, the discipline structure of the college is adjusted, corresponding teaching and research institutions are set up, and outstanding talents are gathered to carry out project research and development. According to the indoor microenvironment climate in winter, combined with the specific situation of the college, namely talent reserve, experimental conditions, financial status, etc. You have to be willing to invest if you want to get results. This is the first idea to be established. Secondly, the college should adjust the discipline structure and set up corresponding teaching and scientific research institutions.

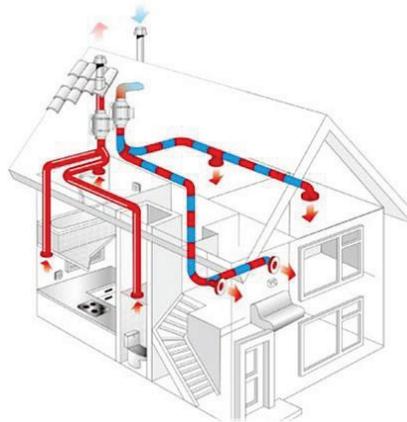


Figure 1: Example of indoor microcirculation

The establishment of the house, the house focus, capital, rational distribution. Focus on outstanding talents for project research and development. In this way, the technical level of indoor microenvironment climate in winter in China can be improved.

2. INDOOR MICROENVIRONMENT CLIMATE TEACHING AND RESEARCH WORK IN WINTER

According to which the level of teaching and research can be ensured. One is to strengthen the scientific research

ability, the other is to strengthen the teaching ability to train the winter indoor microenvironment climate backup scientific research talents. Because the results of scientific research also need a certain amount of time to constantly explore. Do not only athletes to do winter indoor microenvironment climate phenomenon, that will restrict its development, or use the scientific concept of development as a guide. The talents of those scientific talents should be fully mobilized. With this combination, it is the future development of winter indoor microclimate hope.

2.1 Give full play to the role of calisthenics teaching in fitness sports

According to the indoor microenvironment climate in winter, calisthenics teaching and scientific research in north Higher universities have been changed to focus on calisthenics teaching and various kinds of scientific research. Highlight the characteristics of the school is not to cancel all the previous, do not forget the other role of physical education, both should pay attention to give play to the role of college aerobics teaching in the national fitness movement. The teaching of calisthenics in universities has the responsibility to study the scientific methods of various sports, enhance the awareness of sports and fitness for the whole people, promote the development of fitness for the whole people, improve the health level of the whole people, and make positive contributions to the economic and social development of the country and the construction of a harmonious socialist society. National fitness is also a great cause, it is related to the prosperity of our nation, therefore, the development of calisthenics teaching in universities should not forget this magnificent project, but also should pay attention to the function of this aspect. This is also a bright road for the development of calisthenics teaching in universities. A new national fitness program, its social and economic value, is inestimable. Therefore, the research on the national fitness program will become an important part of the calisthenics teaching and research in the future.

2.2 Routine in indoor micro-environment in winter

The theme of the routine of indoor micro-environment in winter returns to the youth song and dance drama. The plot is a review of your summer vacation this year. Have you traveled this holiday season, even if it's just a ride in the car. Have you been shopping with a few friends, even if you haven't bought anything. Have you been working out, running, dancing with your sisters. There is no holiday work-study program, to gain a valuable social experience. The elements of this set are mainly modern dance, jazz dance. Compared with the previous routine, the style returns to simplicity, but the action is more complex and requires more emotional interpretation. In fact, modern dance emphasizes that everyone is unique and reflects the real heart with his own body language. The routine of the past will add some fitness elements in the teaching process, some simple and tired movements, to help everyone to achieve the training goal happily. However, due to the relatively complex movements in this season, attention may have to be more concentrated in the process of learning the dance steps. Therefore, the original goal,

weight loss and body shaping, has been changed to the second place. Instead, the training of aerobics' feeling and the release of psychology have been put in the first place. To learn this season's routine, we must also master Graham's skill, which is based on the principle of contraction and extension, train ourselves to contract the lower abdomen to concentrate the power, and then release the power with the extended movement, making the movement farther, higher, longer. In addition, the shift of the center of gravity and the swaying of the body will also generate power. The contrast and control of rigor and softness, retention and smoothness, speed and slowness, etc. also require training.

3. COMPARISON OF AEROBICS ROUTINES IN INDOOR MICROCLIMATE IN WINTER

Indoor micro climate conditions on the college aerobics teaching environment, every season there will be a day the difference with other presets routines section finished dancing, will all essence element in aerobics routine quarterly fuses in together, the arranged a set composed of multiple small combination complete aerobics, generally composed of one or two song clip, highlights the background of quarterly theme, can be entertaining, can also be used to perform or game, has a good practicability. The finished dance in addition to learning the prescribed combination of calisthenics, there will also be a part of the self-compilation, let the learners play their imagination, according to the rhythm of the music, to create and edit.

3. 1 Influence of indoor microenvironment and climatic conditions on calisthenics teaching routine in college in winter

Winter indoor micro climate conditions of college aerobics teaching materials rich in content, music style diversity, element action of material into the most popular calisthenics, lively teaching form is novel, innovative, practice form diversification, novelty, and attractive and entertaining in the process of training requirements keep action of fluency, stretch, beautiful, self-confidence, but also to gesture, posture of coordination is more strict. The training methods and means are unique and innovative, which are often updated, and conform to the individual psychological and physiological characteristics of contemporary college students, such as seeking novelty, seeking difference, pursuing dynamic, avant-garde, energetic and fashionable. Relative to traditional oneness aerobics movements fuck and monotonous music characteristics, winter indoor micro-environment of climate conditions on the university's aerobics teaching project into, conforms to the aerobics course of colleges and universities sports education in higher education stage, the basic rules of both the teaching environment, teaching space and class conditions such as requirements, or both in teaching and training effect with the traditional aerobics has the same and different, in can promote students' physical health condition, the university to cultivate the students' expression in aerobics teaching and has a greater role in the development of personality. At the same time, it is simple and easy to learn, and the novel features of music can better adapt to the general public in the society, providing a certain research basis for future development.

The indoor microenvironment and climate conditions in winter have a unique teaching mode for calisthenics teaching in universities, such as the sunny and healthy coach image, fashionable and popular music style, and different aerobics movements. Through consulting role, with the concept of college aerobics teaching routine layout characteristics as well as the promotion of related literature in colleges and universities, and analyze these data, aimed at understanding the winter indoor micro climate conditions of the descriptive features of college aerobics teaching and fitness exercise effect, at the same time as winter indoor micro-environment climate conditions on the university provide some visual information for further development of the aerobics teaching reference and theory practice.

3.2 The influence of indoor microenvironment and climatic conditions on calisthenics teaching in college on learners in winter

College aerobics teaching is a long, low-intensity, rhythmic, easy to learn, uninterrupted, and easy to adhere to aerobic exercise, so that you can really use up excess body fat rather than just water or muscle. The effect of weight control is remarkable. In addition, during exercise, the function of oxygen inhalation, transport and utilization by the body is further improved, which makes the myocardial contraction become more powerful, enhances the cardiovascular function, accelerates the circulation of blood volume in the lungs, and increases the vital capacity. Similarly, indoor microenvironment and climate conditions in winter can also play a very good exercise effect on calisthenics teaching in universities.

The benefits of indoor microenvironment and climate conditions in winter to calisthenics teaching in universities can be divided into two aspects: on the one hand, it refers to the physical. It requires to enhance muscle elasticity, endurance and flexibility, body coordination, core strength, reduce muscle adhesion, improve joint flexibility,

Table 1: Comparison of heart rate of calisthenics teaching in college under indoor microclimate in winter

time	Section number	Maximum heart rate (/min)	Minimum heart rate (/min)	Mean heart rate (/min)
In the winter	10	141	84	109.6

Combined with Table 1, it can be concluded that for college aerobics teaching routines in winter, the highest heart rate should not exceed 150/min, the lowest heart rate should not be less than 80/min, and the average heart rate should be kept at 100/min -- 110/min. It reflects the low intensity of exercise in the indoor microenvironment in winter, controls the stability of heart rate, and makes targeted gradual progress. It better reflects the fact that indoor microenvironment and climate conditions in winter are conducive to the gradual stabilization of the body in calisthenics teaching in university.

4. CONCLUSION

Calisthenics teaching in university is a sports event integrating gymnastics, calisthenics and music. Its lively and novel teaching form and simple and easy to learn calisthenics movements reflect the fashion, fitness, social and performance of sports events. Through the university calisthenics teaching form of fitness, repeated combination exercises, to achieve the consumption of

well improve cardiopulmonary function, and maintain exercise heart rate. On the other hand, psychological. Through indoor micro-environment linkfun climate conditions on the university aerobics teaching training camp, can obtain the joyful fitness experience, enjoy music in the course, at the same time release often upset your daily life some problem or pressure, stimulate the brain movement, make your body feel young, enhance self-confidence, dare to express themselves, later wrote to create or perform aerobics, and to cultivate a good sense of team.

3.3 Effects of exercise

The effect of exercise depends mainly on two factors: the first is the method of exercise, the second is the exercise load. Now in our daily life, the methods of exercise are different, there is no oxygen exercise, there is aerobic exercise, there is fast running, there is jogging, there is jumping exercise, there is playing ball and so on. The method of exercise is not difficult to master, the difficult is how to adjust and control the exercise load in a movement. So what is exercise load. Exercise load is the physiological stimulation that people's body bears in a sport, mainly including the load and exercise intensity. And exercise intensity and heart rate are corresponding to each other, as early as in the 70s, 80s, there are scientific studies show: exercise intensity is greater, heart rate is faster, if good control of exercise intensity, you can carry out weight loss and cardiopulmonary function exercise. Heart rate is to point to the number of heart beat inside certain unit time, the heart rate when normal person is quiet is commonly 60 -- 100 times/minute, can produce individual difference because of age, gender or other physiology factor. In this study, the heart rate of each set and each measure was measured through my own study of indoor microenvironment and climate conditions in the whole eight seasons of aerobics teaching in college, and the following table 1 was made.

more body heat. University aerobics teaching descriptive difference and the basic operation of traditional bodybuilding movements, it has many different styles of aerobics elements, closely integrated with the world's most popular music, play the role of pleasure in practice, at the same time, learners aerobics creativity, emotional expression, the imagination of thinking and individual artistic culture, such as comprehensive ability can be improved significantly.

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Experimental Research on the Influence of Different Group Teaching on Physical Education Course in Colleges and Universities: Taking Badminton Course as an Example

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Abstract: USES the teaching method, questionnaire investigation, literature material method, mathematical statistics and so on to explore different grouping in badminton teaching environment for students' physical quality, technical level, curriculum participation attitude and the influence of after-school exercises, trying to find how to make better use of teaching under the new teaching view group training to improve the teaching quality of physical education curriculum, better play to the role of the physical education curriculum, the implementation of college sports curriculum value. In this paper, combining the previous group arrangement in teaching implementation and related theories, the "slightly behind" group training method is proposed to carry out this teaching experiment. Through the teaching experiment we draw the conclusion: through a semester of teaching training students' overall scores were improved, including "slightly behind" group class the most outstanding achievements in the lateral movement performance, in a heterogeneous group of batting practice overall best also found high levels in homogeneous grouping teaching students more, freedom group class after class the number of people taking part in physical exercise as much as 84.4% in the class is highest among the four groups, at the same time free group to participate in the course of interest is the highest. Combined with the above conclusions, this paper proposes to implement different group teaching arrangements in different stages of teaching; It is expected that the research of this paper can provide a certain theoretical basis for the development of physical education courses in colleges and universities, and provide some help for the improvement of college students' sports ability and the cultivation of sports fun under the new era and new mission.

Keywords: Physical Education; Group Teaching; Badminton; Motivation

1. INTRODUCTION

In recent years, with the promulgation of relevant documents such as the "13th Five-Year Plan for the Development of National Education", it provides new ideas and goals for the development of college physical education and adds new impetus for the development of college physical education. As one of the main ways for college students to learn and master sports skills and

participate in physical exercise, college physical education has been widely concerned. However, it is undeniable that some students still have the idea of "learning and being excellent is an official". The teaching atmosphere of "attaching importance to intellectual education and ignoring physical education" prevails in some colleges and universities. How to better adapt to the development of contemporary college students' individual psychology and how to better play the role of physical education curriculum is an important topic discussed by the majority of scholars and educators [1-7].

In addition to training students' sports skills and improving students' physical quality, college physical education courses play a key role in promoting the formation and development of lifelong physical education consciousness. For a long time, scholars have done a lot of beneficial research on the arrangement and implementation of physical education courses. Group training, as one of the commonly used training methods in the implementation of physical education, is widely used in physical education at different levels and at different ages. However, what kind of grouping can better help students acquire good skills and improve the fun of students' participation in the course? Summarizing the previous experience, this paper divides teaching training into three parts: free group teaching, homogenous group teaching and heterogeneous group teaching. Professor Berger proposed the influence of the "slightly backward" principle theory, put forward the "slightly backward" group training method, through this paper to explore how to better use group training to improve the quality of physical education curriculum to achieve the maximum value of physical education curriculum.

2. RESEARCH METHODS AND OBJECTS

2.1 Subjects

This paper takes four optional badminton classes of sophomore year as the research object, with 32 students in each class and 128 students in total.

2.2 Research Methods

2.2.1 Teaching and research method

Experiment Time: From February 2018 to July 2018, the total teaching time of each class is 32 hours.

Experimental control: All the four classes were taught by the same teacher who guaranteed the same teaching content, the same field and equipment in the teaching

implementation, the same assessment standards and contents, and the same assessment time in the assessment process.

Teaching methods: colleges and universities sports curriculum in addition to improving the students' basic physical quality, promote the communication between the students also need to ensure that students can master the movement skill stimulate students actively participate in sports at the same time, the motivation of this study is based on university sports teaching goal, the experimental arrangement is as follows: the first part of the test the student's physical quality, special technology, the second part of the experiment test students through the questionnaire survey to understand the attitude and course students participate in the exercise after class; The experiment used the method of inter-group comparison, and the four classes used different groups and the same evaluation method. Before in order to ensure the accuracy of the experiment, the experiment of the lateral movement of the four class skills and the ability to hit the ball test, the test conducted by four special teachers, project performance get used to remove a minimum score, remove a highest score, take the rest two score averages, hitting test at the same time by the same teacher to serve.

2.2.2 Questionnaire survey

The content of the questionnaire is divided into two parts. The first part investigates students' interest in participating in the course. The second part is to learn about students' participation in badminton exercise after class. Questionnaires were designed for 128 students participating in the course. According to the collection and statistics of each class, a total of 128 questionnaires were sent out and 128 were recovered with a recovery rate of 100% and the effective rate of the questionnaires was 100%.

A number of experts were consulted to evaluate the

Table 1: Movement level of each group class before the experiment

	N	The mean	The standard deviation	The standard error of the mean	F
free	32	1726.72	129.618	22.913	
heterogeneous	32	1687.22	170.206	30.088	0.247
homogeneous	32	1778.22	161.417	28.535	1.661
A little behind	32	1706.19	165.7	29.292	0.075

Note: *P<0.05, **<0.01 and the following are the same

Table 2: The hitting level of each group class before the experiment began

	N	The mean	The standard deviation	The standard error of the mean	F
free	32	40.88	14.187	2.508	
heterogeneous	32	41.06	11.528	2.038	0.711
homogeneous	32	42.19	11.831	2.091	0.949
A little behind	32	41.16	12.698	2.245	1.151

3.2 Grouping arrangement and implementation

The four different groups are all based on the premise of not changing the teaching plan and not breaking up the classes, and only carry out different groups in the teaching implementation process. Except for the "free grouping" class, the other three groups used the data before the experiment as the reference basis for grouping. Free grouping means that the students choose the team members independently according to their wishes.

validity of the questionnaire before issuing it, and 80% of the experts rated it as high. In addition, the questionnaire was randomly repeated to the students who participated in the survey, and the two questionnaires were compared and analyzed using SPSS19.0 for Windows. The correlation coefficient was $r=0.81$, indicating high reliability.

2.2.3 Literature method

Taking "physical education teaching" and "group training" as the key words, this paper extensively searched CNKI, CSSCI, Wanfang database and other literature retrieval resources, and extensively analyzed and collated relevant literatures, which provided theoretical basis and technical guidance for the research implementation process.

2.2.4 Mathematical Statistics

This paper mainly collects data before and after training and relevant questionnaires, and uses Excel 2016, SPSS19.0 for Windows and other related software to sort out the data.

3. ARRANGEMENT OF EXPERIMENTS

3.1 Experimental classification and teaching implementation

In badminton, movement ability and hitting ability restrict and influence each other. In order to reduce the influence of each other, this experiment conducted an independent experiment on the two parts. The first part is an experiment on mobility, and the training time is from March 2018 to April 2018, with a total of 16 class hours. The second part to the badminton ball ability in teaching experiment, experiment time for May 2018 - June 2018 combined class 16 classes, in the experiment on students' scores before a test, the test shows both lateral movement and hit the ball before the start of the experiment level four class level were no significant differences, the results are as follows (see Table 1 and Table 2)

Homogeneous grouping means that students with similar levels are divided into a group. For example, in the implementation process, lateral movement data collected are ranked in a low optimal order, and students with similar levels are arranged into a training group (for example, the first and second ranks, the third and fourth ranks, etc.); Heterogeneous group refers to the same group students level, there is an obvious gap in the process of implementing the same shall be carried out in accordance

with the student test scores yields and sorting and grouping, in order to better ensure the similar level gap in the team, in the heart of the experimental group level gap control in the same place (2 to 1 and 16, and 17 and so on); "Slightly behind" group is a group between homogeneous and heterogeneous grouping, between students level gap between homogeneous and heterogeneous groups, in the process of implementing will divide students according to grade four horizontal section (1-8/9-16/17-24/25-32), in the first level, will be the first and second in the fifth, and sixth, the third and seventh, fourth and eighth group, other levels using the same way, the final formation of the group for four level disparity between the seating arrangement.

3.3 Experimental assessment

The mobility test was carried out in periods 1 and 16. The students started from the midfield and touched the sides of the doubles side line once and then returned to the center line for one time, a total of five times. The long ball test was carried out in periods 17 and 32. Students (A) stood behind the service line and hit teacher (B) 's serve across the net for 10 times. The court was evenly divided into 5 areas, and scores were set for each area (as shown in Figure 1). In both tests, students got the best score under the condition of ensuring adequate rest.

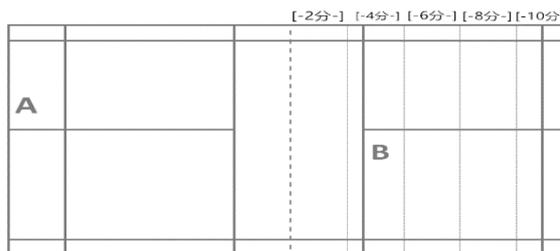


Figure 1: Distribution legend of high distance ball technology test site

4. RESULT ANALYSIS

4.1 Comparative analysis of badminton stroke and movement evaluation

Improving students' physical quality is one of the teaching purposes of P.E. and good physical quality is the basis for students to participate in sports. In badminton, the physical quality is the basis and one of the main factors that determine the outcome. Combined with the design of badminton training outline, the content of teaching experiment is selected as the mobile quality test. After the teaching experiment of 16 hours, the mobile performance of students is tested, as shown in the following table (see Table 3):

Table 3: Comparison diagram after lateral movement training

	N	The mean	The standard deviation	The standard error of the mean	
randomized	32	1726.72	129.618	22.913	
The level of the same	32	1778.22	161.417	28.535	Fac
That's a big gap	32	1687.22	170.206	30.088	Fac
A little behind	32	1706.19	165.7	29.292	Fad

It can be concluded from Table 3 that : (1) Students' scores have been significantly improved after 16 hours of training. Specifically, the average value of the five lateral moves before training is 1724.59±159.37, and the average value of the five lateral moves after training is 1690.81±198.32. From the perspective of different teaching groups, there are obvious differences among different teaching groups. As can be seen from the above table, the lateral mobility ability of the four classes has been improved through 16 hours of training, and the results after training and before training show significant differences, and the results of the four groups also show

Table 4: Analysis of the score of the long shot after training

group	N	The mean	The standard deviation	The mean square	F
free	32.0	76.9	11.1		
heterogeneous	32.0	80.4	6.9	120.2	46.1 * *
A little bit	32.0	78.6	9.2	204.6	22.5 * *
homogeneous	32.0	74.8	14.7	550.4	91.9 *

After a 16-hour training, the average batting score of the students was 78±10.8, which was improved from the average of 41.3±12.5 before the training. But different teaching group arrangement high ball to hit the ball score has certain differences, embodied in a heterogeneous group of four class teaching class level (80.4 +/- 6.9) is highest, the second is "slightly behind" group (78.6 + 9.2), free group (76.9 +/- 11.1) and is better than that of

significant differences. In terms of training performance, the slightly backward class is better than the homogeneous grouping class, the heterogeneous grouping class is better than the free grouping class, and the homogeneous grouping class is better than the heterogeneous grouping class.

Batting ability is one of the important bases of badminton, and it is also the main assessment content to test students' badminton learning effect. In this paper, students' batting ability is evaluated by measuring their batting ability of high distance ball in the backcourt, as shown in Table 4.

homogeneous group (74.8 + 14.7), the main reason is in a high ball training there are gaps in heterogeneous group of players, training level slightly higher players take the initiative to help group members to learn and improve, this kind of "chase, catch, help" teaching atmosphere, very good to help the level of poor students progress, Is conducive to a higher overall level; There is not much difference between the players in the group of "slightly

backward". The students who are relatively low in the training process often have great motivation, and the competitive environment allows more players to make progress. The players in the free group usually choose the students who are familiar with them or have a good relationship with them as a group. The uneven skill level often leads to the uneven hitting level. Homogeneous group member level gap is not big, but in the actual training class players into two extreme levels, level better players learn fast, fast, influence each other improve soon, poorer and weaker teams because level can't practice well organized, effective training learning time is shorter, of course not good to keep up with the class teaching progress, students participate in the course, with a

negative attitude solid homogeneous group overall level is poor, but relative to the other group, highlight the students more homogenous group level.

4.2 Students' participation in physical exercise after class
In order to better understand the influence of group teaching and training on students' participation in badminton exercise after class. In the course of teaching, the teacher encouraged students to take the initiative to take part in badminton exercises after class, consolidated and improved what they had learned in the exercises after class, investigated students' participation from time to time during the whole experiment, and obtained the following data after sorting out (see Table 5 for details).

Table 5: Investigation of students' participation in badminton exercise after class under different group teaching

Don't class	The number of	2 times or more		1 to 2 times		Do not participate in	
		The number of	Percentage (%)	The number of	Percentage (%)	The number of	Percentage (%)
Freedom group	32	14	43.8	13	40.6	5	15.6
Homogeneous group	32	12	37.5	12	37.5	8	25.0
Heterogeneous group	32	8	25.0	12	37.5	12	37.5
A little behind	32	11	34.4	13	40.6	8	25.0

We can see from table 5, free group class after class the number of people taking part in physical exercise is significantly higher than other groups, the number of people to participate in two or more exercise after class accounted for 43.8% of the class, after class to participate in the exercise, the number of accounts for 84.4%, the reason for this is mainly because the badminton exercise requires two or more persons to participate in, and option class of students from all the different departments of the class, less familiar class relationship between each other, while freedom group mainly is the relationship between good friends free collocation, participation in sports also convenient travel together after class, and at the same time, we found that the heterogeneous grouping class to participate in exercise after class is the least amount of

time, In addition to the above reasons, the difference in the level of students in heterogeneous grouping classes is large, and the students cannot practice well, which is the main factor that leads to less participation after class. The high-level students feel that the intensity is not enough, and the low-level students feel that they can't keep up with the progress, which is the main reason for the low enthusiasm of after-class participation.

4.3 Investigation of students' interest in participating in physical education courses

In order to further understand the attitude of students to participate in the course, this experiment collected relevant data of students' attitude to participate in the physical education course through questionnaire survey (see Table 6 for details).

Table 6: Attitude survey of students' participation in the course under different group teaching

Don't class	number	like		like		Don't like		It doesn't matter	
		number	Percentage (%)	number	Percentage (%)	number	Percentage (%)	number	Percentage (%)
Freedom group	32	28	87.5	4	12.5	0	0	0	
Homogeneous group	32	25	78.1	6	18.8	1	3.1	0	0.0
Heterogeneous group	32	23	71.9	8	25.0	2	6.3	0	0.0
A little behind	32	25	78.1	4	12.5	2	6.3	0	0.0

Through the above investigation, it can be found that students in the free group teaching have the highest interest in participating in the physical education course, accounting for 87.5% of the class. Free group partners know each other well, and the course atmosphere is good. Students have more connections with each other, and they learn from each other and make progress together. But freedom group classes are generally two combinations to the end of the training, rarely take the initiative to communicate with others, if it weren't for the teacher to arrange with higher levels of students rarely initiative to help level the weaker students, level of weak students came to seek and rarely need higher levels of classmates for help, which creates a weaker students on his part level,

blending and higher levels of students will feel oneself have a good mastery of the training content and mood slack, attitude at random when learning and training; Heterogeneous group of grouping students to participate in the course of interest is not enough, the reason is mainly because the level of the gap is too big, in the actual training cannot be very good to cooperate between middle school students, the level of a higher level of students cannot get to play and ascension, and the low level of students can't keep up with the practice schedule, students' course atmosphere led to poor students to participate in the course of interest is not high.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 the conclusion

Through this teaching experiment, we can find that students' scores have been effectively improved through a semester of teaching group practice. Among them, the "slightly behind" group class has the best score in lateral movement, and the heterogeneous group has the best overall score in batting training. However, we also found that the students with higher level in homogeneous grouping teaching were more than those in other classes. According to the analysis of The Times of participating in sports and exercise after class, the number of people who participate in sports and exercise after class in the free grouping class is the largest, accounting for 84.4% of the total number of people. At the same time, compared with other grouping classes, the enthusiasm of free grouping to participate in the course is the highest.

"Slightly behind" group class's and grade's performance on the lateral movement of the ascending beyond the other group and is also a leading in the shot, analysis its reason mainly lies in the reasonable inspired students' consciousness of competition, slightly behind the grouping is homogeneous and heterogeneous two group conducted a comprehensive, level there is a certain gap between the students, but the gap between students practice is not affected to level is a bit poor students under the condition of the target, and the target is easy to reach; Give a little pressure to the students with higher level, let them understand that if they do not progress, they will be surpassed, this kind of "catch up" atmosphere effectively improve the level of students; In heterogeneous groups, lateral movement makes the slowest progress. The main reason is that there is a big difference in movement ability among students. Students with weak level can't catch up with their teammates even when they try hard, which leads to negative psychology. Best overall level but in a heterogeneous group of batting practice, combined with its reason can explain to students in order to better finish the test, get better grades (batting performance jointly by two people to cooperate to complete), high level students to actively participate in to the guidance of the low level of students, increase mutual communications between the students of these low level students grades had a positive effect. Compared with other homogeneous groups, the overall level of the same group is average, but the students with more outstanding achievements and higher levels of students have a greater progress. The reason is mainly because the homogeneous grouping the classes can be divided into two different extremes, and the basic level competitiveness between good students, learning motivation, mobile ability training influence each other and promote each other, both team in technical ability training homogeneity increased against the proportionality and improve the quality of the training. However, the group with weak basic level could not reach the effective training time and training intensity due to its insufficient confrontation ability, and the effect of fixed training was not satisfactory. Freedom group class middle school students to participate in training the number of times after class and participation in the course of interest are the highest, thanks to the students in the course and their own familiar with classmates in a group, to know

each other well, convenient and after-school groups to practice in the course of communication, good relaxed atmosphere of course also let students better feel the charm of physical education curriculum, and the students' interest in physical education curriculum is bigger; However, in the free group, middle school students communicate more in the group, pay less attention to the course, and tend to have loose attitude in the course.

5.2 suggest

How to make better use of group training to help students get greater progress and cultivate students' interest in ordinary teaching? Based on their own in the badminton teaching practice experience, put forward in different training content arrangement of different training group advice, we will be the training of the students are divided into four stages, one is the first stage, the stage of the students' training content mainly cultivate feel and learn simple techniques, such as grip and bounce the ball, at this time to cultivate the students' learning interest and participation enthusiasm of physical education curriculum for training, the main task of the solid free grouping, can be used to enhance the active atmosphere of the classroom, to improve the enthusiasm of the students to participate in the exercise after class; Two is preliminary stage, the stage of training content is simple, in order to enhance students' awareness of badminton is given priority to, such as learning the forehand and backhand serve, pick up the ball and so on, suggest a heterogeneous group teaching primarily, through mutual guidance, students from higher levels of students in the group guidance level of poor students, at the beginning of the training to better help the students form the action of finalize the design and the cognition of badminton; Third part of the training to improve phase, the phase began to contact more complex techniques, such as high ball, lob actions such as technology, started to strengthen the physical quality training and increase the technical movement with the pace of mobile tactical training, the basis of the phase recommend "slightly behind" training group, training slightly behind the classmates have a training can be achieved through effort, and a slightly higher level of classmates because don't want to be catch up with or exceed hard training, group competition environment protect the enthusiasm of the training, at the same time level gap is also guarantee the normal completion of the training and efficiency, The fourth part is to strengthen consolidation stage, the stage is mainly in the late study, the students master the basic technical training, but the low level of stability and practical use, this phase to homogeneous groups, groups homogeneity is convenient for students to perform effective against, between the formation of groups of good training to improve training intensity and increase the effective training time in order to ensure the training effect.

Stratified teaching is not to dissolve the original unit class, in the process of teaching implementation does not change the teaching plan; The implementation of group teaching is conducive to teaching students according to their aptitude and better mobilizing the enthusiasm of students. At the same time, a good group teaching can also tap the

individual potential of students and promote the development of students' lifelong sports. But in the process of implementing the teaching class how to share, how to classify the stages are still need our empirical study, also need to pay attention to in the process of teaching present situation and the growth of the students, at the same time in the process of implementation of frequent group will cause certain influence on the development of students still need to discuss.

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Constructing an Integrated Teaching Material System of Ideological and Political Education in Universities, Secondary Schools and Primary Schools

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Abstract: China is entering a new era of socialism with Chinese characteristics. The development of education should keep pace with the times and realize the goal of educational modernization and internationalization. In this context, the relevant departments of education put forward the policy of integrated construction of ideological and political teaching materials in primary and secondary schools and universities. This policy is not only conducive to improving the quality of school education, in-depth implementation of education instructions, but also to promote the overall quality of primary and secondary school students, with practical research significance. However, in the process of practical exploration, the problems such as the disunity of teaching methods, the gap of teaching objectives, the obvious disconnection of teaching materials and the incomplete feedback of teaching materials have gradually exposed, which hinders the overall work of ideological and political courses in colleges and universities. Therefore, it is necessary for colleges and universities to establish a joint mechanism to explore an effective way to link up the ideological and political course teaching material system from the aspects of teaching methods, teaching objectives, teaching material content, teaching material feedback and so on.

Keywords: Integration; Universities; Secondary Schools; Primary Schools; Ideological; Political Teaching Material System

1. INTRODUCTION

As early as the 18th National Congress of the Communist Party of China, the important strategy of cultivating and practicing the socialist core values has been clearly put forward. In other education meetings, the relevant education departments have adjusted and refined this strategic task in time, and put forward the new goal of the integration of Ideological and Political Curriculum in colleges, middle schools and primary schools. This goal is proposed according to the characteristics of students' physical and mental development in different stages and the education characteristics of socialist core values. In order to realize the smooth and orderly connection of ideological and political education in universities, secondary schools and primary schools, each school

should establish its own educational characteristics, reasonably design teaching materials, innovate ideological and political teaching materials, thoroughly implement the education policy requirements of primary and secondary schools, and speed up education integration development process.

1.1 Background

In 2019, the relevant departments of education made important instructions in the forum for teachers of ideological and political theory courses. At present, schools all over the country are implementing the requirements of education reform, and also actively carry out a series of work measures, which shows that the construction policy of ideological and political course has a substantive role in primary and secondary schools. In the future, it is necessary to further deepen the reform of ideological and political course teaching materials and deepen the education policy of primary and secondary schools. According to the survey and research, in the first half of 2019, most urban schools have begun to explore the path of "promoting the integration of ideological and political courses in primary and secondary schools as a whole", hold academic forums in succession, and even set up the Alliance Center of "integrated construction of ideological and political courses in universities, and secondary and primary schools". Focusing on the issues of how and why they are integrated, they have conducted in-depth analysis from multiple angles based on the fundamental of school education. This paper analyzes the problems and shortcomings of the integration of ideological and political teaching materials in universities, middle schools and primary schools, and further explores the direction and strategy of improvement in the future, and has achieved substantial results.[1]

1.2 Significance of topic selection

The *Outline of National Medium and Long Term Education Reform and Development (2010-2022)* clearly puts forward that we should thoroughly implement the ideological and moral construction of minors and the ideological and political work of college students, build an integrated teaching material system of ideological and political courses in colleges, middle schools and primary schools; at the same time, we should deeply implement the cultivation of ideological and political ideas, and fully promote the effective connection of moral education for college and primary school students. This task is an important measure to improve the ideological and political course on campus,

which has far-reaching research significance. From the theoretical point of view, the integration of ideological and political teaching materials is conducive to strengthening leadership and enhancing the depth and breadth of socialist core values education. For a long time, the ideological and political course has been the focus and hot topic of social concern. A series of problems such as the goal, content, form and method of ideological and political course are in the process of active research, especially in various schools. The integration of ideological and political teaching materials will help to gather more strength into the practice of ideological and political courses, promote education managers to strengthen the organization and leadership of the courses, and enhance the enthusiasm of students to participate.

From the perspective of practical significance, the research on the integration of ideological and political teaching materials in universities and primary schools can find the deficiencies and defects in the existing ideological and political courses of schools, and can take the connection between primary and secondary education as the main line to construct the ideological and political education system, and lay the foundation for the improvement of the courses and teaching materials. At the same time, combined with the research status and results at home and abroad, we can constantly summarize and improve the construction method of Ideological and political course teaching material integration system, and serve the ideological and political teaching practice, combing the experience of carrying out the path of education in primary and secondary schools in China.

2. REVIEW OF DOMESTIC AND FOREIGN RESEARCH

“Reinvigorating China through human resource development, education first.” The home and abroad have realized the importance of ideological and political course, have carried out a series of educational activities, and even strengthen the ideological and political course with laws and regulations. In foreign countries, ideological and political education is called character education and values education. Many related courses have been set up in the United States, Britain and other countries, which create a good campus platform for the establishment of students' ideological values. In China, ideological and political courses have covered almost every primary and secondary school, which has laid an educational foundation for promoting the healthy growth of students.

2.1 Analysis of the current situation of ideological and political education in foreign countries

Because foreign countries are more perfect than China in policy system, education concept and social environment, although there is no literature record and more research results in the improvement of ideological and political course teaching materials, there are many research results on ideological and political course. For example, around the 21st century,

the United States has advocated the value education movement, and formulated a series of education laws and regulations, which requires the public to abide by. At the same time, it also advocates character education, aiming to help students understand their national conditions and form their unique patriotic feelings and aspirations to serve the country. For example, Johann Amos Comenius, an educationist, first puts forward the theory of linking up educational system in his *Great Teaching Theory*, which is similar to the idea of integrating ideological and political courses in colleges, middle schools and primary schools proposed by China. Comenius' point of view mentions that schools should pay attention to the ideological and political teaching curriculum convergence, design educational materials that meet the actual needs of students, and help students achieve ideological cohesion, so as to build an integrated education system as soon as possible to promote the healthy growth of students. At the same time, American educationalist Flexner also affirms this view. He thinks that schools should build a corresponding education system to build a school integrated education system, from political education, moral education, ideological education, legal education and other aspects, so as to achieve the goal of lifelong ideological education. Japan's education model holds that high school students can sit in on the ideological education courses of universities, and college students can in turn audit the ideological education courses of primary and secondary schools, forming an interactive and flexible education mode, so as to better complete the education convergence problems in different stages in the education experience. There are a lot of advanced experience in the policy and mode of ideological education in foreign countries, which is worth learning.

2.2 Analysis of the current situation of ideological and political education in China

By analyzing the relevant research progress in China, it can be found that the current research on the ideological and political integration construction system of primary and secondary schools is not deep enough, especially the lack of systematic arrangement for the construction and planning of ideological and political course teaching material system in primary and secondary schools, which results in little effect of ideological and political course reform in China. Nowadays, the domestic research results are mainly concentrated in recent years. Zhang Mingda's *Analysis on the Co Construction and Sharing of Ideological and Political Theory Course Resources in the Context of Information Technology Integration and Innovation* mentions that there are many problems in the current ideological and political classroom education, such as the insufficient application of information technology, which greatly hindered the development process of ideological and political course in colleges and universities under the background of the curriculum reform. From the perspective of improving information technology, this paper expounds in detail the improvement direction of ideological and political course materials, the means of building information resources and the innovation of teaching material feedback mechanism. Professor Lu Lige has made a deep exposition on *Study on the Integration of Ideological*

and Political Education in Primary School and Middle School: a Study of General Secretary's Important Speech on the Forum of Teachers in Ideological and Political Theory Course. The necessity and effectiveness of the integration construction of Ideological and Political Curriculum in primary and secondary schools are confirmed. In a word, under the influence of education modernization and education internationalization in recent years, the reform of ideological and political course is imperative. Therefore, it is necessary to implement the integration policy of ideological and political courses indifferent schools, and strengthen the two-way development process of theory and practice.[2]

3. THE PRACTICAL SIGNIFICANCE OF CONSTRUCTING AN INTEGRATED TEACHING MATERIAL SYSTEM FOR IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES, MIDDLE SCHOOLS AND PRIMARY SCHOOLS

Nowadays, under the background of the development of education modernization, all schools have begun to seek effective ways of education reform to ensure the high quality of talents. The construction of an integrated teaching material system points out the direction for the current reform of ideological and political courses in schools. Each school can actively promote the importance of ideological and political courses in primary and secondary schools, which can not only help students to clarify the importance of ideological and political courses by relevant education departments, but also improve the implementation quality of ideological and political course reform strategies in primary and secondary schools, and promote the quality of primary and secondary school students. In this regard, it is of practical significance to study the integrated development process of ideological and political teaching materials in universities, primary and secondary schools, and help students gradually understand and comprehend the connotation of socialist core values in the teaching material learning and practice.

3.1 It is conducive to link up the content of ideological and political teaching materials

As early as in the theme of the national education conference in 2018, it has been emphasized that schools should shoulder the responsibility of cultivating socialist builders and successors with comprehensive development of morality, intelligence, physique, beauty and labor, improve the content of ideological and political teaching materials, and improve the construction system of the teaching materials, so as to lay a good foundation for the realization of educational modernization and internationalization. After that, the relevant education departments issues important documents and policies to deepen the reform of ideological and political teaching materials, and integrates the ideological and political teaching materials into the ideological and political education measures of primary and secondary

schools, providing teaching material support for ideological and political education in primary and secondary schools. This shows that the relevant education departments attach great importance to the construction process of ideological and political education integration, and each school only needs to further refine its own ideological and political education textbook content and teaching planning according to the education policy, which can not only ensure the effectiveness of ideological and political education, but also link up the ideological and political teaching material content at different stages, and highlight the importance of education related departments on the construction of ideological and political teaching material integration.

3.2 It is conducive to deepening the reform of ideological and political education in primary and secondary schools

It is a systematic project to carry out the integration construction of ideological and political teaching materials in schools, which is a road of ideological and political reform actively explored by primary and secondary schools for a long time. Nowadays, the reform strategy of constructing the integration system of the teaching materials is an innovative solution based on the problems exposed in the education of ideological and political textbooks in primary and secondary schools. The integration construction of ideological and political teaching materials can enrich the content of the teaching materials, and help students build a systematic ideological and political learning framework, so as to effectively cultivate high-quality ideological and political talents and realize the ideological and political education reform goal. In addition, in the construction of ideological and political teaching materials integration, breaking through the traditional ideological and political teaching habits at different stages, integrating the ideological and political contents of different stages, and forming a new and coherent education system, are effective ways to deepen the ideological and political education reform. Thus, the construction of the integration of ideological and political education teaching material system can help schools reform smoothly and improve the quality of Ideological and Political Education.[3]

3.3 It is helpful to improve the ideological and political literacy of primary and secondary schools

Teenagers are the future of the motherland and the hope of the nation. The stage of university, middle school and primary school is the key period for the formation and continuous improvement of students' values. The integrated construction system of ideological and political teaching materials constructed by the education department is a practical education plan based on the differences of students' ideological characteristics, behavior habits and values at different stages. Students at different stages can gradually form an integrated ideological and political thinking through learning this type of the teaching materials, and realize the integration of knowledge through subtle influence, thus forming a positive and healthy outlook on world, life and values. At present, the majority of young students are still faced with the ideological and political textbooks, such as unstable thinking, fuzzy ideological and

political framework, resulting in the lack of a clear-thinking system for ideological and political theory and practical education. The integration of ideological and political teaching materials can help students deeply understand the theory of teaching materials and the reality of life, so as to improve the ideological and political literacy.

4. CONSTRUCTION OF AN INTEGRATED TEACHING MATERIAL SYSTEM FOR IDEOLOGICAL AND POLITICAL EDUCATION IN PRIMARY AND SECONDARY SCHOOLS

In order to further implement the spirit of the important speech at the national ideological and political course forum, practice the socialist education thought with Chinese characteristics in the new era with practical actions, implement the action instructions for creating excellence in ideological and political course, and make every effort to construct the integration of ideological and political course teaching materials of different stage education. Over the years, we have continuously created communication opportunities for ideological and political work in different stages of schools, through discussion and research, activities and other means. At the same time, the printing and issuing of the opinions on deepening the reform of the education system requires all schools to actively build an integrated ideological and political course system led by socialist core values, and integrate them on the basis of the early ideological and political work reform and school education resources, focus on the implementation of the educational objectives of "into the teaching materials, into the classroom, into the mind", implement the instructions of collaborative education work, and effectively play the role of multi-level education platform.

4.1 Characteristics of ideological and political course teaching material system construction

In the period of educational development, China should not only solve the problem of unbalanced regional industrial economic development, but also the imbalance of political and cultural development, which has brought practical difficulties to the integration of ideological and political textbooks in the education reform. For a long time, China takes the economic construction as the center, which makes the education level of different regions have some differences. Some schools have the same ideological and political course methods and educational contents, and lack of characteristics, which is not conducive to the construction of ideological and political teaching materials integration. Therefore, in order to build a perfect and systematic ideological and political course teaching material system, it is necessary to master the characteristics of ideological and political teaching materials at different stages, and summarize the generality of ideological and political teaching materials, so as to ensure the smooth construction of Ideological and political course teaching material system in colleges, middle and primary schools.[4]

4.1.1 Characteristics of ideological and political teaching materials in primary school

The name of ideological and political course of primary school has been changed to *Morality and Rule of Law*, which aims to help students establish dialectical thinking of rule of law and correct moral concept through dual teaching of morality and rule of law, so as to lay the foundation for accepting higher stage ideological and political course later. From the analysis of the current situation of the compilation of the teaching materials in primary schools, it is found that there are several obvious characteristics. First of all, the primary school *Moral and Rule of Law* textbooks are closely related to children's life, which mainly emphasizes loving life, learning to live and paying attention to moral practice. Secondly, most of the primary school moral and legal textbooks are compiled with colorful pages, which are colorful, eye-catching and interesting. Even some primary school textbooks also introduce a large number of cartoon characters, which greatly enhance students' interest in reading. It can be seen that the compilation of ideological and political teaching materials in primary school is very suitable and practical.

4.1.2 Characteristics of ideological and political teaching materials

The ideological and political course in middle school is divided into *Ideological and Moral Course* and *High School Ideological and Political Course*. According to the requirements of *Ideological and Moral Curriculum Standards for Junior High School and Senior High School*, the main purpose of compiling ideological and political teaching materials is to guide and promote the ideological and moral development of junior and senior high school students, appropriately popularize the content and purpose of socialist core values for students, and arrange the contents of mental health, morality, law, national conditions education and other aspects in the preparation of specific chapters, which can be said to be more complete and prepared to sort out the main framework of ideological and political course. Through this stage of course learning, students can initially form the ideological and political core discipline literacy, political identity literacy, scientific spirit literacy and legal awareness literacy, which will lay a solid foundation for the next stage of ideological and political course learning.

4.1.3 Characteristics of ideological and political teaching materials in university stage

Compared with the primary and secondary school ideological and political course textbooks, the university stage is more comprehensive and perfect, and the forms are more abundant and diverse. For example, university ideological and political textbooks will carry out situation and policy courses, and will hold ideological and political exchange meetings on a regular basis. What is more obvious is that the content of ideological and political textbooks will be linked with the knowledge of various professional disciplines to achieve integrated development. However, there is an obvious drawback in the teaching materials of ideological and political course at the university stage. That is, college students are deeply influenced by the network information and do not attach

great importance to the contents of the ideological and political course, which makes the teaching objectives difficult to achieve. In addition, some university ideological and political textbooks have too much internal repetitive content, which cannot reflect the level and logic of teaching materials. The overall layout is not reasonable, and the cohesion is not strong.

4.2 Problems in the construction of an integrated ideological and political teaching material system

With the acceleration of the construction of socialism with Chinese characteristics, the modernization of education and the internationalization of education have become the basic principles of educational reform in universities. In the process of constructing the ideological and political teaching material system, schools at different stages have different understanding of ideological and political courses, so there are differences in the teaching materials. The basic concepts and contents of some textbooks are far from each other, which slows down the progress of ideological and political curriculum integration. In the final analysis, this is due to the lack of unified planning of the scope of the textbooks used by different schools, the unclear objectives of teaching materials, the poor cohesion of teaching materials, and the lack of feedback links of teaching materials. Therefore, it is necessary to trace the source of this situation and find out the crux of the problem.[5]

4.2.1 The scope of ideological and political teaching materials is lack of systematic planning

At present, the integration construction of ideological and political teaching materials is still in the initial stage of exploration, and there are few practical cases to refer to at home and abroad, which shows that there is still a long way to go for the integration construction of the teaching materials. In the process of carrying out this strategic task, some schools find that the scope of ideological and political textbooks in primary and secondary schools is lack of systematic planning and unified scope definition. For example, some schools mix the contents of *Morality and Rule of Law* when setting ideological and political teaching materials; patriotism and ideological belief are overlapped; theories are too complicated and practical cases are few. It is difficult to grasp the key points and central ideas. In addition, some primary and secondary schools only choose ideological and political teaching materials according to their own teaching conditions and students' learning reality, without reference to other schools' innovative design and the change of talents needed by the society, which makes the teaching materials too old or backward, and it is difficult to meet the needs of ideological and political teaching reform and social needs.

4.2.2 The goal of setting up textbooks for primary and secondary schools is not clear enough

Ideological and political teaching material is an important carrier to cultivate high-quality talents. The establishment and presentation of teaching material objectives have a great impact on students' learning

interest and learning quality. The design of ideological and political textbook objectives should follow the growth law and cognitive level of students at different stages. However, at this stage, some schools use single color in ideological and political curriculum teaching material; the graphic design is not obvious enough; the goal requirements are not eye-catching; the goal establishment lacks flexibility and novelty, and there is a big gap with the current social talent requirements. Moreover, in some school ideological and political textbooks, each chapter only introduces the content and exercise topics, but each chapter does not clearly sort out the teaching objectives, teaching planning and teaching achievements to be achieved, resulting in the lack of pertinence in students' learning and the low efficiency of ideological and political teaching in schools.[6]

4.2.3 The content of ideological and political textbooks is not well connected

At present, the ideological and political teaching materials of universities, primary and secondary schools show the problem of poor cohesion in the process of integration construction. There are two main factors: on the one hand, there are differences between the teaching planning and educational objectives of primary and secondary schools. For example, the textbooks in primary school only allow students to have a preliminary exposure to ideological and political content and understand the general idea. In the middle school stage, ideological and political courses will be carried out in depth, requiring students to have preliminary ideological and political ability and awareness; while in the university stage, students are required to have the awareness of innovation and self-discovery of thinking. On the problems in politics course, each stage has different educational objectives, naturally there will be difficulties in linking up. On the other hand, some school ideological and political textbook content has the phenomenon of disconnection between theory and practice, so that students can not build a systematic ideological and political learning system, resulting in poor convergence of learning content.

4.2.4 The feedback and evaluation mechanism of ideological and political textbooks in universities, primary and secondary schools needs to be improved

By comparing the content of ideological and political teaching materials, we can see that there is a lack of perfect evaluation mechanism in the feedback of the teaching materials at different stages. The main manifestation is that some schools pay too much attention to the arrangement of theoretical knowledge. Behind each chapter, students' learning achievements and opinions and suggestions on teaching materials are not included in time, which makes the contents of textbooks in the same area uniform and lag behind. Moreover, in the process of compiling textbooks, teachers and students' opinions and social development are not timely referred to, and the wrong cases in the textbooks are not corrected in time, which is not conducive to students' reference to the textbooks. In addition, some primary and secondary schools do not pay attention to the feedback evaluation mechanism of ideological and political teaching materials in time, and have not established corresponding management mechanism and guarantee mechanism, which limits the updating and improvement of

ideological and political teaching materials.

5. EFFECTIVE STRATEGIES FOR CONSTRUCTING AN INTEGRATED TEACHING MATERIAL SYSTEM OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES, PRIMARY AND SECONDARY SCHOOLS

At present, the construction of the ideological and political course teaching material system has been put on the agenda. In order to comprehensively improve the value of ideological and political course under the background of the popularization of the course as soon as possible, we should carry out the ideological and political concept in the education system at the whole school stage, take root in the socialist core values, and deeply penetrate the ideological and political education concept into each stage of ideological and political teaching materials. To organize schools at all levels to design a reasonable range of the teaching materials for primary and secondary schools, we also should create teaching materials with strong cohesion, unify the main objectives of teaching materials, and improve the evaluation and feedback mechanism in ideological and political textbooks, so as to provide guidance for ideological and political courses in primary and secondary schools, and promote the realization of ideological and political goals as soon as possible. [7]

5.1 To design a reasonable range of ideological and political textbooks for universities, primary and secondary schools

In order to establish an all-round ideological and political teaching material integration system, it is necessary to design a reasonable range of ideological and political teaching materials to ensure that students at different stages can be applied. In the primary school stage, the schools can continue to strengthen the depth of the use of layout design, and integrate games, dialogues and other contents into the ideological and political textbooks with strong links to life, so as to broaden the scope of students' participation in ideological and political interaction. In the middle school stage, schools can create online ideological and political interaction platform on the basis of primary school textbooks, regularly push the specific content of ideological and political textbooks and social news anecdotes in the platform, and combine with offline classroom to deepen the understanding of middle school students' ideological and political learning. In the university stage, students have a certain ideological and political foundation. The school can encourage students to explore the shortcomings of ideological and political textbooks, establish campus ideological and political club or ideological and political association, design and innovate the scope of ideological and political teaching materials, so as to make the content of teaching materials conform to the actual situation of students.

5.2 To unify the task objectives of ideological and

political teaching materials of universities, primary and secondary schools

At present, the process of education modernization is accelerating day by day. In order to build an integrated ideological and political teaching material system, primary and secondary schools need to unify the task and goal of ideological and political teaching material, and point out the direction of ideological and political course reform for primary and secondary schools. On the one hand, universities, primary and secondary schools can actively publicize the objectives of ideological and political teaching materials, set up ideological and political management groups, and regularly carry out ideological and political class activities and theme tours for each class of students, so as to ensure that students understand the objectives of the textbooks from the perspective of thought and action. On the other hand, all primary and secondary schools can quantify the objectives of ideological and political teaching materials by stages according to the credit system management form of university campus. For example, the content of ideological and political teaching materials can be divided into three parts: compulsory, elective and selective compulsory. And then, teaching is carried out in different periods. In this way, the teaching objectives can be refined and students can understand it more easily.[8]

5.3 To create ideological and political textbooks with strong cohesion

The construction task of ideological and political teaching materials integration proposed by relevant education departments should be implemented in every school and has practical value. Therefore, each school should pay attention to the cohesion of teaching materials when setting ideological and political teaching materials in primary and secondary schools, so as to ensure that students at different stages can accept complete and coherent ideological and political courses. On the one hand, each school can set up a teaching material management team, which is composed of school administrators, social professionals and other personnel, to review and re proofread the ideological and political teaching materials for primary and secondary schools, so as to ensure the effective connection of teaching materials for students. On the other hand, each school can employ social professionals or their own personnel to investigate the arrangement of ideological and political teaching materials in other primary and secondary schools, and analyze the direction and content of ideological and political teaching materials in the future according to the survey data, so as to ensure the smooth development of ideological and political work in primary and secondary schools.[9]

5.4 To improve the evaluation mechanism of ideological and political teaching materials in primary and secondary schools

The evaluation mechanism of ideological and political textbooks in colleges, middle schools and primary schools should be improved. Teachers can set aside teachers and students' evaluation columns after each chapter of ideological and political textbooks, and configure two-dimensional code graphics. After the teaching tasks of each

chapter are completed, teachers can ask students to fill in the blanks with the learning experience and suggestions for textbook improvement, and scan the QR code into the online evaluation feedback platform after the teachers' unified opinions. Students can also scan the QR code by themselves to complete the online feedback task and fill in the information truthfully. In addition, teachers and students can timely report the deficiencies and suggestions in the teaching materials to the school or relevant departments in time on the official website of ideological and political education on campus, or feedback with the school online, so as to solve the problems in the ideological and political teaching materials in time.[10]

6. CONCLUSION

As an important part of the education system, the construction of teaching materials is an important issue related to the cause of education. In order to fully implement the education policy, implement the fundamental task of moral education and improve the quality of school talents, it is necessary to create textbooks with characteristics and laws. Especially in the ideological and political course of primary and secondary schools and universities, the teaching material setting should focus on students' development, based on the actual situation of students' development at different stages, strengthen the breadth and depth of ideological and political teaching materials, and ensure the overall improvement of the quality of ideological and political courses in colleges and universities.

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Research on the Inheritance status of Naxi Dongba Dance in Yulong County

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Abstract: By using the methods of literature, questionnaire, interview and mathematical statistics, this paper studies the inheritance of Dongba dance of Naxi nationality in Yulong County. The results show that the inheritance content of Dongba dance is single, there are few inheritors, the cultural level is low and it tends to be aging; The change of living environment has a great impact on the inheritance of Dongba dance. Suggestions: train inheritors, improve the ways and quantity of inheritance in schools, promote the inheritance of Dongba dance through tourism, hold large-scale sacrificial activities of Dongba dance, and improve the inheritance of Naxi Dongba dance.

Key words: Na xi; Dong Ba dance; Inherit

1. INTRODUCTION

China is one of the countries with ancient civilization. It has a long and profound history and culture. Fifty-six ethnic groups have different cultures. Naxi people gather in Yulong County, Lijiang, Yunnan, China, which is a tourist destination in China. Naxi culture is very old, and they have their own hieroglyphs. Dongba dance has been passed down from generation to generation, and has become an important cultural symbol representative of the Naxi people. Nowadays, the rapid development of society has brought great challenges to the development of some traditional cultures. It is everyone's responsibility and obligation to inherit and develop China's excellent national traditional culture, and to make certain contributions to the development and inheritance of China's national culture.

2. RESEARCH OBJECTS AND METHODS

This paper studies the inheritance of Dongba dance of Naxi ethnic group in Yulong County by using the methods of literature, interview, questionnaire and mathematical statistics, taking Dongba dancers of Naxi ethnic group in Yulong County as the research object.

3. INHERITANCE OF DONGBA DANCE OF NAXI NATIONALITY IN YULONG COUNTY

Table 1: Distribution of main Dongba dances

serial number	Dance	type
first kind	God dance class	Timbasilo learning to dance, Timbasilo learning to walk, Timbasilo birthday dance, Timbasilo out of the magic sea dance, Goddess Ram dance, ZiriRam Goddess dance, Langyu worship dance, Doguyuma dance, Dalamibu dance, Zootiyuma dance, Mamibaro dance, Robotogo dance and other 34 kinds
second	beast dance class	There are 17 kinds of dragon dance, goat dance, yak dance, flying horse dance, white deer dance, white conch dance, white conch lion dance and so on
third kind	Multiplier class	This type of dance involves the dancer holding a magic instrument to perform the dance

Among the Naxi people in Yulong County, Dongba Dance is very ancient with strong primitive religion. For example,

(1) Inheritors of Naxi Dongba Dance in Yulong County Since the beginning of the new century, some famous Dongba paintings before the founding of the People's Republic of China have passed away due to their advanced age. In 2002, Dadongba and Kaixiang, Xinzhu Village, Ludian Township, Yulong County, died at the age of 81; Dadongba and Shicheng of Dadong Village, Dadong Township, ancient urban area, died at the age of 94. In 2003, He Zhigui, a representative successor of the provincial intangible cultural heritage of Dongba Arts and Crafts in Mingyin Township of Yulong County, passed away at the age of 77. Among the Naxi people in Yulong County, many people know that there are many dance methods of Dongba, but only dozens of dance methods have been handed down, and many of them have been lost [1]. Although there are records in Dongba dance notation, the movements in the records are so brief that ordinary people cannot read them out, or even if they can read them, it is difficult to express them. Therefore, only the inheritors of Dongba dance can perform them. However, when the inheritors die, the dance will be lost. Lijiang dongba institute now emerged, therefore, it is a group of special students, these students are the naxi people, the largest 23 years old, smallest 16 years of age, the students dressed in naxi ethnic costumes, said the naxi language, using the naxi pictograph writing, mouth singing dongba classics, hopping dongba dance. The institute has been open for more than three years. These students will become the inheritants of Dongba Dance after the Naxi people. Besides Dongba Dance, they will also learn Naxi hieroglyphs, Dongba scriptures, Dongba crafts, Dongba rituals and Dongba dances [2]. In addition to this institute, there are some training classes in Yulong Village that specialize in learning Dongba Dance. The students in this training class are all aged in their 30s and 40s. In these training classes, folk artists teach the Dongba Dance to inherit the Naxi nationality.

(2) Contents of Dongba Dance of Naxi Nationality in Yulong County, as shown in Table 1.

the most prominent dance is the bow and arrow dance. There are also dances with various animal images,

imitating many animals such as yak, deer, white crane, big roc and peacock. Among the Dongba dancers, there is a dancer who is very vivid in Dongba dance. He Wenzhen is an old Dongba dancer, and there is another old Dongba dancer and Kaixiang who can both dance and sing. These two old Dongba dancers can be said to be the inheritors of Dongba dance. Dongba dance mainly divided into three types, the first kind, god dance class, this type of dance, including ding bashkortostan tantfism dance, ding ba lu toddler dance, ding ba luo birthday dance, butyl bashkortostan ROM a magic dance, sea goddess, Mr Dance, in his fairy dance, lang in worship in dance, many farmers dance, dara meters of cloth dance, left farmers dance, mamie barrow, dance, and the Togo and 34 other kinds. Second, animal dance type, can guess from the name, imitate is animal action, mainly have flying dragon dance, goat dance, yak dance, flying horse dance, white deer dance, white conch big roc divine bird dance, white conch lion dance 17 kinds [3]. The third type of dance is the Dharma Weapon Dance. This type of dance is performed by the dancer with the Dharma Weapon. According to a survey of local dancers, there are nearly 300 dances of Dongba dance, and many people have not seen all of them.

(3) The time and place of the Naxi Dongba Dance in Yulong County

In addition to various large-scale cultural festivals and Dongba sacrificial activities in traditional Naxi villages, there are also two relatively important Naxi festivals for the inheritance of Dongba dance in Yulong County. February 8, commonly known as the three Duo Festival (SanDuo Festival), the eighth day of February every year, is a religious nature of the Naxi folk festival in Lijiang, mainly in order to commemorate our Lijiang patron god "Apu SanDuo" is a major festival for the people of Lijiang[4]. On this day, Lijiang area is full of ancient music. Dongba dancers from all over Lijiang will hold large-scale Dongba dance sacrifice activities in Lijiang ancient city (Sifang Square), Yushui Village, Dongba Valley, Black Dragon Pool, White Dragon Square and other places. The main activities of Dongba dance sacrifice are to worship gods, such as Apu Sanduo gods. On the 5th day of the 3rd lunar month every year, Dongba will gather in Dongba courtyard of Yushu Village Scenic Spot in Lijiang to hold large-scale Dongba dance sacrifice activities. The main ceremonies include Dongbasilo, Five Line Sacred Things, the God of Victory, the burning of celestial incense, and the God of Nature, with grand and spectacular scenes. Organized by Yushuizhai, the Dongba Fair, now in its 11th year, provides an opportunity for Lijiang and its neighboring Dongba communities to communicate with each other.

(4) Inheritance form of Dongba dance of Naxi nationality in Yulong County

Since ancient times, the inheritance of Dongba dance has been hereditary, that is to say, it is generally passed down from family to family, with teachers being their ancestors and students being their children or relatives [5]. The inheritor and the inheritor live together all the time, working and living together during the day, and teaching

during breaks, including the recitation of scriptures, the transmission of Dongba rites and the transmission of Dongba dances. In the formal dance or the dharmatsu, the inheritor is usually the assistant of the inheritor, and the inheritor usually has a long learning time, averaging more than 10 years. When the inheritor gets old or dies, the inheritor learns to be mature and learns to remember, becoming the inheritor of the next generation.

Since 2003, the first Dongba school has been set up in Lijiang, and the mode of inheritance of Dongba dance has been changed to the mode of learning in schools. Up to 2011, two Dongba culture schools have been set up. In the past few years, dozens of Dongba students have been trained. These students are engaged in the work of Dongba dance, so as to better inherit the Dongba dance culture [6].

(5) The development of Naxi Dongba Dance in tourism industry in Yulong County

Nowadays, Lijiang's tourism industry has been developing rapidly, attracting attention from all over the world. Lijiang has become a well-known international tourism city. With the development of tourism, we can promote the development of Dongba Dance, and let people from all over the world know our Naxi Dongba Dance., for example, the famous director zhang yimou, director of a large outdoor subject-live performance "impression lijiang", the famous dancer Zhou Peiwu teacher directs the dance in lishui sands of poetry, and China's culture industry in recent years by 2014 person of the year Huang Qiaoling director of the songcheng eternal love, can mixed with some of the dongba dance performances, and many other scenic spots in lijiang has dongba dance performances. All these are conducive to the dissemination and promotion of Dongba Dance of the Naxi ethnic group.

4. FACTORS INFLUENCING THE INHERITANCE OF NAXI DONGBA IN YULONG COUNTY

(1) The inheritors of Dongba Dance are of low educational level, with great differences in age and geographical distribution

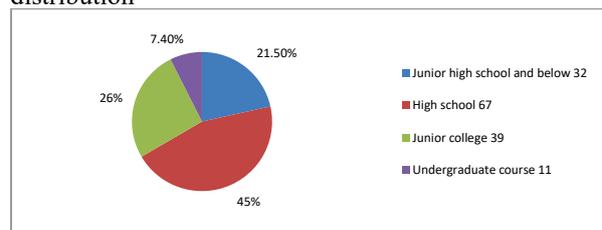


Figure 1: Investigation on the cultural level of Dongba Dance inheritors

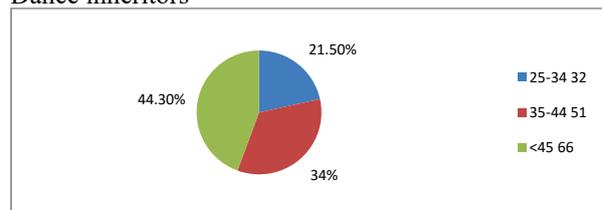


Figure 2: Age distribution of Dongba Dance inheritors
As can be seen from Figure 2, the cultural level of Dongba Dance inheritors in Yulong County is relatively low. Among them, 32 have junior high school education or below, accounting for 21.5% of the total; 67 have senior

high school education, accounting for 45%; 39 have junior college education, accounting for 26%; and 11 have undergraduate education, accounting for 7.4%.

As can be seen from Figure 3, in the age distribution of Dongba in Yulong County, there are 32 people aged 25-34, accounting for 21.5% of the total, 51 people aged 35-44 and above, accounting for 34% of the total, and 66 people aged 45 and above, accounting for 44.3% of the total. From the above data, it can be seen that the inheritors of Dongba dance are all older, while the scholars of the institute are younger. In terms of geographical distribution, Dongba dancers do not all live in the Naxi people's residential areas. Many Dongba people have moved to cities or more developed areas, and some have moved to tourism development areas and heritage sites. Therefore, a series of problems will hinder the development of Dongba dance.

(2) Impact of changes in the inheritance mode of Dongba Dance on Dongba Dance

The hereditary inheritance of Dongba Dance is too traditional and lasts for a long time, more than 10 years on average, and can only be passed down by one or two people at a time. But by now this traditional way has largely disappeared. Now, Dongba School and Dongba Research Institute have been set up in Lijiang, and the mode of inheritance of Dongba dance has been changed to the mode of school learning. However, this way of learning also has drawbacks, such as short learning time and inadequate mastery. It is difficult to learn Dongba Dance after graduation, which also restricts the inheritance and development of Dongba Dance.

(3) Impact of local tourism on the inheritance of Dongba Dance

The development and maturity of Lijiang tourism in China

Table 2: Occupation Distribution of Dongba Naxi (n=149)

	professional	Tourism dongba	Sacrifice dongba	Travel sacrifice Dongba	other
number		28 people	24 people	65 people	35 people
proportion		18.8%	16%	43.6%	23.5%

As can be seen from Table 2, among the 149 surveyed, 28 people are engaged in traveling Dongba, accounting for 18.8% of the total proportion; 24 people are engaged in sacrificing Dongba, accounting for 16% of the total proportion; 65 people are engaged in traveling Dongba, accounting for 43.6% of the total proportion; and 35 people are other professions, accounting for 23.5% of the total proportion. From the above data, we can see that there are more people engaged in Dongba dance.

(4) The influence of cultural living environment on Dongba Dance

Although at present, Chinese government agencies attach great importance to the inheritance of ethnic minority dances, actively protect them and take some corresponding measures, on the whole, there is a lack of protection. Mainly include several aspects, first, the impact of foreign culture, the ideas of the locals, great changes have taken place in a lot of people will feel dongba dance behind, outdated, it abandoned the traditional national culture, in the annual activities, dongba sacrifice, dongba dance, are now rarely, even if

is not only an opportunity but also a challenge for Dongba Dance. In the past, the Dongba of the Naxi ethnic group mostly lived in rural areas, mainly farming, and then performing Dongba dances. Now, with the rise of local tourism and the popularity of Dongba among tourists, many Naxi Dongba people are engaged in sales and business activities related to Dongba. Dongba tourists can be divided into three types. The first type is Dongba tourists. Naxi people, who can speak Dongba language and Chinese well, are more adaptable to the life of Dongba tourists, understand the tourism market and earn money from tourists. The second one is

People who offer sacrifices to Dongba are not good at Chinese, but they know Dongba sacrificial rites, and earn certain profits by performing Dongba dances and Dongba Dharma. The last one is the Dongba sacrificial tour, which is a combination of the first two. They know both Chinese and Dongba activities, rituals, sacrificial rites, dances, etc. People who engage in this kind are better, and they are all Naxi people. Through the investigation, it is found that the number of people in the first and second kinds of jobs is relatively small, while the number of people in the third kind of jobs is relatively large. However, the economic income fluctuates greatly, with the per capita income around 2000 yuan per month.

Because of their high income, they rarely go back to their hometown to participate in Dongba sacrificial activities. When performing commercial performances, they will be limited by the stage or performance places to meet the needs of the audience. Many people have changed Dongba Dance, which is different from the traditional Dongba Dance. As a result, Dongba Dance has lost its original tradition and become a commercial dance, which destroys the inheritance of Dongba Dance [7].

the host, participation is less and less, many people do not attend. Second, in order to have a better life, many people now go to the city for development, which increases the opportunity of employment. Many rural labor force have gone out to work. Therefore, when holding sacrificial ceremony, the activity cannot be carried out due to the small number of people. Thirdly, with the development of the society, many people's thoughts have changed dramatically, leading to a serious survival environment crisis of Dongba culture, including Dongba dance.

5. SUGGESTIONS ON THE INHERITANCE OF DONGBA DANCE OF NAXI NATIONALITY IN YULONG COUNTY

(1) Train more young people to carry on the inheritance
The key to the inheritance of Dongba Dance of Naxi nationality in Yulong County is the lack of talents. Young people pay little attention to Dongba Dance, resulting in no successor of Dongba Dance culture. Therefore, it is necessary to pay attention to the introduction of talents. Relevant policies can be formulated to improve the treatment of Dongba Dance inheritors; Improve the

environment for inheritors to attract more young people; Naxi people with professional skills or who often participate in Dongba dance performances can also be introduced as propagandists to promote Dongba dance. In addition, still can make training plan, let them enrich their own dongba dance performance technology, with more professional knowledge and rich experience, has higher comprehensive qualities, and consciousness of the protection and inheritance of traditional national culture, is the only way to be able to lay a solid foundation for the naxi dongba dance propaganda, the inheritance and development of the naxi dongba dance.

(2) Improve the methods and quantity of school inheritance

School now although there has been a dongba culture inheritance, but the number of people learning is less, the dongba dance inheritance of the effect is not very big, want to better heritage dongba dance, can spread to the local primary and secondary school classroom, as a sport, break dancing teaching, hire a professional dongba dance tradition to teaching, strengthen the study and understanding of dongba dance and ethnic culture, let more people understand the dongba culture, understand the dongba dance, the advancement of dongba dance inheritance people and improve their professional dongba dance inheritance people learn number, broader culture heritage dongba dance man. In addition to establishing Dongba dance courses in primary and secondary schools, Dongba dance majors can also be set up in local colleges and universities, so that those who like Dongba dance can apply for systematic learning in this major, laying a foundation for better inheritance of Dongba dance.

(3) Promote the inheritance of Naxi Dongba Dance through local tourism

Lijiang now has a very developed tourism industry, people all over the world are paying attention to Lijiang, now Lijiang has become an international tourism city of civilization at home and abroad. When the government promotes tourism, it can also promote Naxi Dongba Dance, so that more people can know Naxi Dongba Dance. Local governments often held various festival in Lijiang region, there are different traditional culture of the ethnic groups of the show, you can consciously put the naxi dongba dance also to display, perform, let more people understand the naxi dongba dance, and in some large ShangYan activities can add more content in dongba dance, such as "songcheng eternal love" and "impression Lijiang". In order to better carry out the inheritance of Dongba dance and strengthen the protection of Naxi traditional festivals, Dongba dance is an important part of traditional festivals. In the dance display, the atmosphere is often pushed to a climax, which also leaves a deep impression on many tourists.

(4) Reform and innovation of dance forms

Some dongba dance inheritance of dongba dance in engaged in tourism, the new collection, sorting,

processing, and the innovation, but many scholars believe that doing so is adapted the dongba dance style, style of dance for the damage, influences the succession, actually otherwise, by changing and innovation, let more people to accept, more people remember, in this way can we better inheritance and communication, therefore, in order to better spread of dongba dance, is to reform the dongba dance and innovation, combined with modern art and stage performance, it can better promote the inheritance and development of dongba dance.

(5) Large Dongba dance activities will be held in Naxi special festivals

Through the intervention and support of the government, large-scale Dongba dance sacrifice activities are held every year in the special festivals of the Naxi ethnic group, so that the Dongba people who are far away from their hometown come back to their hometown and participate in the Dongba dance sacrifice activities collectively. The annual large-scale Dongba sacrificial activity is vigorously publicized through media, Internet and TV, so as to attract more tourists to Yulong County to enjoy and participate in the Dongba dance during the festival. Dongba dance, as one of the most well-preserved traditional national dances in the world, shows its unique and profound cultural connotation.

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The Research on Transient Thermal Stress of Coal Mine Ventilation Air Methane Oxidation Bed

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Abstract: Oxygen saturation is the percentage of oxygen bound hemoglobin in blood to the total binding hemoglobin capacity, that is, the concentration of oxygen in blood, which is an important physiological parameter of respiratory circulation. It is of great significance for the study of oxygen saturation to promote the respiratory circulation of the body. This paper will use the information data of 36 people, that is, each person has been tested at a frequency of 1 Hz for about 1 hour of oxygen saturation and age, BMI, sex, smoking history or current smoking status in the SPSS. Age is the biggest factor affecting oxygen saturation for nonsmokers. For smokers, age has little effect on oxygen saturation. To further explore the effects of smoking and age and other factors on oxygen saturation, 48 groups of data were collected through Huawei bracelet health platform, including smoking, BMI, age, heart rate, HRVL and sleep time. The weight of different influencing factors was determined by multivariate regression analysis of 48 groups of data collected.

Keywords: Blood oxygen saturation; Cluster analysis; OLS; Multiple linear regression

1. INTRODUCTION

Most of the energy of human life activities is generated through the metabolic way of aerobic breathing. In the

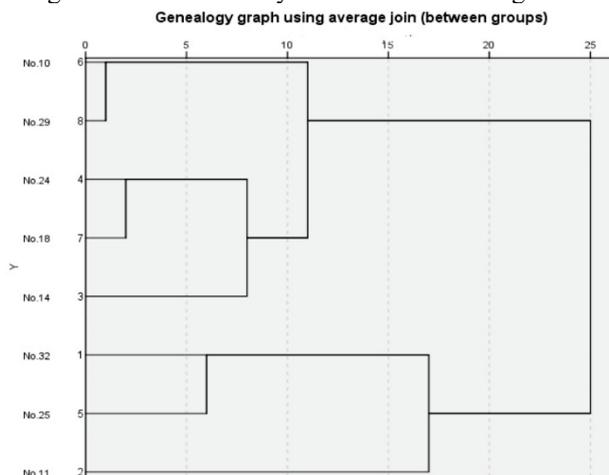


Figure 1 Cluster genealogy of smoking group

medical field, the detection of human oxygen saturation is an important part of the measurement of human indicators. The saturation of blood oxygen is an important physiological parameter reflecting the respiratory and circulatory functions, and is an index to measure the oxygen carrying capacity of human blood. [1] This paper focuses on the effects of different factors on oxygen saturation under the condition of smoking or age.

2. EXPERIMENTAL

2.1 ANALYSIS

First, the information data application SPSS of 36 people were analyzed by cluster analysis, and the population was divided into two groups according to whether or not to smoke, and then the two groups were analyzed respectively. Age is the biggest factor affecting oxygen saturation. [2] For smokers, age has little effect on oxygen saturation.

To further explore the effects of smoking and age and other factors on oxygen saturation, 48 groups of data were collected through Huawei bracelet health platform, including smoking, BMI, age, heart rate, HRVL and sleep time [3]. The data collected from 48 groups were analyzed by multiple regression analysis, and the population was divided into smoking and age.

2.2 METHOD

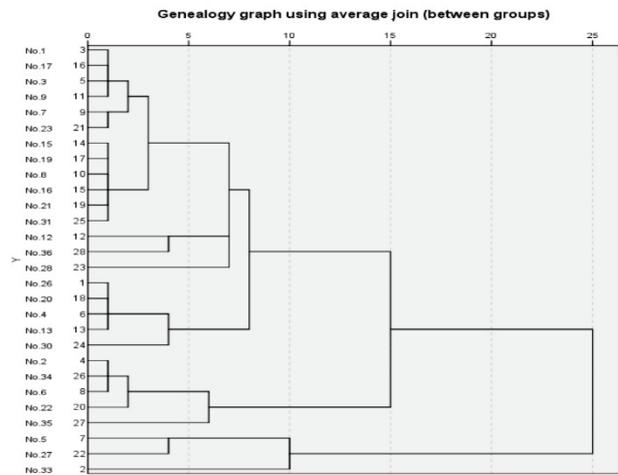


Figure 2 Cluster genealogy of non-smoking groups

1. Cluster analysis: Clustering the data given in the topic into two groups of SPSS according to whether or not

smoking.

2. OLS: This paper uses OLS analysis to process the data

given in the problem. [3]

3. Multiple linear regression analysis: The multivariate linear regression analysis method used in this paper regards oxygen saturation as the explanatory variable, and the rest BMI, age, heart rate, HRVL and sleep time as the explained variables to obtain the relationship between the explained variables and the explanatory variables.

2.3 ESTABLISHMENT OF CLUSTER ANALYSIS MODEL

The 36 groups of data were divided into 2 groups

according to smoking and non-smoking. The data cluster spectra of smoking and non-smoking were as follows: according to the index blood oxygen saturation and BMI, age, using spss system clustering:

Through the above cluster analysis of the blood oxygen saturation of smokers and non-smokers, the following will be divided into different groups of smokers and non-smokers. The effects of body mass index and age on blood oxygen saturation were investigated. The results are shown below:

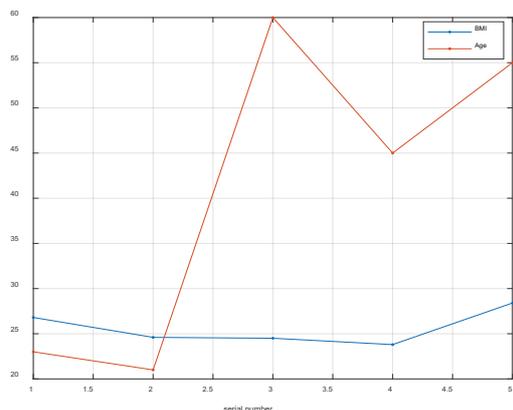


Figure 2 Changes in BMI and age in group 1

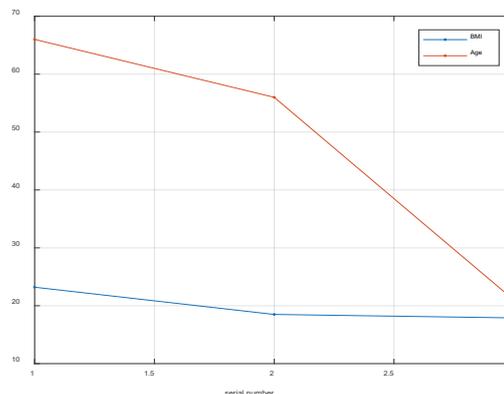


Figure 3 Changes of BMI and age in group 2

From the above two figures, we can see that the difference of age in each group is significant. In contrast, the range of BMI value change is very small. Therefore, for smokers,

the system is more clustered according to its BMI value. That is, age has little effect on oxygen saturation.

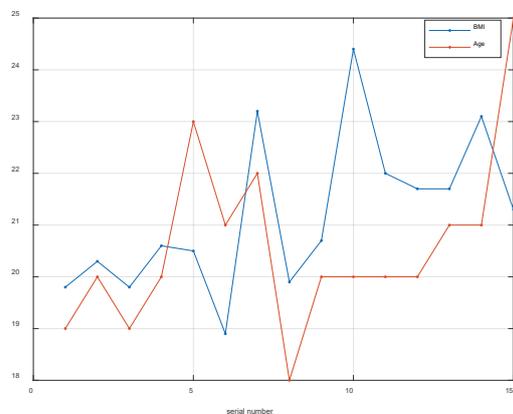


Figure 5 Differences in BMI and age in group I

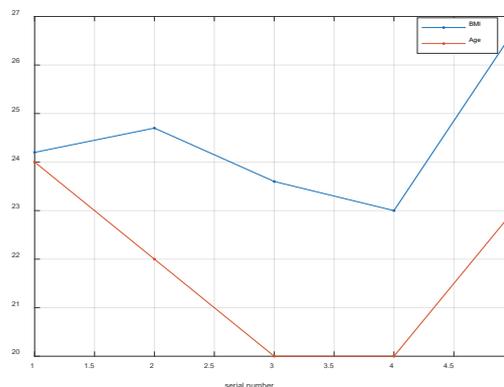


Figure 6 Changes in BMI and age in group 2

It can be seen from the above two figures that for non-smokers, their age and BMI will affect their oxygen saturation. In contrast, the difference of BMI in each group fluctuates greatly, that is, the clustering is more classified according to their age. [4] Therefore, for non-smokers, age is the biggest factor affecting oxygen saturation.

By analyzing the factors given by the topic, we can see that age has little effect on oxygen saturation for smokers. For smokers, age has a greater effect on oxygen saturation. However, the specific degree of impact and related relationships need to be further explored. So, the following is selected Huawei the bracelet health platform to obtain 48 groups of smoking whether the blood oxygen

saturation BMI, age, heart rate, HRVL and sleep time data. It is hoped that the analysis of these factors will further explore whether smoking and age and other factors affect oxygen saturation.

2.4 SMOKING MODEL ESTIMATION RESULTS

By analyzing 48 sets of data collected from the Huawei bracelet, Y, oxygen saturation as an explanatory variable BMI, Age, Heart rate, HRVL, Sleep time X1, of explanatory variables X2, X3, X4, X5, Based on the results of the above cluster analysis, The 48 groups of data were studied by multivariate linear regression according to smoking and age. 3.4 Establishment of Multiple Regression Model.

First, the smoking population in 48 groups of data OLS, after processing multiple collinearities, the modified expression is obtained, as follows:

$$\hat{Y}_i = 237.44 - 0.76X_{3i} - 1.04X_{4i} + 1.79X_{5i} \quad (1)$$

From the above regression equation, it can be seen that the modified resolvable coefficient is 0.92, which indicates that the degree of fitting is high and the joint significance of F statistic test parameters is high. It is concluded that in the above data, heart rate, HRVL and sleep time are the main factors of blood oxygen saturation, and HRVL has the greatest impact on blood oxygen saturation, followed by heart rate, and finally sleep time. After multiple collinearity correction, the regression results of nonsmokers OLS as follows:

$$\hat{Y}_i = 69.19 + 0.02X_{2i} - 0.07X_{3i} + 4.72X_{5i} \quad (2)$$

From the above regression equation, it can be seen that the modified resolvable coefficient is 0.90, which indicates that the degree of fitting is high, and the joint significance of F statistic test parameters is high. It is concluded that in the above data, age, heart rate and sleep time are the main factors of blood oxygen saturation, and sleep time is the most important factor, which is actually age, and finally heart rate.

2.5 Estimation results of age model

From the 48 groups of data in the survey, 20 people aged between 18 and 24 were selected as the research objects of the young group, and 12 people over the age of 55 were selected as the research objects of the elderly group. In this study, whether or not to smoke will not be the main research object. Next, we will study the young group and the elderly group respectively. After the correction of multiple collinearities, the OLS results of the young group are as follows:

$$\hat{Y}_i = 58.73 - 0.04X_{3i} + 5.31X_{5i} \quad (3)$$

From the above regression equation, it can be seen that the revised resolvable coefficient is 0.92, which indicates that the fitting degree is high and the joint significance of F-statistic test parameters is high. It is concluded that heart rate and sleep time are the main factors of oxygen saturation in the above data. After the correction of multiple collinearities, the OLS results of the elderly group are as follows:

$$\hat{Y}_i = 66.26 - 0.02X_{4i} + 4.78X_{5i} \quad (4)$$

From the above regression equation, it can be seen that the revised resolvable coefficient is 0.92, which indicates that the fitting degree is high and the joint significance of F-statistic test parameters is high. It is concluded that HRVL, and sleep time are the main factors of blood oxygen saturation in the data of the above study, and HRVL has a greater impact, followed by sleep time.

3.CONCLUSIONS

Through the above analysis, to explore the factors affecting oxygen saturation, through the processing of the survey data to determine whether smoking, BMI, age, heart rate, HRVL and sleep time on oxygen saturation, the first is to divide the data into smoking and non-smoking data to analyze the effect of oxygen saturation. [5] Age, heart rate and sleep time are the main factors affecting oxygen saturation in nonsmokers. According to the above analysis, the influence of HRVL on smoking population and age on non-smoking population is greater.

After the analysis and processing, the data were divided into the young group and the aging group. The young group was 18-30 years old, and there were 20 groups of data. The heart rate and sleep time were the main influencing factors of blood oxygen saturation in the study. The elderly group was over 55 years old and had 12 groups of data. HRVL and sleep time were the main influencing factors in the study. [6] In the analysis of the factors affecting blood oxygen saturation in the young group and the elderly group, it was concluded that heart rate had a greater effect on young people and HRVL on the elderly.

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Model Based on Regional Economic Vitality and Its Influencing Factors

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Abstract: Regional economic vitality is an important part of the comprehensive competitiveness of a region. Improving the economic vitality of a region is a subject worthy of study. This article focuses on the issue of regional economic vitality, searches for a large number of relevant data, makes reasonable assumptions, and uses Software such as SPSS, MATLAB, etc. conducts data mining and processing, establishes multiple linear regression models and TOPSIS models, and gives suggestions for improving regional economic vitality and solutions to various problems. In response to this problem, we established a multiple linear regression model and worked out a plan to improve the vitality of the regional economy. First, in order to quantify economic vitality, we use regional GDP as a representative indicator of the local economic vitality, and use it as the dependent variable of the regression model. Based on the comprehensive evaluation index system of urban economic vitality, we select economic growth, capital and production factors. The five dimensions of attractiveness, employment and quality of life of residents, innovation ability, and education level are used as independent variables, and enterprise vitality, population size, per capita disposable income, three types of patents, and the number of colleges and universities are used as their respective index. Secondly, select four indicators of employment, product sales rate, sales of current assets, and labor productivity of all employees in the province, using Stata statistical software to establish a TOPSIS model to measure the level of enterprise vitality index. Finally, use Stata data statistics software to establish a multiple regression equation between the dependent variable and the given independent variable, use the least square estimation to find the correlation coefficient, and analyze that the factor that has the greatest impact on the economic vitality of Guangdong Province is the vitality of the enterprise. The coefficient is 0.7243996.

Keywords: Regional economic vitality; Multiple linear regression; TOPSIS model

1. PREFACE

With the globalization of economy, technology and competition and the formation of the world city system, cities have become the main players participating in global competition, and more and more urban competition and enterprise and country competition have shown an interactive and indivisible pattern. The main reasons for this are: on the one hand, cities have an important "engine" effect on the economy of the country in which they are located; on the other hand, the world's most competitive

companies tend to gather in certain types of cities. We collectively call these cities the most economically dynamic cities. What people call the vitality of urban economy refers to the potential and ability of urban economic development. At present, Chinese cities are in a period of rapid growth. How to improve the economic vitality of a city has become a very important issue. [1-7]

2. PROBLEM ANALYSIS

The collected data are preprocessed with algorithms and software, and mathematical software is used to complete regression analysis, and a plan to improve economic vitality is given. At the same time, it demonstrates and analyzes the impact of changes in corporate vitality and population trends on changes in regional economic vitality. In the question, we are required to propose a plan to improve the economic vitality of the city, and to analyze the impact of the trend of corporate vitality and the trend of population change on the economic vitality of the city. Through the analysis of the problem, first of all, we prepared the relevant data that may be used in the process of solving the problem. Considering that the model requires the quantification of economic vitality, we selected the regional GDP as its quantitative value. In the selection of independent variables, the vitality of enterprises is quite special. It needs to be measured by several indicators at the same time. Therefore, we use Stata statistical software for the four indicators of employment, product sales rate, sales of current assets, and labor productivity in the province. Establish a TOPSIS model to measure the level of corporate vitality index, and then input the independent variables and dependent variables of the model into the SPSS software to calculate the regression coefficients and other parameters. Through the analysis of these data, we can give a plan to improve the vitality of the regional economy. At the same time, we can also analyze the impact on economic vitality based on the relevant data of the two independent variables of population trends and corporate vitality.

3. TOPSIS MODEL

3.1 Analysis of TOPSIS Model

Regional economic vitality refers to the capacity and potential of a regional economic development process. At present, Chinese cities are in a growth period, and their economic vitality is mainly reflected in economic growth, the ability to attract capital and attract high-quality labor. This question is for us to study the economic vitality of a region. Based on data access and analysis and consultation, we choose Guangdong Province, which is among the top economic level in China, as the research object, and use

GDP to quantify the economic vitality of the province. The vitality quantitative evaluation system knows that it is affected by six more important aspects: economic growth, attractiveness to capital and production factors, employment and residents' quality of life, innovation ability, and education level. In order to quantify these influencing factors, we then Find a measurable index for each factor that reflects the factor to a large extent, which are enterprise vitality, population size, per capita disposable income, three types of patent applications and the number of colleges and universities, which have certain scientific value.

3.2 Solution Of TOPSIS Model

From the above analysis, it can be seen that corporate vitality is a very important factor affecting regional economic vitality. Considering that corporate vitality is a comprehensive indicator, according to the definition of corporate vitality, corporate vitality refers to the constraints of the society, culture, and the market. The overall excited state intensity of the vitality of self-organization, self-restraint, self-development and coordination with the environment, namely.

$$A = \psi \{A_1(t), X_1(t), X_2(t), X_3(t), E[Y_1, Y_2, \dots, Y_m] | t\}$$

In the formula: A is enterprise vitality; ψ is state intensity function; $A_1(t)$ is enterprise vitality function; $X_1(t)$ is enterpriseself-organization function; $X_2(t)$ is enterprise self-restraint function; $X_3(t)$ is enterprise self-development function; E is environment function; $Y_i (i = 1, 2, \dots, m)$ is politics, economy, culture, education, military, etc. Environmental impact variables such as technology, energy, and markets; t is time.

Accordingly, in order to more accurately reflect the status of enterprise vitality and achieve the goal of more accurate quantification of corporate vitality, we use the fuzzy comprehensive evaluation method, that is, to establish evaluation indicators (factor sets), based on the relative factors in the evaluation of enterprise vitality in each level. The degree of importance is assigned corresponding weights, and then the factors with larger weights are selected as the impact indicators, which not only fully considers the objective reality, but also reduces the difficulty of excessive data. The specific indicators are the number of employees in Guangdong enterprises, the

product sales rate, the number of turnover of current assets, and the labor productivity of all employees.

After calculation, get stand_S =

[0 0.001 0.005 0.01 0.016 0.02 0.024 0.03 0.036 0.043 0.051 0.076 0.082 0.109 0.14 0.155 0.162 0.174 0.183 0.198 0.208 0.216 0.234 0.241 0.255 0.273 0.298 0.316 0.322 0.346 0.373 0.398 0.407 0.451 0.472 0.534 0.563 0.59 0.631 0.642 0.714]^T

Result analysis:

(1) Obviously, $0 \leq S_i \leq 1$, and the larger S_i , the smaller D_i^+ , that is, the closer to the maximum.

(2) Sorted by relative proximity, the larger S_i is, the closer the i-th evaluation unit is to the optimal level. A is, the closer the first evaluation unit is to the optimal level.

(3) Trend analysis: The elements in the obtained transposition matrix S are increasing, that is, the vitality of enterprises in Guangdong Province is increasing year by year.

(4) Quantitative calculation: Since the vitality of an enterprise is positively correlated with the S value, within a certain error tolerance, we use the S value to represent the index of the annual work vitality.

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Sports Theories and Sports Guides Effectively Managed by the Local Sports Bureau

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Abstract: With the continuous and in-depth development of the economic and technological innovation field, it has entered a new stage of development. The popularization of the Internet and smart devices has provided a convenient way and development for the overall effective governance of the Sports Bureau and the construction of our society. Provides unlimited possibilities. Although the overall governance level continues to improve, it can basically meet the various requirements for development in the new era, but some local sports bureaus have some problems and loopholes in the administrative management, compared to the national governance. Although it has no major impact, it still has a negative effect on local development. This article analyzes and excavates some administrative management of local sports bureaus, and provides some theoretical foundations and effective measures for the management of local sports bureaus.

Keywords: Local Sports Bureau; Sports; Theoretical Basis; Current Problems

1. PROBLEMS IN THE ADMINISTRATIVE MANAGEMENT OF LOCAL SPORTS BUREAUS

1.1 The local sports bureau has large management expenses and insufficient public construction

At this stage, the large governance costs such as investment in public construction are still the biggest loopholes in the management process of the local sports bureau, and there are still many unreasonable uses of funds. On the one hand, it can be seen that the local sports bureau is diligent and thrifty. There are still loopholes in the atmosphere, the focus is on the performance projects, and the lack of emphasis on the cost-effectiveness of public construction projects. From another perspective, the local sports bureau has invested too much in these aspects, which led to the sports bureau's more meaningful public construction. The investment in engineering will shrink severely, especially in the areas of medical care, education, etc., which are relatively backward, which will severely restrict and restrict the future development of the place, restrict the economic development of the place, and will continue to affect the local sports. The prestige of the bureau will have an impact [1].

1.2 Insufficient service awareness in the governance of local sports bureaus

The staff of the local sports bureau can be regarded as a kind of service staff from a certain perspective, but there are still some staff with arrogant attitude, and even more bribes have occurred, which has caused the reputation of many local sports bureaus to be biased. In the new era, civil servants should establish a correct sense of service, be able to put the people's happy life as the top priority, understand the core meaning of serving the people

wholeheartedly, and integrate themselves into the masses, so as to guide the correct social atmosphere and at the same time It will also greatly promote the management of the local sports bureau. The people and the sports bureau will work together to achieve rapid development of the locality.

1.3 Too many violations of laws and disciplines by local sports bureaus

The management of some local sports bureaus is still unable to use their powers reasonably and fairly. While the state grants the rights of these local sports bureaus, it will also give them certain obligations. However, some managements evade responsibility and abuse their powers, leading to local The violations of laws and disciplines by the Sports Bureau continue to occur, and the related households have seriously affected the governance atmosphere of the local Sports Bureau and the governance efficiency of the Sports Bureau. It can be said that corruption is an important reason for the low management ability of the local Sports Bureau, and the power is not used where it should be. Localities have caused loopholes and gaps in the management of local sports bureaus.

At the same time, the Sports Bureau dealt with some improper handling methods such as land expropriation, land use, and land relocation. It did not have a reasonable control over power, which led to infringements on the life rights of many people. At the same time, there was no way to provide certain compensation for those who lost their rights. It will affect the governance prestige of the Sports Bureau, which will have a certain impact on various development indicators and development directions [2].

1.4 The local sports bureaus are too high-minded and cannot put forward suitable development goals

In order to develop certain achievements, some local sports bureaus have not been able to face up to their own development speed. They have formulated unreasonable development plans and development processes, even blindly demanding speed, severely lowering quality standards, and if things go on like this, it will seriously affect sports Regarding the judgment and handling direction of the bureau's own behavior, the development of the local sports bureau should have been a steady development process. Due to unreasonable development goals, the management of the local sports bureau has serious deviations in reality and theory, especially in the progress of urbanization. Land planning needs to be strategized, and if the progress is too fast, it will even affect the development prospects of the city.

2. MANAGEMENT THEORY OF LOCAL SPORTS BUREAU

2.1 The development of local sports bureaus in financial management

For the overall economic system, the local sports bureau is very important for the management of local finance. Local finance not only affects the local economic development and economic development prospects, but also has an important impact on the overall economy as an important part of the national economy. . The development of the past few years has left some problems in the financial management of some localities. Due to the unreasonable economic structure, many financial supervisions have overlapping work and work blind spots, which have brought a certain degree of impact to the local financial development. The responsibilities and powers of the local sports bureaus in some financial management are not equal. The most obvious one is the handling of financial risks. The local sports bureaus need to monitor and predict the financial risks of various business processes. The responsibility is heavy and the local However, the Sports Bureau is obviously inadequate in handling and enjoying information related to financial risks. It requires coordination and coordination by many departments. As a result, the handling of financial risks is unable to grasp the initiative, and problems often occur. At the same time, local sports bureaus are also due to the financial management system. The imperfections of many financial processing capabilities have been severely affected. For local sports bureaus, long periods and risks have become inevitable problems while carrying out some large-scale project construction. These problems have brought about the excessive dependence of local sports bureaus on financing platforms. In the long run, the local sports bureaus will Facing huge economic risks, excessive financing will lead to development risks of platform finance. In the composition of financial management of the local sports bureau, some staff members took advantage of their positions and abused their power to cause imbalances in the financial transaction process, and failed to properly perform their duties and obligations as monitors and managers.

Regarding the above problems, the local sports bureau should devote itself to the establishment and improvement of the financial management system to construct a reasonable financial management structure to realize the local sports bureau's management and supervision of the local finance, and at the same time, the local sports bureau will appropriately handle the financial development process. The balance of power and responsibility ensures that the Sports Bureau can prevent financial risks in advance and improve emergency handling measures. Local sports bureaus should also supervise all aspects of the financial development process, establish detailed supervision mechanisms and basic systems, and ensure that every sports bureau staff can perform their duties, perform their duties, and prevent abuse of power. things happen.

2.2 Local sports bureaus in the development of talent training

At the same time of rapid development, the demand for talents in all aspects is constantly expanding, and the demand for high-quality talents in local sports bureaus is also the same. The work of public resource management

requires comprehensive and diversified technical talents, not just for work. There are requirements for ability, including certain requirements for personal quality, learning ability, innovation ability and practical ability. However, in the old period, the talent training system was not perfect, resulting in a shortage of talents in local sports bureaus and random handling of some things. The distribution of people leads to incomplete handling of problems and even abuse of power and abuse. Therefore, it is still very important for the cultivation of talents. The training model of the Sports Bureau is too single. It is too one-sided to just pass the examination as the only basis for judgment. Therefore, it is necessary to improve the methods of talent training and selection, and select truly capable people to become qualified talents in the new era. power enhanced. The working ability of the original staff can no longer meet the work needs of the local sports bureau in the new era. The integration of new things in the new era requires training and upgrades for old employees, which can perfectly meet the times. Cultivating talents requires more experience and time. The original training cycle of talents is too short, which leads to the difference between good and bad talents. Talents in the new era need to be excellent in all aspects, so it is necessary to increase the training efforts and improve the training plan [3].

2.3 Development of local sports bureaus in administrative resources

Administrative resources provide a strong support in the operation and progress of local sports bureaus. The administrative resources of the new era will use network technology to form a large resource library. Staff can provide the required information in a timely and effective manner during the work process. Administrative resources will be made public to the people to a certain extent, so that people can understand their rights and obligations to realize Internet-based management. Administrative resources will be distributed in the most reasonable manner under the simulation of big data. The rational use of administrative resources can provide the basis for the governance of the local sports bureau, and future development will not be affected and restricted by the unreasonable allocation of resources. Therefore, the local sports bureau must be precise and pragmatic in handling public resources. To achieve the highest degree of utilization [4].

3. LOCAL SPORTS BUREAU DEVELOPMENT ABILITY THEORY

3.1 Sports strategic planning ability

For local sports bureaus in the new era, they must focus on cultivating their strategic planning capabilities. Due to the burst of technology and economic growth in the new era, future changes will be very rapid and diversified. Therefore, local sports bureaus must adapt to the development needs of the times. Make certain improvements in strategic planning, plan the development route in advance, and prevent future overwhelming. Although most of our country's development process involves crossing the river by touching the stones, the prerequisite for crossing the river is also planned in advance, able to respond to various emergencies in a

timely manner, truly focusing on the future, and centering on future development. The plan is detailed, and the future development goals, basis and development strategies are analyzed and thoroughly, and the path that is most suitable for the development of the region is planned. At the same time, the development strategies that have been proposed by the local sports bureaus should be continuously updated for maintenance and integrated in real time. The elements of the times apply the latest products of the times to the development and management of local sports bureaus.

3.2 Sports public policy capabilities

After the local sports bureau formulates the future development direction, it needs to further formulate detailed development plans and specific sports policies, which reflects the ability of public policy. How to rationally arrange development policies, implementation steps, and specific division of labor and processes are all manifestations of public policy capabilities. If the development plan formulated cannot be based on the actual situation of the local sports bureau, an unrealistic development process is proposed. Development is extremely constrained, and even some leaders may pay too much attention to fame, leading to the collapse of the entire development process. Even some local sports bureaus underestimate the ability of public policies, believing that the designated development plan is a waste of time and is of no practical use. They work urgently without preparation, which leads to a sudden situation that will guide the entire management process. shift.

3.3 Sports resource project management capabilities

For the local sports bureau, the focus is on the distribution of some resources and the implementation of some projects. Therefore, the local sports bureau needs to focus on the cultivation of these two aspects. As a prerequisite for social development, how to realize the most reasonable arrangement of resources. Achieving efficient use of resources is a problem that requires rigorous consideration in the governance process of the Sports Bureau, and the implementation process, implementation, project losses, and engineering expenses of each project in the local development process require the Sports Bureau's accurate calculation and rigorous thinking. The Sports Bureau needs to carry out certain capacity training in both resources and projects to ensure the working ability of the local Sports Bureau.

4. MEASURES TO ACHIEVE EFFECTIVE MANAGEMENT BY LOCAL SPORTS BUREAUS

4.1 Actively guide people to participate and realize the overall coordination of the People's Sports Bureau

As the service object of the Sports Bureau, the people can directly reflect the management ability of the local Sports Bureau. At the same time, the opinions of the people are also the most meaningful opinions. The broad masses of people from all walks of life can absorb and learn from the

advantages in different fields. In the process of bureau governance, very valuable opinions can be put forward. Therefore, actively guiding the people to participate in the management of local sports bureaus can achieve efficient and practical management [5].

4.2 Reform the traditional public resource management model and implement a new management model

The traditional management model has some deviations from the public resource handling in the new era, and because the traditional impression that entering the sports bureau is an iron job, the work enthusiasm of the staff is constantly affected, so competition needs to be introduced into the governance process of the local sports bureau. Among them, the local sports bureau can compete for resources. On the one hand, it can allocate resources reasonably and integrate the competitive atmosphere into the management process of the sports bureau, but competition does not mean the loss of work quality, and at the same time it is also necessary to implement an inspection mechanism to prevent staff members from asking for credit and refilling their numbers. Therefore, when competition is introduced, supervision must also be done.

4.3 The local sports bureau should continue to learn and develop

The times are developing rapidly, and things in the new era are changing with each passing day. Therefore, in order to adapt to the elements of the new era, the local sports bureau must continue to learn and improve. Only the sports bureau that continuously learns can maintain lasting vitality and innovation power for future development. Can win a seat in the local sports bureau to achieve the improvement and endurance of the local sports bureau's own capabilities, and truly realize the effective management of the sports bureau.

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Discussion on Teaching Reform of Applied Chemical Technology Specialty in Higher Vocational Colleges

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Abstract: Higher vocational colleges are an important part of China's education and teaching, and also an important strategic position of national applied talents training. Talent training in higher vocational colleges is divided into many majors, among which applied chemical technology is a more concerned field. Based on the development of education and teaching of Applied Chemical Technology Specialty in higher vocational colleges, this paper explores the effective strategies of teaching reform of this specialty in the context of the new era, so as to promote the improvement of the quality and efficiency of professional personnel training, so as to meet the needs of social development and national talent reserve requirements.

Key words: Higher vocational colleges; Applied chemical technology; Teaching reform

1. INTRODUCTION

The rapid economic growth and the rapid development of science and technology, driving the progress of society and the development of the times, along with the change of social employment demand and the improvement of employment post requirements. Based on this, higher vocational colleges talent training planning also appeared a new turn, coupled with the continuous advancement of national quality education process, higher vocational colleges applied chemical technology teaching is facing new challenges. How to meet the challenges and meet the social needs has once become the key breakthrough content of talent training in higher vocational colleges, so the teaching reform of applied chemical technology specialty has also been put on the agenda [1-3].

2. THE IMPORTANT VALUE OF TEACHING REFORM OF APPLIED CHEMICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

2.1 Improve professional teaching quality

The development of education and teaching is one of the important factors to enhance the strength of a country or a nation, and it is also a key means to enhance the quality of the people and promote scientific and technological innovation. As an important strategic position of talent cultivation in China, higher vocational colleges, with the change of social development and the innovation of national education and teaching, carry out reform and development, not only to meet the needs of the development of the times, but also to improve the integration between themselves and society. The high matching between talent training and social employment

demand in Higher Vocational Colleges marks the improvement of social value of education and teaching, and represents the enhancement of talent training quality in colleges. Therefore, teaching reform is helpful to improve the quality of professional teaching in colleges.

2.2 Enhancing students' comprehensive quality

Compared with the progress of science and technology and the development of the times, the development of education and teaching has a certain commonness with the former, that is, the deepening reform of education and the continuous innovation of teaching, which means that education and teaching are not immutable. The existence of changes in education and teaching is able to achieve the goal of continuous self-improvement, and the gradual improvement of education and teaching is conducive to let students enrich themselves a little bit in the process of learning. The process of students' self enrichment is an effective way to enhance their comprehensive quality. As a result, vocational college students can improve their employment strength and competitive value to a certain extent.

2.3 Meet the needs of social employment

It has been mentioned in the previous article that the change of social employment demand and the improvement of job requirements have created opportunities for the teaching reform of Applied Chemical Technology Specialty in higher vocational colleges. The most intuitive manifestation of teaching changing with the change of employment needs and conditions is to fully meet the social employment needs, which can enhance the efficiency of talent training in Colleges and universities to a certain extent, promote the unity of ensuring the output of talents and the pace of development of the times, so as to ensure the improvement of students' employment rate and social employment rate [1].

3. PRINCIPLES OF TEACHING REFORM OF APPLIED CHEMICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

3.1 Principle of effectiveness

There are two meanings to follow the principle of effectiveness: on the one hand, this principle can ensure that the teaching reform of Applied Chemical Technology Specialty in higher vocational colleges will not be divorced from the essence of education and guarantee the stability and effectiveness of basic professional knowledge teaching; on the other hand, this principle helps to promote the effective integration of the application of teaching resources and the selection of

teaching methods in the process of teaching reform To a certain extent, we should ensure the effective promotion of the reform.

3.2 Principles of quality education

Quality education is not only the core guiding ideology of education and teaching in China, but also the ultimate goal of national talent training. According to the principle of quality education, it can ensure that the teaching reform of Applied Chemical Technology Specialty in higher vocational colleges can fully meet the requirements of national policies, ensure that the teaching reform is well versed in the idea of quality education, so as to ensure the high quality and high quality of talent output [2].

4. EFFECTIVE MEASURES FOR TEACHING REFORM OF APPLIED CHEMICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

4.1 Give full play to the advantages of traditional teaching mode

Throughout the overall development of education and teaching in our country, it can be seen that the application of traditional teaching mode occupies the main force. Therefore, in the teaching reform of Applied Chemical Technology Specialty in higher vocational colleges, we should pay attention to the advantages of traditional teaching mode, instead of focusing on innovation because of the reform, so as to avoid failure. Under the traditional teaching mode, the guidance and demonstration of teachers is very important. In the process of teaching reform of Applied Chemical Technology Specialty, teachers must continue to play a leading role, make correct demonstration and guidance for students, ensure the efficient teaching of basic teaching content, and gradually promote the reform and development.

4.2 Change teachers' teaching ideas in time

Society is developing in the era of progress. Under the background of the new era, in order to ensure the effectiveness of teaching reform, it is very important to change teachers' teaching philosophy through technology. Firstly, higher vocational colleges should look at the teaching reform of Applied Chemical Technology Specialty from the perspective of overall planning, and train teachers with new knowledge and new theory, so as to keep their educational ideas advanced and avant-garde; secondly, teachers should have a certain grasp of the changes in the field of Applied Chemical Technology, so as to substantially improve the teaching planning and objectives in teaching.

4.3 Improve teaching methods

Improving teaching method is the best way to promote the progress of teaching reform. The improvement and innovation of teaching methods are effective measures to realize the reform of teaching. Teachers should innovate and develop on the basis of traditional teaching mode, perfect the teaching mode of combining theory with practice, strengthen the skill practice training, and increase the cooperation opportunities of school and enterprise. The improvement of students' practical ability is an optimization means to promote the quality of talent training, and also an effective way to promote teaching

reform.

4.4 Support from relevant departments

Generally speaking, the local government will support the talent training of higher vocational colleges. The reform of teaching in chemical engineering should be based on the support policy in order to create more opportunities. Meanwhile, relevant departments should form strategic cooperation with higher vocational colleges, increase investment to help establish training bases or introduce advanced teaching equipment, so as to promote the effective conditions of talent training in Colleges and universities, so as to ensure the high quality of social talents output. The active application of multi forces and support is the best helper to promote teaching reform.

5. CONCLUSION

In a word, in order to promote the teaching reform of Applied Chemical Technology Specialty in higher vocational colleges, we should pay attention to deeply understand the shortcomings of the current education and teaching. Only by solving the existing problems, can we promote the reform effectively. The principles of effectiveness and quality-oriented education can ensure the essence of teaching reform unchanged. It is an effective way to promote the teaching reform of Applied Chemical Technology Specialty in Higher Vocational Colleges to actively play the advantages of traditional teaching mode, timely change teachers' teaching ideas, improve teaching methods, and rely on the support of relevant departments. The successful implementation of teaching reform is conducive to improving the catering degree between talent cultivation in Higher Vocational Colleges and social employment needs, and ensuring the high quality and efficiency of talent output.

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Research on Transformation, Integration, Innovation and Development of International Freight Forwarding Logistics Enterprises

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Abstract: Under the background of the new era, the rapid development of society and the application of modern science and technology have brought earth shaking changes to the development of all walks of life. The traditional enterprise management and management mode has been unable to meet the needs of the current stage of development, seriously affecting the healthy development of logistics enterprises. This paper explores the transformation, integration, innovation and development of international freight forwarding logistics enterprises.

Keywords: International freight forwarder; Logistics enterprise; Transformation and integration; Innovation mode

1. TRANSFORMATION AND DEVELOPMENT OF INTERNATIONAL FREIGHT FORWARDING LOGISTICS ENTERPRISES

1.1 Ideological transformation

In the process of development and construction of logistics enterprises, due to the influence and influence of traditional logistics management ideas for a long time, there are many defects and deficiencies in the business model and reform methods of enterprises, which seriously affect the development process of modernization transformation and innovation of international freight forwarding logistics enterprises. In order to effectively change this situation, international freight forwarding logistics enterprises need to keep pace with the times, actively change the traditional and conservative management concept, strengthen the ideological change, and effectively realize the transformation of global logistics business model based on warehousing. First, in the process of ideological transformation, logistics enterprises should take into consideration the actual development of their own enterprises, and actively introduce and improve the current logistics management modernization and advanced ideas, effectively constructing the logistics enterprises in line with their own development. Secondly, in the process of ideological transformation, we need to build and apply the virtual management mode with the help of modern information technology and resources, strengthen the construction of digital, systematic and international comprehensive service website and platform system, and strengthen the direction of enterprise management output and virtual operation mode Planning and development, continuously improve the quality and level of global comprehensive service of their own enterprises, and effectively realize the

transformation of logistics enterprises from traditional freight forwarding logistics to modern logistics.

1.2 Market transformation

Firstly, in view of the current enterprise management mode and marketing status, the customer manager mechanism is clarified, and the reasonable pricing of commodities is carried out according to the production and operation benefits and market position of the enterprise. In addition, on the basis of ensuring its quality and efficiency, we should effectively shorten the whole service time with the help of modern management and marketing channels, and realize the transformation from marketing to market integrated management mode.

Second, fully tap the market resources and develop the logistics market area at a deep level. First of all, we should keep pace with the development of the times, choose the appropriate target market, effectively analyze and integrate the relationship between various market types, effectively strengthen the marketing means of key markets, and actively develop emerging markets. Secondly, we should strengthen the informatization and network construction of logistics market development. Especially for the marketing area, we should go deep into the market, fully consider the surrounding environment, development characteristics and situation of the key marketing areas, carry out deep-seated development, and strengthen the key development of outlets with superior business environment and good situation.

Secondly, strengthen the management of customers, actively innovate the service mode, and effectively improve the service quality and level. On the one hand, on the basis of ideological transformation, we should effectively change the composition and structure of customers, actively develop high-quality customers and big customers, and realize the stability of high-quality customers and the optimization and improvement of economic income structure. On the other hand, it is necessary to formulate corresponding sales methods and service strategies according to different customer types and needs, and effectively develop solutions and plans that meet the needs of VIP customer service. Finally, we should actively innovate and optimize market service, take the market as its orientation and customer satisfaction as the main service standard, and effectively create personalized and high-quality market service.

1.3 Transformation of management mode

The management mode of logistics enterprises should be transformed from the direction of comprehensive service

and refined management [2]. First of all, service comprehensiveness mainly includes providing all-round and high-quality services for all walks of life, the whole process service from chartering to settlement, and a complete set of services for the efficiency evaluation standards of third-party enterprises; secondly, the refinement of management is mainly manifested in the refinement and accuracy of information data in budget and final accounts management, the details of logistics management in cost reduction and efficiency improvement management, the specialization and scientization of links, and the industry High efficiency and informatization of business management. Royal public e-commerce platform, effectively develop information-based and collective business management system, effectively simplify work procedures, and enhance the effectiveness of business processing.

1.4 Team transformation

In the whole process of team transformation, we should not only strengthen the implementation of the individual responsibility system, but also effectively implement the staff competition mechanism, and constantly strengthen the professional and modern development of logistics enterprise staff. In addition, we should carry out the goal planning of logistics personnel training according to the current development trend of the times and market rules, and actively targeted and targeted the staff the training can effectively improve the professional basic knowledge reserve of logistics enterprise staff, and enhance the level of professional skills of employees. The implementation of work incentive mechanism and assessment system can effectively enhance the enthusiasm of employees, effectively stimulate their innovative consciousness and work potential, realize the structural, professional responsibility system and performance-based transformation of personnel training, and promote the modernization and comprehensive development of logistics enterprises.

2. INNOVATION AND DEVELOPMENT OF INTERNATIONAL FREIGHT FORWARDING LOGISTICS ENTERPRISES INTEGRATION

2.1 Information innovation and integration

If the international freight forwarding logistics enterprises want to realize the integrated innovation and development, they need to stabilize the old customers, develop new customers, effectively integrate the information data of different customers, timely classify, count and analyze the customer information, and classify the different customers in detail. For example, customers are divided into old customers, new customers, high-quality customers, potential customers, individual customers, etc.; in addition, in the process of customer information integration, it is necessary to actively use modern information technology means to conduct real-time and remote management and control of their information resources, break through the limitations of region and time, and effectively realize the innovative work efficiency of logistics integration Sufficient customer satisfaction[3].

2.2 Resource innovation and integration

In order to strengthen the storage capacity of goods and

enhance the storage capacity of international freight forwarding logistics enterprises, it is necessary to continuously expand and develop regional resources and establish more logistics warehouses throughout the country, so as to effectively meet the different needs of different customers and improve customer satisfaction. In this process, logistics companies need to increase a lot of costs. In order to effectively solve this problem, the innovation and integration of resources, the simplification of various transportation processes and storage processes can effectively improve the integrity of resource integration, realize the integrated and systematic service from import to export, effectively highlight the resource advantages, simplify the sales process, and serve as an international freight forwarder Logistics enterprise create more economic value.

2.3 Integration of marketing methods

After resource integration, the service mode of logistics enterprises is more simplified and effective, which saves a lot of manpower, material resources and financial resources to a certain extent. It not only reduces the intensification of contradictions and competition within enterprises, but also can study customers with more energy, strive for competitive advantages in price for customers, reduce cost output from the perspective of customers, and effectively improve marketing Success rate, to get more customers. In addition, in the process of marketing mode integration, we should strengthen the effective communication and exchange with customers, regularly maintain and interview customers' interests, enhance customers' sense of trust and identity to the enterprise, effectively enhance the image and brand reputation of the enterprise, and realize the economic benefit win-win situation of enterprise development and customer satisfaction.

3. CONCLUSION

To sum up, the transformation and integration innovation of international freight forwarding logistics enterprises is an important foundation to ensure the healthy and sustainable development of enterprises. In the specific process of development and innovation, enterprises should combine the actual situation of their own development, constantly optimize and improve the specific content of transformation, integration direction and innovation ideas, and take targeted solutions to effectively promote the market competitiveness of enterprises.

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Research on Innovation Method of Data Structure Course Based on Pain Point

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Abstract: This paper expounds the importance of data structure; analyzes the "pain points" existing in the current teaching of the course and the corresponding solutions; under the guidance of the concept of "learning as the center", combined with their own teaching experience, puts forward the reform ideas from three aspects of teaching content, teaching methods and course assessment; through the practice of this teaching reform, the data structure of our school is basically solved. The existing problems of the course have achieved ideal teaching effect.
Keyword: Teaching method; Teaching content; Course assessment; Data structure

1. INTRODUCTION

Data structure is a core basic course in computer science. It not only plays a connecting role in the whole course system, but also is a common subject for postgraduate entrance examination and written examination of company recruitment. This course mainly introduces how to organize, store and process data reasonably, how to design algorithms correctly, and how to analyze and evaluate the performance of algorithms. The theoretical knowledge of this course is still an important basis for many frontier researches fields, at the same time, this theoretical knowledge is also facing many new problems and challenges raised in the era of big data. In order to meet the employment needs of society, teachers need to give consideration to both basic knowledge and the frontier of disciplines, theory and practice in teaching. Starting from the concept of personnel training in Application-oriented Undergraduate Colleges and combining with the actual situation of our university, this paper carries out a discussion on the teaching reform of "learning-centered" data structure [1-5].

2. "PAIN" POINTS IN COURSES AND SOLUTIONS

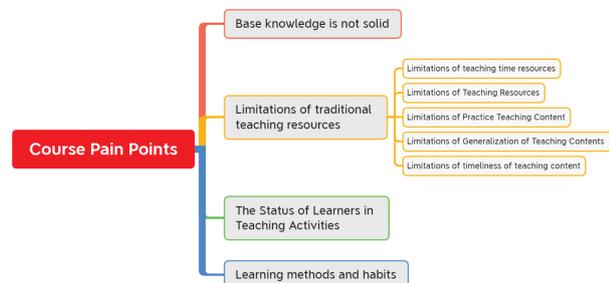


Figure 1 "Pain Point" problem mind map

After many years of teaching, there are some "pain points" in the data structure teaching in our school, such as inadequate basic knowledge, limitations of teaching resources, the position of learners in teaching activities, learning methods and bad habits. There are also several minor problems in the specific problem, as shown in

Figure 1. In view of the above problems, innovative reform is carried out on teaching resources, teaching modes, teaching design, etc. in the overall teaching process of data structure. The painful points and their solutions will be introduced in detail.

2.1 Learning the basic knowledge is not solid

Algorithms in data structures are mostly described by C language, and C programming courses are generally offered as a pilot course in this course. However, the students are just beginning to come into contact with the programming language and are not familiar with it. Especially the knowledge of multiple loops, pointers and structures which are often used in this course is the difficulty of C language. The pilot course learning is not solid, which has buried a hidden danger to the teaching of this course.

2.2 Limitations of traditional teaching resources

Data structure is a course that emphasizes both theory and practice and requires students to be able to use their knowledge to analyze and solve problems. There are 52 lessons in the course of Data Structure and Algorithms, which are divided into theory (40 lessons) and practice (12 lessons). Due to the limited time in class, some theoretical and practical tasks need to be completed by students after class. However, some students with weak foundations and poor self-control are difficult to complete on their own, which leads to the algorithm in the theory class becoming "talking about soldiers on paper". If students can't combine knowledge with practice, they will gradually lose interest in the course. This course innovates the courses according to the various limitations of resources and adopts the dual-platform mode for teaching reform. In the "Four Schools" teaching mode in the course design, the online teaching links are completed with the help of the superstar learning platform in the pre-school, fixed-school and extended-school links. It contains the corresponding content of lifelong learning resources (video, mind map outline, test questions (Level 1, Level 2), and practical basics). Practice online teaching link, according to the actual situation of students, carry out special practical exercises in the experimental building, Luogu and other online platforms. This process can personalize learning according to the actual situation of students, that is, consolidate learning of basic knowledge is not solid, and practice learning at different levels can be carried out according to the course.

2.3 The Status of Learners in Teaching Activities

The teaching method centered on teaching weakens the dominant position of students and affects their initiative and enthusiasm in learning. In the teaching method, obscure and difficult abstract data types are commonly used to explain the principles, which is difficult for

students to understand, and even cannot be related to specific applications. In terms of content, the basic data structure and algorithm knowledge in the textbook are not combined with the frontier technology, so the knowledge taught is out of line with the actual needs of the society.

2.4 Pain in learning methods and habits

According to the characteristics of the students in our school, some bad learning habits have been formed in the long learning process, such as poor learning initiative, poor learning participation, and unclear learning purpose. In terms of learning methods, there is no better learning method, no learning summary ability, the application ability of learning, the contact ability of learning, etc. With the aid of mind mapping tools in teaching activities, the pain of students' learning methods and habits can be improved. Mind mapping can improve learning efficiency and knowledge summary.

3. THE CURRICULUM REFORM THOUGHT OF "LEARNING-CENTERED"

The idea of "school-centered" education was originally proposed by educators John Dewey and Jean Piaget, who advocated that students should be the main body of the classroom and teachers should be the dominant part. In the classroom, the teacher acts as a guide to guide students to establish the relationship between old knowledge and new knowledge through active self-exploration, group collaboration and other ways, and to solve problems and achieve innovation with new knowledge.

3.1 Teaching Content Reform

The content of data structure course is divided into three modules: introduction, structure and algorithm, which are refined into eight sub-modules (introduction, linear table, stack and queue, string, array and generalized table, tree and binary tree, graph, search, sorting). In order to solve the existing problems in this course, to achieve the goal of training students' ability to analyze and solve problems, build a mind map.

Old knowledge: In order to solve the problem of inadequate learning of the students' pilot courses, review the knowledge of the pilot courses that need to be used in this course appropriately. Help students establish the internal relationship between the pilot courses and this course, and lay the foundation for students to learn this course well.

Application: In order to stimulate students' interest in learning, visualize abstract theoretical knowledge, starting from the application of students' daily contact or current hot spot application, teachers ask questions to trigger students' thinking.

New knowledge: To solve problems, guide students to explore in group cooperation. Not limited to textbooks, students are allowed to collect data and find solutions through a variety of channels such as the network, videos, forums and so on. By summarizing and summarizing the internalization principle, we finally return to the textbook.

Practice: Respect the individual differences of students and design a ladder of practical goals. Build self-confidence for students who are weak in the foundation, and also provide space for students with solid foundation to expand, so that students at different levels can benefit.

3.2 Reform in teaching methods

Traditional data structure and algorithm classes occupy a lot of time by theoretical content, students have less practice time, and adopt the teaching mode of "teacher speaking, student listening", students are in a passive learning state. In order to break through the time and space constraints of traditional classes, improve the efficiency of classroom teaching, and encourage students to actively learn in fragmented time according to their own conditions, this course attempts to use a dual-platform + online and offline combination of teaching mode.

3.2.1 Offline Teaching

Before class, teachers set reasonable teaching objectives on the basis of the analysis of teaching content and learning. In the course, according to the teaching concept of "learning-centered", first, select the appropriate way to create situations to arouse students' interest. Secondly, ask questions and encourage students to explore cooperatively so that students can fully participate in the classroom. Thirdly, teachers guide students in the process of self-exploration, and randomly select groups to share ideas and ways of solving problems. Finally, the students reflect and the teachers summarize the course. After class, teachers should improve the teaching design according to the results of multiple assessment and teaching reflection.

3.2.2 Online Teaching

Online teaching is carried out by means of information technology such as learning through and network teaching platform. Publish learning lists to provide clear learning paths for students, and publish group tasks to drive students to complete their pre-school learning. For the actual situation of our school, the team has developed an online open course of data structure to present the important knowledge points of the course in the form of micro-video, and supporting unit tests and chapter tests. Microvideo is published on the network teaching platform, which provides good support for students' preview and review. The web-based teaching platform also provides discussion areas for online discussions and answers between teachers, students and students to extend teaching to after-school.

3.2.3 Online experimental platform

For offline experiments, the average teaching resources are low, that is, the average teachers' guidance is low. Experimental teaching is universal and can achieve universal teaching, but it cannot meet the needs of personalized and hierarchical teaching. The inadequacy of offline experimental teaching can be remedied by setting up an online experimental teaching platform. In the teaching of our school, through the opening of the experimental building platform based on our school online experimental platform.

3.3 Reform of Course Assessment Mode

The traditional way of curriculum assessment pays too much attention to static and quantifiable learning results and ignores the process evaluation, which is not conducive to the all-round development of students. In order to solve the problem of incomplete examination content, we try to reform the examination method.

Table 1 Detailed assessment indicators for courses

Assessment Indicators	Assessment Method	Proportion
Classroom Interaction	Answer, quiz, check-in	10%
Group Collaboration	Intra-group Self-Assessment, Inter-group Mutual Assessment, Teacher Assessment	10%
Experiment	Experimental process, results, online experiments	20%
Final exam	Selection, judgment, short answer, application, algorithm design	60%

Classroom interaction: In the classroom, activities such as rush answer, on-the-spot test, check-in are carried out through the rain class, and the attendance and test data recorded in the rain class are taken as the usual results. In order to check the degree of students' mastery of the teaching content, urge students to check for deficiencies and make up for deficiencies, and help teachers to grasp the degree of reaching teaching goals in a timely manner.

Team collaboration: According to the principle of "heterogeneity within groups, homogeneity between groups", 3-5 people are divided into a group, which simulates the enterprise evaluation system, and evaluates the team collaboration performance by means of self-evaluation within groups, mutual evaluation between groups and teacher evaluation, so as to enhance students' sense of responsibility and team cooperation ability.

Experiment: This course is designed with six experiments. In the examination, we not only pay attention to the students' experimental results, but also pay more attention to the students' experimental process. The experiment was completed in a group collaborative way, and the class was flipped. Teams and group members were randomly selected to explain the principles of the experiment, the problems encountered in the experiment and the solutions. The experimental results are evaluated comprehensively by the way of experiment process+experiment result+online experiment.

Final Examination: The test contains five types of questions: Selection, Judgment, Short Answer, Application and Algorithmic Design. Examine the students' mastery of the basic concepts of this course with selection, judgment and brief answers, the application of common algorithms with application questions, and the ability of students to solve problems flexibly with the knowledge they have learned with algorithm design questions.

By using the examination method of "classroom interaction + group cooperation + experiment + final examination", we can not only make a more comprehensive evaluation of students' performance, but also get a timely understanding of their learning in the teaching process. Only when teachers adjust teaching strategies timely based on their learning conditions, actively guide and motivate students, and teachers and

students progress together, can they truly achieve the mutual benefits of teaching.

4. CONCLUSION

The change from "teaching-centered" to "learning-centered" is an inevitable trend in the development of higher education in China. In order to establish a new "learning-centered" teaching model suitable for different levels and different professional characteristics, teachers must undergo continuous internalization and self-exploration. In view of the problems in the teaching of data structure course in our school, this paper puts forward reform ideas from three aspects: teaching content, teaching methods and course evaluation, fully respects the students' principal position and individual differences, and achieves good teaching results, which can provide reference for data structure teaching.

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On the Significance of VBSE Financial Practice Teaching Platform and Accounting Practice Teaching in Higher Vocational Colleges

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Abstract: From the current employment situation, accounting professionals are not as expected by all walks of life vigorously sought after, even in the face of many accounting job recruitment situation, it is difficult to smooth employment. It is not difficult to find the root cause. Many enterprise leaders generally believe that although the fresh graduates have good professional theoretical knowledge, they are seriously lack of practical skills. Therefore, only by carrying out a comprehensive reform of education strategies and promoting the comprehensive development of accounting professionals, can the contradiction be completely solved.

Key words: VBSE financial practice teaching platform; Accounting major; Practice teaching

1. THE CURRENT SITUATION OF ACCOUNTING PRACTICE TEACHING IN HIGHER VOCATIONAL COLLEGES

1.1 The social demand is becoming more and more comprehensive

In terms of employment, accounting graduates often choose small enterprises as the first choice. These enterprises are relatively weak and need to face huge survival pressure in the fierce market competition. Therefore, it is difficult to invest a lot of time and energy in training fresh graduates. In many recruitment information, the relevant work experience is listed as the first choice, and the candidates are required to have good comprehensive ability Ability, including social adaptability, professional ability and sustainable development ability. In addition, on the basis of professional knowledge and skills, accounting professionals should also have relevant working ability. At the present stage, the teaching system applied in the training of accounting majors in Higher Vocational Colleges in China pays one-sided attention to the improvement of students' professional ability, and does not pay attention to students' sustainable development ability and social adaptability [1-3].

1.2 Changes of talent training mode and objectives of accounting major in Higher Vocational Colleges

In the face of the change of enterprises' demand for accounting professionals' ability, the Ministry of education of our country has issued the corresponding proposal document, which shows that higher vocational colleges should accurately position the direction of professional development in the actual education and teaching process. Although there are great changes in the industrial system construction and the development mode

of service economy at this stage, higher vocational colleges should be based on the constraints of era responsibility and social responsibility We will meet the needs of development and cultivate high-end comprehensive professionals. Thus, in order to adapt to the social development and ensure that colleges and universities continue to serve the district economy, the Ministry of education redefines the training goal of talents in Colleges and universities, that is, to cultivate high-end skilled talents and promote students to form comprehensive professional ability.

Under the guidance of the Ministry of education documents, in the future development of China's higher vocational colleges, we must be based on the guidance of the concept of combining work with study, take serving the regional economic development as the fundamental principle, refer to the social activity field of accounting major, and make reasonable innovation on the professional learning content, so as to establish and improve the practical teaching system.

1.3 The accounting practice teaching in higher vocational colleges can not meet the social needs

1.3.1 There is no perfect practice teaching system

At the present stage, in the construction of professional training room, higher vocational colleges often rely on their own professional to build independent training room, in order to make up for the lack of professional courses and training courses. This kind of construction leads to the fact that there is no connection between the various professional training courses, and it is unable to carry out effective collaborative development. Higher vocational colleges adopt independent education in accounting training, which leads to the failure of connecting related majors, the failure of accounting students to form three-dimensional construction in professional knowledge and application skills, and the serious lack of systematicness and omni-directional, which makes it difficult to adapt to the collaborative work in society.

1.3.2 No complete training platform

There is a serious professional bias in many higher vocational colleges in China, which is mainly reflected in the construction of training platform. Many higher vocational colleges will invest a lot of energy and resources in the construction of the training platform of science and engineering, but in the construction of the training platform of accounting major, it is often built into the training room according to the traditional mode, and it is easy to purchase the corresponding application equipment and software. It is not only lack of new ideas,

but also not in strict accordance with the actual operation mode of the enterprise. The law must be brought into play.

1.3.3 No comprehensive training content

In the process of practical teaching of accounting major in higher vocational colleges, there is a lack of comprehensive content, and the characteristics of the leading accounting post can not be fully revealed, so it is difficult to cultivate students' professional quality in line with the needs of enterprise development. At present, the traditional manual training is still used in accounting training in higher vocational colleges. This training method is not only single in means, but also less flexible in training methods and contents. It can only help accounting students consolidate their basic knowledge and operation skills, and can not train students to form professional comprehensive ability and quality, let alone help them accumulate professional ethics. In addition, the content structure of this training method is also very single, and it does not have a reasonable connection with the relevant industry knowledge or work business, does not have a comprehensive nature, and can not exercise the team consciousness and communication ability of accounting students, which eventually makes it difficult for accounting graduates to successfully obtain employment.

2. VBSE FINANCIAL PRACTICE TEACHING PLATFORM

It takes the typical business of an enterprise as the main line, takes the skill training of each post in the financial department as the goal, and uses the product concept of "moving the enterprise into the campus" to provide students with highly simulated enterprise working environment, business process and business data, so that students can understand the logical relationship between enterprise production and operation activities and financial processing through task driven, role-playing and other drills, and master the process. Grasp the financial skills of each post, the collaborative relationship between each financial post and the internal and external of the enterprise, and let the students perceive the difference between the information processing process and the manual processing process through the information training, and recognize the financial processing process under the information. The platform is designed for all kinds of colleges and universities accounting professional teaching. In the system, the financial work involves cashier, financial accountant, financial manager, cost accountant, tax accountant and other related jobs. In addition, there are some businesses closely related to finance, such as administrative director and production director, which represent the supply chain work of enterprise such as purchasing, production, inventory and sales management. VBSE financial practice teaching platform can solve the basic problem of difficult practice for students majoring in finance in Colleges and universities, effectively test the mastery degree of professional knowledge and comprehensive operation ability of knowledge, and cultivate students' ability of communication, coordination, analysis and problem solving.

2.1 Characteristics of VBSE financial practice teaching platform

One is full simulation. The training platform realizes simulation in business, process, environment and organization. Second, antagonism. VBSE financial practice teaching platform supports multiple organizations of the same nature to run together, which can build a suitable competitive environment for these organizations. Through this platform, students' enthusiasm and initiative can be mobilized.

2.2 Training objectives of VBSE financial practice teaching platform

First of all, help accounting students to be familiar with the filling method and application function of post form, so as to help them complete the filling function of business forms and documents independently; second, help accounting students to deeply understand and accurately grasp the accounting business processing logic and related influence; third, help the accounting students through simulating the actual operation of enterprises in the social and commercial environment. Finally, based on the guidance of the new management objectives, it helps students form the comprehensive application ability of management knowledge, and helps them optimize the business reasonably.

2.3 Construction strategy of VBSE financial practice teaching platform for accounting major in Higher Vocational Colleges

2.3.1 Establish target system

In the process of accounting practice in higher vocational colleges, the application of VBSE platform can simulate the working scene and business process, and provide basic guarantee for the construction of practice teaching system in higher vocational colleges. If higher vocational colleges want to achieve the goal of system construction, the first condition is to make the goal system clear and effective. Practice teaching based on VBSE platform will involve many related majors. Therefore, colleges and universities should divide the goal system into different levels. The overall goal of practice is to serve the regional economic development as the guiding principle, cultivate accounting professionals to form good comprehensive professional quality, such as innovation and entrepreneurship ability, cooperative decision-making ability and executive ability, so as to make them become high-end technical talents meeting the needs of enterprise development. On the basis of practicing the general goal and combining with the characteristics of the major, the sub goal of major is to formulate the talent training strategy. The substandard of practice link should focus on the content of sub objectives and formulate the practice content with curriculum characteristics.

2.3.2 Construction of system framework

Based on the guidance of the target system, it can promote the good connection between the practical teaching of Higher Vocational Colleges and the social needs, and then promote the integrated construction of the practical education curriculum system of accounting major, that is, the integration of professional theoretical cognition, single practical training, comprehensive practical training and

related professional comprehensive practical training, so as to comprehensively cultivate the employability of accounting major students by gradient mode. For example, higher vocational colleges in the development of accounting professional training courses, according to the hierarchy. First of all, in the first semester of teaching, it mainly helps students learn basic knowledge and preliminarily understand the enterprise workflow; second, in the second and third semester of teaching, it is necessary to carry out single training for students, and exercise their application ability of professional skills through ERP sand table simulation and post training; then, in the fourth semester of teaching, it is necessary to carry out comprehensive training for students, On the basis of helping them grasp the professional knowledge accurately, cultivate them to form good professional business processing skills: finally, in the last semester of teaching, carry out comprehensive professional training for students, let them carry out VBSE training, help them understand the enterprise business environment and post linkage, improve students' team spirit and cooperation ability.

2.3.3 Strengthen and implement the teaching organization
First of all, higher vocational colleges help students understand the specific operation of enterprises in production, management and organization in the modern social and business environment by creating a simulated career environment. Secondly, the content and structure of the accounting professional practice courses are effectively integrated. The simulation training is carried out through VBSE platform, the accounting professional and related professional courses are integrated, and the professional post ability of students is strengthened to help them form a good comprehensive quality. Finally, choose the autonomous learning mode to carry out practical teaching for accounting students. Through individual and

group learning, students can improve their ability of exploration, creativity and teamwork.

2.3.4 Construction of assessment and evaluation mechanism

In the process of practical teaching, the construction of fair, open and impartial evaluation mechanism can maximize the enthusiasm and initiative of students. Vocational colleges use VBSE platform to carry out practical teaching. Under the guidance of professional, objective and scientific principles, they should reasonably formulate teaching standards and evaluation methods, combine with the actual needs of accounting posts and teaching links, integrate into the teacher design and platform teaching environment, and evaluate students' practical training performance from multiple perspectives, such as students' self-evaluation and students' mutual evaluation. The main evaluation contents include training report, communication and cooperation effect, operation performance and pre employment evaluation.

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A Case Study of Politeness Strategies used by EFL Learners on Discussion Boards

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Abstract: The paper used the qualitative research design where the discussions on board were analyzed on the base of the politeness strategies proposed by Brown and Levinson (1987). Besides, it is further analyzed by content analysis and discourse analysis. The previous studies primarily focus on the observations in the EFL classroom. Moreover, few studies compared students' performance with the assessments of the instructors and the comments or feedback among themselves. This study focusses on the politeness strategies employed by the learners in discussion board on UMOOCS, in order to figure out how the learners implement the discussion with their classmates and teacher by employing politeness strategies. How do the learners use the different kinds of expressions to indicate their politeness in the discussion (in forms of greetings, thanking, apologizing) and how can the politeness strategies influence their interpersonal communications.

Keywords: Politeness strategies; Non-English major; Online discussion; Case study

1. INTRODUCTION

Several qualitative studies research on how the teachers of English in higher vocational college employ the politeness strategies in the classroom, and aimed to observe how the teachers teach by recording the whole teaching process of the English teacher in the classroom or through the supervisory control in another room. Since all these researches mainly focus on the performance of teachers and learners by constructive analysis (vocabulary); pragmatic analysis (speech act theory & politeness principles) in the classroom, this paper will conduct a qualitative research on the utterances of the EFL learners of medical major about the discussion boards within the mobile course centers of UMOOC by using politeness strategies.

Sharhrzad (2016) researched on the politeness strategies used in text messaging from the perspective of pragmatic competence in an asymmetrical power relation of teacher-student, and concluded that 'there was no difference in the use of positive and negative politeness strategies in male's and female's text message.

Since all these researches mainly focus on the performance of teachers and learners by constructive analysis (vocabulary); pragmatic analysis (speech act theory, politeness strategies) in the classroom, this study will conduct a qualitative research on the utterances of the learners on discussion boards of mobile course centers of UMOOC by using politeness strategies.

Brown & Levinson (1987) proposed and revised the politeness theory and face-saving theory (FST), which noticed how to express different social relations through

various language expressions. Leech (1983) stated that the politeness scale is continuum. On the scale from direct to indirect, words expressed in the direct form are less polite, but words expressed in the indirect form are more polite. Politeness is an effort to protect the face of the listener or speaker to the maximum extent possible. It is also called Redressive strategies. There are five remedial strategies:

1.1 Bald-on-record strategy

1.2 Positive strategy

1.3 Negative politeness (10 types)

1.4 1.4 Off-record strategy;

1.5 Refraining from the act. Politeness theory has been employed in many studies as a useful and effective strategy in interlanguage communication. Due to the uniqueness of mother tongue and foreign language, we will investigate the usage of politeness strategies outside the classroom, that is, on the discussion board on UMOOC. The study mainly investigated two questions:

Q1: What kinds of politeness strategies do the learners employ in the discussion board when talking with their teacher? Why?

Q2: What kinds of politeness strategies do the learners employ in the discussion board when talking with their classmates and friends? Why?

2. METHODOLOGY

2.1 Research Design

In this research, a case study is employed where the politeness strategies in the interaction board are identified and analyzed. The utterances with classmates and teachers are investigated in the context of how learners use different expressions online to show politeness, respect, and establish close relation. This research investigates the real interaction online between teachers (instructors) and the students of four majors in Shandong College of Traditional Chinese Medicine.

2.2 Research Instrument

The research instrument of the study is selected from qualitative research techniques, including the discussion board, interview, recorded pictures and observation. In the very first class of the new semester, students have been introduced to use UMOOC as a extra means or software of learning English, which is also used to assess their performance of the course. There are various discussion sections in course center on UMOOC software, where students are expected to discuss and comment certain topics assigned by the teachers. The topics are related to the videos and social phenomenon, etc. The students are also encouraged to ask questions and talk about each other in the discussion board. The function of the discussion board is to stimulate interaction and expression in English without highlighting the possible errors, which are perceived in the process of development of language.

Observations are helpful to collect the real communication context after class. The teaching plan, and the communications are documented to compare the findings of interview and observations. Interviews and observation are made to gather information and analyze the text, which also helps to validate the researcher's assumption.

2.3 Participants Profile/ Sampling Technique/ Selection Criteria

The research participants are selected from a medical school. College English is taken as a compulsory public course for the freshmen. Under this situation, the participants are chosen from the four main majors, including Chinese medicine department, Nursing department, Acupuncture, Moxibustion, massage and rehabilitation health care department at Shandong college of TCM. The details of the 4 selected classes and the four chosen classes are categorized by their English level (proficiency) and gender. The participants are freshmen aged 17-18 from 4 classes, which consists of male and female to ensure the equal participation by gender. The participants have already started the course of College English, studying the grammar book, listening book and intensive reading book. This study uses stratified random sampling to determine the number of analyzed utterances, and divides all the responses by gender and proficiency to ensure the representatives of boys and girls, and in order to get same and appropriate sample numbers.

2.4 Data Gathering Procedure

Based on computation of the total number of utterances, this paper has limited to 160 learners' interactions (while some may not be desirable). Only those conform to the requirements are included in the study. According to the teaching plan, students should have 4 English classes every week. In order to ensure the efficiency and validity of the results of the discussion, students are required to participate in the discussion once in a week, which is counted in the overall score. There are various topics they can discuss with instructions given to students. For example, (1) Feel free to talk with each other and share your opinions. You may ask questions and chat with your teacher in your own way. (2) Post your comments in the discussion board or establish your own interaction section except for the one suggested by the teacher.

In this study, the interviews and online observations are conducted in different times during different learning units in one semester. Firstly, the selected teacher group is interviewed three times before, in the middle of, and at the end of the semester to record their teaching syllabus, expectation, assessment, reflection, and final feedback. The interview will take place in the office within one hour. Secondly, observe the discussion board in time. Each class

is observed 3 times in Module 2, 3, and 6. Since it is not an oral practice, no fixed place or classroom is needed. All the discussions are recorded. At last, the teaching plan, the discussion of four classes students, are directly collected to analyze their opinions and attitude.

2.5 Data Analysis

Triangulation is employed to analyze the collected data. The speech act theory provides effective way to research on the communicative meaning and relationship behind the online discussion. The politeness strategies is applied to guarantee the objectivity of analysis, and the effect of interaction part. The collected data is further analyzed according to the four politeness strategies by using content analysis, discourse analysis and linguistic analysis. Firstly, transcribe the interviews, and categorized the teacher groups' opinions. Secondly, collect the useful utterances from the 160 students' discussions of the three different modules in one semester. Thirdly, identify and categorize the helpful utterances conforming to the four politeness strategies.

3. CONCLUSION

The findings show that the different politeness strategies are employed by the students when they chat with their classmates and teachers. It is a preliminary case analysis of the politeness strategies and has limitations and provide some suggestions for further investigations.

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Research on the Competitiveness of the Small and Medium-sized Cross-border E-commerce Enterprises in Guangxi

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Abstract: Featured with late start and weak foundation, Guangxi has fallen far behind developed areas in the field of cross-border e-commerce. Targeting at the small and medium-sized cross-border e-commerce enterprises in Guangxi, this thesis analyses the main factors that affect their enterprise competitiveness, evaluates the problems faced by them, and explores the most effective solutions to enhance their competitiveness, aiming to provide research references for the formulation of strategies for the cross-border e-commerce development.

Key Words: Guangxi; Small & Medium-sized Cross-border E-commerce Enterprises; Competitiveness Enhancement

1. CURRENT STATUS OF CROSS-BORDER E-COMMERCE IN GUANGXI

In order to better undertake the task of "One Belt One Road" construction, Guangxi proposed to implement the "E-commerce Guangxi, E-commerce ASEAN" project in 2015, and is committed to building a cross-border e-commerce base in China that radiates Southeast Asia. In August 2018, the State Council issued the "Approval on the Approval of the Establishment of Comprehensive Cross-border E-commerce Pilot Zones in 22 Cities including Beijing". Nanning became one of the 22 cities that allowed the establishment of comprehensive cross-border e-commerce pilot zones. August 2019 On the 2nd, the "Notice of the State Council on Printing and Distributing the Overall Plan for Six New Pilot Free Trade Zones" was issued and implemented. The China (Guangxi) Pilot Free Trade Zone was officially established, and the development of Guangxi's cross-border e-commerce ushered in major benefits. In the six years from 2013 to 2018, Guangxi's e-commerce transaction volume increased from the initial 126.6 billion yuan to 800.2 billion yuan, an increase of more than five times. Among them, Guangxi's cross-border e-commerce transaction volume was 42.5 billion yuan in 2017, 57 billion yuan in 2018, and 65 billion yuan in 2019, maintaining a relatively high growth rate for several consecutive years. Thanks to its unique geographical advantage with ASEAN and the advantages of overlapping coverage of multiple national policies, Guangxi's cross-border e-commerce has made certain achievements in recent years. But at the same time, we must also see that compared with the cross-border e-commerce in developed provinces such as Guangdong and Zhejiang, the cross-border e-commerce in Guangxi still has many problems such as small transaction scale, inefficient customs clearance, and high logistics costs[1-

6].

2. DIFFICULTIES IN THE DEVELOPMENT OF THE CROSS-BORDER E-COMMERCE ENTERPRISES IN GUANGXI

2.1. Weak industry development and insufficient support.

2.1.1 Lacking of awareness, many traditional foreign trade enterprises show low participation in cross-border e-commerce.

Traditional foreign trade companies are seriously inadequate in e-commerce participation. Most companies lack the strategic vision and sense of urgency to use electronic information technology to enhance their competitiveness, and they are still hovering on the road of traditional marketing. Second, many foreign trade companies lack a sense of urgency and crisis in using the Internet to expand their living space and the fierce competition of e-commerce transactions, and they still hold a wait and see attitude.

2.1.2 Industrial cluster is weak in agglomeration.

At present, many cross-border e-commerce industrial parks are very weak in terms of business investment, incubation, and cultivation. They are still in the initial stage of cross-border e-commerce agglomeration. They have not yet produced the agglomeration effect of industrial parks, and the number of enterprises entering is not enough to form an industry. Agglomeration has evolved into a cross-border e-commerce ecosystem.

2.1.3 Production capacity finds difficulties in meeting the demands of large orders.

Guangxi small and medium-sized cross-border e-commerce enterprises purchase domestic products from multiple suppliers within and outside the region. When the business volume reaches the scale, there will be order errors and missing orders, which will cause negative reviews and economic losses to the enterprises. Cross-border e-commerce companies cannot obtain information about consumers' operating data on e-commerce platforms, so they cannot formulate appropriate product selection strategies and marketing strategies, nor can they evaluate the click-through rate and conversion rate effects of advertising. Business enterprises bring huge operational obstacles.

2.1.4 The cross-border e-commerce sees high costs in logistics.

The logistics industry in Guangxi developed late, the overall logistics links are poor, the logistics infrastructure is not perfect, and the lack of transportation hubs can connect and connect different modes of transportation. The high cost of international express delivery and the

long delivery time of postal parcels cannot meet the requirements of cross-border e-commerce for logistics timeliness, convenience, and low cost. Cross-border e-commerce has long transportation routes, multiple links, and complicated procedures. Among them, the cost of cross-border logistics accounts for about one-third of the total cost of goods. Higher cross-border logistics costs and lower delivery timeliness have greatly affected the enthusiasm of Guangxi SMEs to engage in cross-border e-commerce.

2.1.5 Insufficient professionals.

According to the calculation of Guangxi's GDP as a proportion of the national economy in 2019, Guangxi's annual demand for cross-border e-commerce talents is at least 50, 000, and Guangxi colleges and universities each year train graduates who are closely related to cross-border e-commerce. At most 5, 000, there is still a big gap in talents in the cross-border e-commerce industry in Guangxi., Guangxi's cross-border e-commerce talent education has not yet formed a unified cross-border industry talent standard, and the targeted cross-border e-commerce industry talent training has not formed a scale, and cross-border e-commerce talents flow out to the outside seriously, which has caused the shortage of cross-border e-commerce talents to become a constraint One of the important factors for the development of the local cross-electric industry.

2.2. Problems in enterprise operation.

2.2.1 Weak drive in technology innovation and application.

Quite a large number of cross-border e-commerce SMEs in Guangxi still stay at the primary data analysis link of product positioning, product selection, and information release based on the online ranking of cross-border e-commerce business philosophy. The marketing method is also a simple way to reduce prices. The lack of the ability and technology to acquire, analyze, utilize, and mine big data affects market development, customer development, and the operation of self-operated websites or stores, and affects enterprise product and service innovation.

2.2.2 Low transaction efficiency.

The weak foundation of Guangxi small and medium-sized cross-border e-commerce companies in data analysis and data accumulation directly leads to poor internationalization of store operations, resulting in low click-through rates, poor marketing effects, and low conversion rates of self-operated websites or stores; products operated by There are few categories and high degree of homogeneity. The product display pictures of self-operated websites or stores are not of high quality; the management of self-operated websites or stores is not detailed enough, and does not pay attention to the cultivation of business reputation and the construction of independent brands, and does not pay attention to the optimization of business processes ; Poor customer maintenance and customer management capabilities, high customer turnover rate, these various deficiencies have greatly affected the small and medium-sized cross-border e-commerce enterprises in Guangxi to improve transaction efficiency.

2.2.3 Severe product homogenization.

The high logistics costs of cross-border e-commerce have led to a high degree of homogeneity in cross-border e-commerce SMEs, without their own operating characteristics, and mainly attracting consumers at low prices, and market competition is fierce. At the same time, product infringement, counterfeiting and other intellectual property rights have also caused the phenomenon of strict cross-border e-commerce platforms to seize stores and accounts, which has affected the reputation of operations.

2.3 Challenges from neighboring provinces.

Cities such as Chongqing, Chengdu, Kunming, Guiyang, and Lanzhou, which belong to the western region outside Guangxi, have also been approved as comprehensive pilot zones for cross-border e-commerce. Guangxi does not enjoy exclusive policy advantages. The rapid development of cross-border e-commerce in various regions has given Guangxi small and medium-sized cross-border cities the survival and development of e-commerce enterprises brings greater challenges. In the development process, it can be said that opportunities and challenges coexist for a long time.

3. PROPOSALS ON ENHANCING THE COMPETITIVENESS OF THE SMALL AND MEDIUM-SIZED CROSS-BORDER E-COMMERCE ENTERPRISES IN GUANGXI

3.1. Proposals on strengthening industrial support.

3.1.1 Government guidance and supports.

The government should speed up the transformation and innovation of functions, give preferential policies to companies that carry out cross-border e-commerce business, and encourage foreign trade companies with competitive advantages in the industry to develop cross-border e-commerce. Attract the cross-border e-commerce departments of B2C companies, foreign trade factories and manufacturing companies with rich market experience, and adopt the method of registering cross-border e-commerce branches in the park to form a demonstration effect and accelerate the agglomeration of cross-border e-commerce industries. In response to the needs of cross-border e-commerce development, strengthen corresponding service modules, increase guidance for enterprise information construction, launch an online government service platform to strengthen interaction with cross-border e-commerce companies, optimize customs clearance supervision models, and improve customs clearance efficiency and convenience, Promote the formulation of supporting management systems and standards related to cross-border e-commerce customs clearance services; continuously improve the six systems of cross-border e-commerce's e-commerce integrity, risk prevention and control, financial services, intelligent logistics, information sharing, and statistical monitoring, Establish an intelligent cross-border e-commerce comprehensive service system. Attract more foreign trade companies to participate in cross-border e-commerce.

3.1.2 Explore cooperation among industries for self-development.

The establishment of a cross-border e-commerce

industrial park led by industry enterprise associations or the government will make full use of various government policies and financial support to build cross-border e-commerce infrastructure in the park. Enterprises can learn from each other and form an industrial cluster advantage; Joint sea, land, and air freight companies in Guangxi to establish a large-scale freight forwarding enterprise cluster, and consciously guide companies to integrate existing businesses into cross-border e-commerce related businesses to form a cross-border e-commerce logistics supply chain. At the same time, build a cross-border e-commerce logistics center in the cross-border e-commerce industrial park, combine the surrounding cross-border e-commerce logistics resources, form a joint force, and build a complete and healthy logistics ecosystem. Establish logistics strategic alliances, share economies of scale through logistics cooperation, lease or self-operate overseas warehouses in order to quickly respond to the market, improve customer satisfaction, and effectively reduce and control inventory.

3.1.3 Cultivating more professionals for cross-border e-commerce industry.

Establish cross-border e-commerce talent training bases in colleges and universities in Guangxi, cross-border e-commerce industry associations organize outstanding cross-border e-commerce companies and universities to join forces, and send internal personnel to participate together, and gradually form a cross-border integration of production and education E-commerce talent training model. Second, increase school-enterprise cooperation projects related to cross-border e-commerce, and the government will take the lead to take measures to strengthen school-enterprise cooperation, and encourage universities to actively explore the establishment of cross-border e-commerce industry colleges on the basis of establishing cross-border e-commerce talent training bases. Local cross-border e-commerce companies in Guangxi should establish incentive mechanisms and regularly send employees to developed cross-border e-commerce areas to learn the operational experience and management methods of outstanding cross-border e-commerce companies, and continuously improve the level of cross-border e-commerce management and operation of local talents. In addition, the company's internal staff training must be done regularly.

3.2. Proposals on competitiveness enhancement.

3.2.1 Popularizing the latest technologies in cross-border e-commerce.

Small and medium-sized cross-border e-commerce enterprises in Guangxi should make full use of various social resources through effective methods such as publicity, communication, learning, and training, and actively apply data management technology for refined store management, so as to improve enterprises' ability to accurately grasp the consumer psychology and The required marketing capabilities will enhance the company's operational capabilities in network product display, sales and settlement services, and market seizure. The application of the ERP system for cross-border e-commerce companies is based on the actual operation of

cross-border e-commerce companies, integrating the systematization and automation of the company's daily work into the system, which can assist in the execution of the company's business processes and business processes. All the data generated in this can improve the data foundation for the business decision-making of the enterprise.

3.2.2 Lifting transition efficiency for the cross-border e-commerce enterprises in Guangxi.

Small and medium-sized cross-border e-commerce companies in Guangxi should actively use data analysis tools and other effective technical means to implement differentiated drainage strategies to improve drainage conversion effects, and achieve refined, measurable and efficient marketing. Comprehensive use of different drainage methods, conditions and technical means, implement different drainage strategies for traffic from different sources such as natural traffic, off-site toll traffic, and in-site traffic, and use a combination of differentiated drainage strategies to increase the flow of self-operated websites or stores. In addition, companies should also focus on making boutiques within a certain period and period of time instead of blindly expanding business categories; focusing on developing specific regional markets and focusing on a specific type of consumer group based on product characteristics. Actively develop differentiated products, build a differentiated product image perception, actively use overseas social media to form a differentiated resonance with consumer groups, and strictly implement the rules of the e-commerce platform to maximize marketing efficiency.

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Analysis of Soft Decoration Design and The Construction of Interior Design Style

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Abstract: The emotion of interior space decoration needs to be expressed by means of soft decoration design. In interior design, soft decoration design includes many aspects, such as interior overall design, color matching, material application, etc. For interior design, soft decoration and hard decoration are indispensable. Soft decoration is the soul of interior design. It is necessary to decorate and package the style and atmosphere of interior space. Soft decoration can improve the style level of interior design and enhance the overall aesthetic feeling of interior design.

Key words: Soft decoration design; Interior design; Style; Construction

1. INTRODUCTION

With the rapid development of China's market economy, the demand for living conditions is higher and higher. In pursuit of luxurious decoration style, we have more spiritual needs. We focus on our own healthy, artistic, diversified and interactive interior space forms, and strive to create the atmosphere of home interior design. So in China's interior design, more and more people put forward the slogan of "light decoration, heavy decoration"[1-4].

2. HOW TO ACHIEVE THE EFFECTIVE INTEGRATION OF SOFT DECORATION AND INTERIOR DESIGN STYLE

2.1 Highlight features to set off interior design style

Modern interior design enriches the definition of soft decoration. In interior design, all the decorations that can supplement the interior function and render the atmosphere belong to the scope of soft decoration. In this way, the soft decoration family is not only huge, but also rich in style. Many soft decoration itself has rich connotation, has obvious own style, and can match its own style with interior design style. For example, ceramic products and wooden furniture with Chinese traditional cultural symbols all have obvious style characteristics. If these designs are added to the interior design, the overall atmosphere of interior design can be set off by using the soft decoration characteristics, and the overall style of interior design can be unified.

2.2 The local decoration is unified in the overall interior design style

Integrity is the basic requirement of interior design, which can prevent interior design from falling into the misunderstanding of messy style, and it is also the inevitable requirement to achieve a unified and harmonious interior space environment. Therefore, the use of soft decoration must be consistent with the overall interior design style. We should control the interior design style as a whole, ensure that the overall style gives people a consistent and unified aesthetic enjoyment, and put an

end to the mismatch between soft decoration and interior design style.

2.3 Matching of soft decoration and interior design

Soft decoration and interior design style to form a unity, to achieve soft decoration and interior design style complement each other, is a common way of design. But this kind of coordination and unification does not mean that the soft decoration loses its personality for the sake of the overall style service. On the contrary, in a large number of designs, many designs with large contrast in style and characteristics not only realize the visual enjoyment of coordination and unification, but also produce many bright points in the design presentation. There are always "conflict" design styles in modern interior design, such as the combination of Chinese and Western styles, the collision of traditional elements and modern elements, which are reflected in the design. While meeting the practicality of the space, they also enhance the aesthetic feeling of the whole space, reflecting a high level of design. But this kind of "conflict coordination" is not random collocation, in the process of soft decoration and interior design style collocation, don't use too much style of soft decoration, otherwise it will lead to interior style confusion, affect the aesthetic feeling.

3. FUNCTION AND POSITION OF SOFT DECORATION DESIGN IN INTERIOR DESIGN

3.1 Optimize the interior function design and harmonize the interior color matching

First of all, in interior design, soft decoration design can play the role of optimizing the interior function. In the interior decoration design, we should reasonably use soft decoration materials, combine hard decoration with soft decoration, separate different spaces with soft decoration design, improve the spatial layout, and make the whole space have a sense of modernity and hierarchy. We should divide the space with the form of curtain, create the space with the form of fabric, and create the space with the placement of furniture, Save space, more intuitive to create an atmosphere. In the interior hardcover design, the theme tone has been established. Reasonable use of soft decoration design can not only reconcile and optimize the main color, but also independently show the owner's personalized requirements.

3.2 Match with hardcover to create a hierarchical space

In the process of interior design, the perfect combination of hard part and soft part will get twice the result with half the effort, which can well reflect the main design concept of the designer. In the hard decoration design, through the treatment of the ground, top surface and wall surface, the overall design of the whole space can be met, and the details can be designed by soft decoration means such as interior decoration, so as to find the defects and

deficiencies in the hard decoration process in time, so that the whole space can be perfectly combined, and the harmony and unity of the whole indoor space can be achieved.

3.3 Interpreting different space cultures

The design embodied in the whole process of interior space design is closely related to the cultural quality of the host. In the process of design, we should try our best to meet the needs of the owner's function, and also consider the design in combination with the owner's cultural quality, aesthetic vision and professional age. The use of soft design can well express such a cultural atmosphere, through the owner's preferences, colors and other hobbies, soft design into the whole design, so that each owner has its own decoration style and cultural connotation.

4. THE FUNCTION OF SOFT DECORATION DESIGN IN INTERIOR DESIGN

4.1 Decoration design is not only to meet the needs of their own buildings, but also to meet the aesthetic needs of customers. Beautiful things always make people happy. Aesthetic needs are divided into three levels, the first level is to meet the needs of the senses, decorative appearance can only meet the needs of the first level, but can not let the guests feel the profound cultural connotation. To meet the needs of the second level guests, only by truly integrating into the culture, can the guests feel the profound cultural connotation, appreciate the culture and reach the needs of the third level.

4.2 China is a country with a long history, vast territory and multi-ethnic integration. It makes Chinese culture rich and colorful, which is worth carrying forward in people's daily life. It is a very important content in the decoration design of Chinese culture. Chinese culture can help the decoration design form its own style, show its own cultural personality, and leave a lot of excellent connotation in the decoration design. In different places of Chinese culture, no one wants to see a western style decoration style in a place with ethnic customs. According to their own cultural field, it will be very popular to create folk customs with their own style.

4.3 Soft decoration can fully reflect the family interior design of this series. Any home design theme, any decoration individual has its own series. If we ignore its inherent law in interior design, random stacking will inevitably cause space and visual defects. If we can accurately grasp the inherent law of soft decoration serialization in art design, art means will unify all series, form a unified style and coordinate with each other.

5. SOCIAL AND CULTURAL VALUE OF SOFT DECORATION DESIGN

In interior design, the owner's life taste and aesthetic concept can be expressed through soft decoration design. The language expression of soft decoration design can also enrich the interior space and expand the continuity of interior space. In interior design, soft decoration design has played an irreplaceable role. It has the following points.

5.1 Decoration

The decoration of soft decoration design is very strong. On the one hand, it beautifies the space and makes each space perfectly combined. Through certain design processing, it decorates the space by changing colors, materials, decorations and other means to create a warm and comfortable living space, so as to enhance the aesthetic taste of the host. On the other hand, the soft space, through the relationship between virtual and real processing, reflects the beautiful combination of soft decoration design from the details. It can better reflect the host's expression of beauty.

5.2 Practicability

In the interior space, each space has its own unique spatial pattern, we through the reasonable use of soft elements, to achieve the purpose of design. The layout plan of the interior space analyzes the overall layout, functional zoning, pedestrian flow line, ventilation and lighting setting, internal structure of the whole building, so as to have a unified grasp of the design, adjustment and re creation of the whole space.

Through the analysis of the ground, wall, top surface and other interfaces, a reasonable space is created. Through the color division of dynamic and static space, through the screen, curtain and other soft elements of space for reasonable division, not only meet the function of space, but also create a good space effect.

5.3 Cultural

Soft decoration design reflects the culture of many aspects, from a decorative painting, a bottle, to the style of the whole space, all contain the master's cultural cultivation and spiritual realm.

6. CONCLUSION

The development of interior soft decoration art represents the progress of the times and the improvement of people's living standards. Interior soft decoration design has become an important standard to measure the taste of people's living space. Comfort, economy, safety and environmental protection will become people's new ideas for interior soft decoration design. Excellent soft decoration design can improve the overall effect of interior design and enrich the artistic connotation of interior design.

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How to Carry Out Financial Management Under the Background of Accounting Informatization

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Abstract: With the continuous development of economy and science and technology, people's living standards in our country are gradually improving, and the computer, as a product of information technology, has been basically popularized in various fields, as well as the accounting industry in enterprises. After the establishment of accounting informatization, the financial work of enterprises has brought great convenience. It provides financial guarantee and work quality, and then puts into the basic management, which plays a vital role in the operation and development of enterprises and the promotion of informatization. But the problem can not be ignored is that in the process of the actual use of accounting information, because our country is in the exploration stage, so there are still many problems, so how to solve them and further promote the progress of related work has become the task that the relevant staff should pay attention to. This paper discusses the characteristics of accounting informatization, the impact of accounting informatization on enterprise financial management and the effective path to strengthen financial management under the condition of accounting informatization, and puts forward personal opinions on how to carry out financial management under the background of accounting informatization.

Keywords: Accounting information background; Enterprise; Financial management

1. INTRODUCTION

After entering the 21st century, accounting work in enterprises gradually integrates with computer information technology, which also belongs to the integration and development of information technology in a certain feature. In such a context, the use of modern accounting technology for the traditional way of work is a great impact, but the establishment of computer management model for the development of modern accounting information model has a vital role. From the current development trend, accounting informatization is inevitable for the development of enterprises, which plays an important role in the operation and development of enterprises.

2. CHARACTERISTICS OF ACCOUNTING INFORMATIZATION

2.1 Universality

Modern information technology has a wide range of applications. It can integrate accounting theory, management and all aspects of work, so as to improve its business efficiency. In the era of rapid technological

development, the development of accounting informatization is still affected by the traditional theoretical knowledge and working mode, but it has become an important work of financial management in the accounting field, so the level of accounting informatization technology is also the support point of accounting theory. Therefore, modern accounting informatization does not fully adapt to the accounting work in enterprises, and it is still a problem It needs a certain transition time.

2.2 Integration

In order to integrate information technology, accounting informatization has been committed to adjusting the overall financial management, so it has basically formed a new organization and management mode. The integration of accounting management can be reflected from three different directions. The first is to compare and analyze whether the collected accounting information is true, and then use the corresponding measures to effectively solve the contradiction between the two, so as to form the effect of information integration. The second is to clarify the financial situation in the management of enterprise accounting work and the overall economic relationship of the enterprise, so that the funds of various economic activities of the enterprise can be equal to the bill. The third is to sort out the object information related to the enterprise, and then integrate it with computer information technology.

2.3 Gradualness

Computer information technology for the composition and integration of accounting management can not be formed overnight, which will have an adaptation stage, and it can be divided into three links: first, on the basis of the traditional accounting management mode, the use of modern information technology tools, so that accounting can become efficient. The second is to introduce modern management technology on the basis of traditional accounting management mode, and then organically combine the two. Different from the former, accounting informatization makes use of modern technology, so it is improving the timeliness of accounting work in any aspect. Finally, the modern information technology will be used to form a new management mode in the accounting work, which will build the accounting information system [1].

2.4 Dynamic

The collection of accounting information data belongs to a dynamic process, no matter when and where, all aspects of enterprise data for accounting information can be generated, and then stored in the relevant database. These

saved data will be processed and optimized systematically, and arranged scientifically, so as to ensure its authenticity. It is very convenient for enterprises to access when they are carrying out activities or making decisions.

3. THE INFLUENCE OF ACCOUNTING INFORMATIZATION ON ENTERPRISE FINANCIAL MANAGEMENT

3.1 Inject new era connotation into enterprise financial management

In the era of enterprise information, there are many new technology-based tools used in all aspects, and with the help of these tools, the financial management of enterprises is further improved, especially the development of virtual economy, which makes the real economy gradually replaced, and represents that the traditional financial management has been unable to support the development of enterprises, so it is necessary to integrate the virtual economy Currency into the daily financial activities, and the corresponding way of credit has emerged, so that the market has become more dynamic. And on the basis of information technology, there are some false situations, which bring a certain degree of risk to the financial operation of enterprises.

3.2 Influence the function of traditional accounting

The first is to affect the formation of accounting information. In the traditional accounting work, enterprises engaged in any business and contract are signed through paper form, and all kinds of records will be recorded by paper and notes, and then put them on some books or bookshelves to save, so that they will gradually accumulate more and more, which is not conducive to storage and sealing. However, after the arrival of accounting informatization, enterprises will use computers to form electronic files of some financial situations or contracts when they are in financial operation, so that it is very convenient and simple to generate, organize, keep and store them. But on this basis, in order to overcome the traditional financial accounting, the development of accounting information also improves the calculation risk of traditional accounting, so all kinds of convenience will be highlighted. The second is that it affects the transmission mode of accounting information. Compared with the traditional accounting information transmission, accounting informatization can achieve online transmission of some accounting information with the help of multimedia information and Internet database, which breaks the barriers of time and space, reflects the connotation of the times, and makes the reserves of accounting information transmission larger. The third is to affect the goal of accounting. Traditional accounting staff need to rely on their own work experience, professional level and practical investigation when they carry out various kinds of work. If there are deficiencies in these aspects of accounting staff and their understanding of the enterprise's finance is not clear, then the information they sort out or provide for the enterprise's decision-making The data lacks authenticity. But the use of modern information means can make information collection more convenient, and the theory that accounting can provide for enterprise goal setting will be more real and effective. The

fourth is to affect the functions of accounting management. Before the formation of accounting information management, the financial work of accounting needs to rely on the investigation and inspection of each sum of money by accounting staff, which is bound to consume a lot of energy, and the efficiency has not been substantially improved. But now the development of computer technology has made great changes in the way of this work, you can use the computer to real-time financial input, accounting as long as the simple operation can be transferred out or management, so this also has a great change to the accounting work function [2].

3.3 Impact on accounting assumptions

Accounting subject is also known as accounting entity and accounting individual. It is the main supervision system for financial calculation in the work of accounting personnel. According to the development of modern accounting information, in the process of continuous advancement of computer technology, the scope of accounting subject has been filled with all kinds of new things, such as real estate, online shopping and virtual economy In this way, the definition of accounting subject will be affected and changed accordingly. In the context of information technology, the competition between enterprises is becoming increasingly fierce, but with the help of computer technology can promote the efficiency of enterprises in operation and development, so it has an absolute advantage in terms of the direction of sustainable development of enterprises. Accounting periodization affects the time and length of accounting information. The concepts of current period and non current period can plan the rights and responsibilities for different accounting bases. With the advent of the information age, the application of various new technologies in accounting work highlights the convenience to a great extent. In this way, it greatly shortens the time span between accounting In this way, we can reduce the cost on the basis of accounting, which will change the rights and responsibilities of financial receipt and payment. So far, the amount of domestic currency has changed from real currency to virtual currency, and most of the money used to buy goods is realized from information-based virtual currency, which is also real gold and silver. In the process of transaction, virtual currency also has certain risks. If we only rely on the information reflected by accounting informatization to measure goods, we should pay more attention to it If the currency is used, then it can not really meet the stable development of enterprises.

4. THE EFFECTIVE WAY TO STRENGTHEN FINANCIAL MANAGEMENT UNDER THE CONDITION OF ACCOUNTING INFORMATIZATION

4.1 Change the concept of financial management and attach importance to the information construction of financial management

On the basis of the construction and utilization of accounting informatization, it has a great impact on the traditional accounting and financial management. Both the management concept and methods have changed to a great extent. However, it is undeniable that the arrival of

this new mode has indeed improved the work efficiency of accounting and financial management of enterprises. Based on this, enterprises should start from the people-oriented financial management concept, pay attention to the introduction and training of information technology talents, and then let them establish a systematic and comprehensive concept, realize that the financial management informatization of enterprises is not the task of accounting and financial departments, which is related to the future development and market competitiveness of the whole enterprise. And the enterprise should also establish a good internal information environment, as far as possible to speed up the integration of accounting and information, so as to effectively improve the efficiency of financial management. Finally, it is necessary to cultivate the risk awareness of accounting workers. Even if accounting informatization has great efficiency for financial management, there are certain risks in both data and virtual currency. Improving the risk awareness of financial management plays a crucial role in the stable operation of enterprise informatization [3].

4.2 Strengthen the construction of internal control and improve the efficiency of financial management

Under the background of accounting informatization, enterprises need to strengthen the internal control, which can ensure the effectiveness of their own financial management. Enterprises should enhance the understanding of internal control as a whole, so as to create a good working environment. Then from the overall construction, we should first establish a standardized information financial process for the financial management, and then put forward a strict financial management system, and require the responsibility to be attributed to the individual, so as to achieve the best binding effect. Furthermore, to improve the setting of financial institutions and improve personnel management, it is better to achieve the separation of rights and responsibilities, so that the data in the process of accounting information management can be kept confidential, and accounting workers can uphold a higher professional quality in their daily work. For the control of personnel in various departments, we should also actively cooperate with the accounting information work. In addition, for the introduction and management of computer equipment should also strengthen the control, technical personnel scientific daily maintenance and repair, to ensure that all kinds of equipment can run stably. Finally, strengthen the management of financial information files, which is the focus of accounting information work quality [4].

4.3 Strengthen financial risk management under the background of accounting informatization

With the continuous development of the times, the use of information system in enterprise accounting management has provided great convenience, but some risk problems can not be ignored. Therefore, enterprises must pay attention to the safety of accounting information management, so that accounting workers have a sense of risk and can improve the risk management system. First of all, once there is a fault or loophole in the application of

the system, it is likely to make some important documents or funds of the enterprise dangerous, so it is necessary to set up advanced virus killing and firewall software based on the Internet, so as to avoid financial risks as much as possible. In the financial work, enterprises should also strengthen the daily inspection and monitoring of the information accounting system, constantly develop and introduce advanced system security plug-ins, and strictly comply with the standardization regulations when dealing with some important data and information, so as to ensure the security of information data. The Internet has the characteristics of openness and sharing. In this way, it is easy to be attacked by hackers or viruses, which brings danger to the financial system of the enterprise. Therefore, there must be special network security staff inside the enterprise. Their daily work is to check and detect the internal network security of the enterprise. Once there is financial risk, they should make corresponding measures immediately So as to avoid the loss to the enterprise.

4.4 Attach importance to the introduction and cultivation of accounting informatization talents

In the new era, accounting informatization is an important factor that determines whether the enterprise can improve its competitiveness to a great extent, so it is necessary to improve the professional level and work quality of accounting staff. When all aspects of accounting information are established and improved, we should pay more attention to the recruitment work. When enterprises implement recruitment, they need to assess the computer operation ability, professional ethics and industry rules and regulations of accounting staff. In this way, we can ensure that the ability of all aspects of accounting staff is improved Security. When they enter the company, they should also give special training to the accounting staff according to the actual operation and development of the company, so that they can enter the working atmosphere of the enterprise as soon as possible. Then establish a sound incentive and punishment system, in the year-end assessment, if the daily work of accounting workers is more standardized and careful, then cash reward can be issued to encourage them to continue to work conscientiously, and the staff with problems should be severely punished and laws and regulations should be made clear, so as to achieve the legal constraints, so that the accounting staff can not work rough Be careless. In addition, accountants must have the ability of finance, accounting and market analysis, and also have the awareness of risk prediction and prevention, so that they can be competent for the internal control work under the condition of accounting informatization. In addition, the enterprise needs to establish a special team to supervise and manage all aspects of work, especially the accounting and financial management. Their daily work is to inspect the internal, to avoid the negligence of accounting workers or the emergence of some financial loopholes [5].

5. CONCLUSION

To sum up, in the new social background, China's market is developing very rapidly. In order to meet this development trend, enterprises have established accounting informatization one after another, and improve

the operation efficiency and competitiveness from the construction and improvement of internal work, system and equipment. This is also the inevitable trend of the development of China's enterprises in the future, which requires strict management Attention.

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Research on the Health Value and Promotion Path of Mass Aerobics Under the Background of Deep Integration of National Fitness and National Health

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Abstract: Promoting national health and fitness has been promoted to a major strategic deployment in China, which is a major project benefiting people's livelihood; As a diversified fitness project with wide audience and strong dissemination, mass fitness has important health and fitness value in promoting national health and national fitness strategy. The research believes that the public aerobics has a healthy physique, physical fitness; Healthy psychology, adjust the state of mind; Health industry, new industry development three values. On this basis, it puts forward the development direction of mass aerobics guided by harmony. Promote the "integration of health and medicine", create and compile special group exercise classes; Make full use of the network media, promote the public aerobics higher and faster development of three promotion paths.

Key words: National health; National fitness; Mass aerobics; Health value; Promotion path

1. INTRODUCTION

In August 2016, the CPC Central Committee and The State Council issued the outline of the "Healthy China 2030" Plan, which puts people's health at the strategic position of giving priority to development [1]. At the same time, General Secretary Xi proposed at the National Health and Health Conference: "We should advocate a healthy and civilized lifestyle, establish the concept of great health and great health, change the focus on medical treatment to the focus on people's health, improve the health literacy of the whole people, and promote the deep integration of national fitness and health [2]." Promoting the deep integration of national fitness and national health is a major strategic plan of the CPC Central Committee and The State Council to build a healthy China, a major project that benefits the people, and an important measure to improve the people's physical fitness. In this context, from the perspective of the characteristics of the project, the author studied the health value of the aerobics project, and further put forward the project promotion path, effectively improve the physical fitness of the people, in order to accelerate the deep integration of national fitness and national health to do a good job in the service work.

2. BACKGROUND OVERVIEW

2.1 The connotation of the deep integration of national fitness and national health

The Outline of the National Fitness Plan defines national fitness as follows: "National fitness refers to the ability of

all the people, irrespective of men, women and children, to enhance strength, flexibility, endurance, coordination and control all parts of the body, so as to make people physically strong [3]." In 2014, national fitness was upgraded to a national strategy in the Document Several Opinions of The State Council on Accelerating the Development of Sports Industry and Promoting Sports Consumption. Nowadays, with the continuous development of China's political economy and society, all kinds of fitness programs are widely popularized among the broad masses of the people. National fitness is no longer just a word, but an important part of the construction of socialism with Chinese characteristics and the national strategy, as well as the content of social sports practice in which the broad masses constantly participate. Universal health is xi general secretary under the current development of China's socialist cause put forward the new concept of the "healthy China 2030" planning outline of the proposed national health rose to national priority to the development strategy, as a development concept into the whole process of the construction of the socialist cause, from different angles to promote health, ultimately achieve the happiness. Based on these two concepts, the author thinks that, the depth of the national fitness and health integration refers to the national fitness and health national strategy under the government guidance, to achieve a broader, deeper level fusion, the development of the national fitness in health as the ultimate goal, the development of the national health important way for the national health, forming the two complement each other, work together to promote the development of new pattern, finally realizes the health of China's national strategic goals.

2.2 The convergence point of mass aerobics and national fitness

2.2.1 Overview of Mass aerobics

Popular calisthenics as an audience is widely, the diversity of a quake and travel faster mass fitness programs, whose character is in a certain period of time, under the strong rhythmic music accompaniment of medium and low intensity rhythmically, regular body movement, to circulate function of exercisers, the aerobic ability and physical quality are greatly improved; In the process of choreography, it can integrate hip-hop, jazz, folk dance and other dance elements of different styles, such as Latin calisthenics, ballet calisthenics, weight loss calisthenics, square aerobics, etc., with extremely rich forms of

expression. Compared with other sports, mass calisthenics does not need much equipment, so it has become a popular mass sport. From calisthenics classes on campus, to group classes in health clubs, to the much-loved square-dancing classes, mass calisthenics are deeply integrated with them. From this point of view, mass calisthenics is not only a sport, but also a group fitness movement that can closely fit the masses' fitness needs and produce different forms of expression in combination with different fitness needs.

2.2.2 Mass accumulation of calisthenics

Since the 2008 Beijing Olympic Games, the national sports enthusiasm is high, the mass calisthenics also has entered the broad masses of people's vision. Up to now, the calisthenics program has become one of the national teaching plans, many universities have set it as a compulsory course or elective course, many primary and secondary schools also set calisthenics as the content of physical education curriculum, the content of activities between classes and even the school's characteristic physical education curriculum. In order to meet the needs and enthusiasm of the masses for sports, the General Administration of Sport of China set up the national aerobics Dance competition, which has become a new form of mass sports events in China. Up to now, there are 25 competition areas in China, with nearly 100, 000 participants. Not only are campus courses and competitions held in full swing, gym group exercise courses are also slowly infiltrating into the sports life of the masses. It is reported that in 2015, there were 3.5 million gym members in China, and the average monthly exercise frequency was 7.5 times. The number of gyms in China increased from 2, 959 in 2009 to 3, 662 in 2014 [4]. Almost every gym is equipped with corresponding group exercise room and set up group exercise courses, which shows the wide range of influence of group exercise courses. In addition, the "square dance effect" in China is more violent. It is reported that the number of people participating in the square dance movement in China has reached nearly 100 million, and the number is on the rise [5]. To sum up, the extensive mass accumulation of calisthenics in Our country is an important guarantee for the high integration of mass calisthenics and national fitness.

3. THE REFLECTION OF THE HEALTH VALUE OF CALISTHENICS UNDER THE BACKGROUND OF THE DEEP INTEGRATION OF NATIONAL HEALTH AND NATIONAL FITNESS

3.1 The value of health and fitness

Big data statistics of Chinese people's health: in China, there are 160 to 170 million people with hypertension, more than 100 million people with hyperlipidemia, 160 million people with dyslipidemia, nearly 100 million people with diabetes, 0.7 to 200 million people with obesity or overweight, and about 120 million people with fatty liver disease [5]. Chronic diseases are not only a major health problem to be solved urgently in China, but also an important factor hindering China's development, which is also an important reason for General Secretary Xi's proposal of national health.

The ultimate goal of the deep integration of national

fitness and national health is to achieve national health through national fitness, improve individual physique, prevent chronic diseases and finally achieve national health. Mass aerobics are different from traditional fitness programs, as a new type of aerobic exercise, its basic characteristic is the pursuit of good cardiopulmonary function and strong physique: in a simple body movements combination as the basic means of practice, through the accumulation of long-term practice, to a certain extent, improve practitioners of vo2 Max, strengthening myocardial function, promote the body circulation function optimization; At the same time, the aerobics project to symmetrical body shape, elastic muscles and strong bones for the body development goals, exercise means to shape the body directly and effectively, to achieve the purpose of strengthening the body. People who have been engaged in public aerobics for a long time will certainly be able to acquire a healthy physique and strong physique, which is of great significance to the prevention of chronic diseases. To sum up, through its scientific aerobic endurance training, reasonable exercise load plan and excellent physical training objectives, aerobics has a very important health value in strengthening the national physique and strengthening the national body.

3.2 The value of healthy psychology and mental adjustment

The outline of the "Healthy China 2030" plan points out that the realization of health for all requires not only physical health, but also mental health. It is urgent to improve mental health literacy and strengthen the intervention of high incidence of mental disorders and psychological behavior problems. Under the impetus of the current social pressure, more and more psychological problems appear among Chinese citizens, and the number of patients with depression and anxiety disorder is on the rise, seriously hindering the development of citizens' physical and mental health. Physical exercise is an effective means for the treatment and prevention of mental diseases commonly used at home and abroad. Through certain load of physical exercise, the occurrence of the internal peridin effect can be promoted. Such physical effect can bring pleasure to the exercizers and relieve the inner pressure of the human body, so as to achieve the recovery and prevention effect of mental diseases. Mass calisthenics, with its unique expression and form of expression, is more obvious in relieving the psychological pressure of the human body. The perfect combination of music and rhythmic movement shows the beauty of human strength, form and movement. Strong rhythmic music can drive people's emotions. It can not only make people feel happy and release pressure, but also cultivate their sentiment and improve their psychological quality. Secondly, rhythmic and regular physical exercise can generate certain physical exercise load on the human body, promote the perafin effect in the body, and thus relieve psychological pressure; Finally, the participation of mass calisthenics usually takes the group as the unit. While participating in the exercise, it can better promote the communication with people, improve the indifferent and

tense state of social relations, expand the circle of friends, cultivate social consciousness, and then promote the mental health development of citizens.

3.3 Value of healthy consumption in the development of new industries

Under the background of the deep integration of national health and national fitness, the consumption concept of Chinese citizens has changed accordingly. People began to pursue health consumption and fitness consumption, and more people began to agree on the significance of exercise to health, which brought opportunities for the sports and fitness industry. Mass calisthenics has become an indispensable sport in many people's life. Due to its unique form of exercise and its extensive mass base in China, it can bring more benefits to the development of China's sports industry. First of all, the study of aerobics is mainly based on imitating the movements of the coach, with no great requirements on the physical quality, age and gender of the practitioners, so it has a broad prospect of development. Secondly, calisthenics has less restrictions on sports facilities. It does not need specific sports fields and equipment. People only need an open field and sound to do physical exercise, which solves the problem of lack of professional sports fields and facilities in the current implementation of national fitness, and has a greater space for development. Finally, the mass aerobics project has diversified forms of communication. It can not only hold all kinds of competitions, but also perform in other events, opening ceremony, evening party and other activities. It has diversified forms of communication. Under the influence of its unique sports form and broad mass base, aerobics can promote the development of gyms, social sports guidance, sports equipment and other industries, and then promote the development of the whole sports industry.

4. PROMOTION PATH OF AEROBICS UNDER THE BACKGROUND OF DEEP INTEGRATION OF NATIONAL HEALTH AND NATIONAL FITNESS

4.1 Take harmony as the guide and standardize the development direction of mass aerobics

The development of mass sports must follow the law of social development, harmony is the first priority of social development in our country at present, therefore, in the process of promoting mass calisthenics, we must take harmony as the value orientation to ensure the vigorous development of calisthenics. In the process of communication, the primary goal is to spread health and fitness, the basic content is to create a positive and harmonious public calisthenics exercise mode, and the core purpose is to spread positive energy, promote public health and enhance national quality, so as to realize the standardization and popularization of mass calisthenics.

At present, although the mass calisthenics in China develops rapidly and has a high popularity, it has not formed a perfect management and supervision system. Due to the large number of people participating in mass aerobics, the lack of standardized management is likely to produce adverse effects, such as the "square dancing old lady fighting" incident. Therefore, while popularizing the knowledge of calisthenics, it is very important to take

harmony as the core idea and improve the public moral quality of the fitness crowd. Mass aerobics exercise while not limited by space and facilities, but in the crowd is widespread, in the open space music voice is bigger, easy to affect other people, so in calisthenics teaching and propagation process, should pay attention to remind the participants don't make influence others rights and interests, safeguard the rights and interests of others as well as the protection of the rights of his involvement in sports, promote the aerobics development in national fitness.

4.2 Promote the "integration of health care" and create and edit classes for special groups

Under the background of the great development of "integration of physical medicine", the deep integration of physical health and medical health has been promoted to the national development strategy. As a popular sports event, mass aerobics should be closely attached to this strategic development. In the process of popularization and promotion of mass aerobics, the development model of "integration of health care" is constructed from the following aspects :(1) to build a government-led "integration of health care" mass health system, the leading role of the government is essential to promote the formation of scientific and effective aerobics health behavior among the masses. First of all, establish a "health medical fusion" mechanisms and policies that promote people's health, the organic combination of sports scientific research results and medical scientific research, establish a library of aerobics exercise prescription, practical for different crowd the plait corresponding aerobics routine, such as postoperative recovery course, chronic disease prevention, cardiopulmonary function, postpartum recovery course, etc., to ensure that the course of scientific nature and effectiveness. Secondly, the relevant functional departments and service departments should be established, and the working group for the mass health promotion of the combination of health and medicine should be set up. For example, the working group should be jointly established by the Health and Family Planning Commission at all levels and the Department of Sports and Aerobics, focusing on the formulation and implementation of relevant policies. (2) To promote the formation of public health awareness. At present, the public health consciousness and health knowledge in Our country are weak, so the relevant departments must solve the problem of how to actively and effectively carry out fitness activities, such as health education popularization project, chronic disease prevention and intervention project, etc., so as to effectively improve the health consciousness and health knowledge of our citizens. (3) Support for scientific research achievements. The development of the "health care integration" mode cannot be separated from the support of relevant scientific research achievements: the hospital establishes the calisthenics medical sports service center; The scientific research department shall provide support for relevant projects in terms of project and fund. Carry out the "integration of health care" test site and so on. (4) Cultivate professional talent team. Establish

"health medical fusion" crowd health promotion of professional talents cultivation system, promote the development of the "medical fusion" practicality, medical personnel to existing or potential medical personnel training, sports medicine and aerobics as a discipline of medicine into the education system, intensify related professional personnel training, provide citizens with scientific, standardized and effective "d" service and guidance

4.3 Make full use of network media to promote the higher and faster development of mass calisthenics

With the rapid development of Internet technology, network media has become the media with the fastest propagation speed, the widest range and the strongest force. In this context, the popularization and development of mass calisthenics should make full use of the communication advantages of network media to realize the higher and faster development of mass calisthenics. Network media can spread mass calisthenics in many ways: first, expand the number of participants. Official website, WeChat public number, weibo, zhihu, etc are loved by the masses of social media, aerobics can through these channels, establish proprietary account on the Internet, timed push related aerobics exercise methods, the teaching video, network media, fast, can attract more people to participate in the aerobics movement. Second, Reduce the cost of promotion. Traditional promotion is usually carried out by means of TV programs, newspapers, competitions, or holding various activities, etc. Such a method takes a long time and requires great investment in manpower, material resources and financial resources. The emergence of network media not only solves the

above problems, but also has a higher efficiency and a faster speed. Third, To enhance the interaction between the project and the masses. Network media can shorten the distance between the masses and the project. Aerobics enthusiasts can obtain the video materials and practice methods they need through the network, and make use of network media for online communication. Thus it can be seen that making full use of network media has a very high promotion effect on the promotion and development of calisthenics, so as to realize the higher and faster development of mass calisthenics.

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Research on the Application of Flipped Classroom Teaching Mode in College English Teaching

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Abstract: As a new teaching method, flipped classroom teaching mode has been widely used in the education industry and achieved certain results. Applying it to English teaching can effectively improve the deficiencies in the process of application teaching. This paper briefly introduces the flipped classroom, analyzes the advantages of flipped classroom in College English teaching, and puts forward the measures of applying flipped classroom teaching mode to carry out college English teaching, hoping to provide support for the smooth development of college teaching.

Key words: College English teaching; Flipped classroom; Teaching mode

1. INTRODUCTION

English plays a key role in the development of students. With the smooth development of the new curriculum reform, there are new standards in English Teaching in Colleges and universities, hoping to effectively improve students' English literacy. However, there are still some problems in English teaching, which can not meet this goal. Flipped classroom, a new teaching mode, has obvious advantages in English teaching. It can make students learn actively and improve English teaching level.

2. FLIPPED CLASSROOM

Flipped classroom refers to that teachers display teaching resources with the help of video or multimedia courseware. Students do self-study before class, and write down their doubts. Teachers answer questions for students in class, so that students can really master knowledge in the process of classroom communication, and transform knowledge into their own knowledge system. In the flipped classroom teaching mode, students become the main body of learning, can not be restricted by time and place to carry out teaching, efficient use of class time, through communication to obtain more knowledge. With the improvement of the level of information technology and the widespread application of the Internet, the development of flipped classroom has become possible. Students can collect some learning materials they need according to their needs. The original positions of teachers and students have changed. Teachers should act as guides to guide students and improve their autonomous learning ability.

3. THE ADVANTAGES OF APPLYING FLIPPED CLASSROOM TO COLLEGE ENGLISH TEACHING

First, the application of flipped classroom teaching mode can change the traditional teaching method. In the

traditional mode of English teaching, too much attention is paid to the transmission of English knowledge, and it does not consider whether students can apply English after learning. The flipped classroom teaching mode can organize students to carry out classroom interaction and transform relevant knowledge in the process of interaction, and the teaching methods are more diverse, which can make students feel the happiness of English learning and improve the quality of English Teaching [1].

Second, flipped classroom teaching mode can make college English teaching free of time and space constraints. Under the traditional mode, English teaching is generally carried out in the classroom, which needs to consider many factors such as time and place, while flipped classroom teaching mode does not need to consider these contents. Flipped classroom teaching mode can provide students with rich learning resources, enable students to learn independently before classroom teaching, and interact with teachers in the classroom to deepen the impression of knowledge. Moreover, through cooperative learning and group learning, students' autonomous learning ability can be improved and teaching can be carried out more efficiently.

Thirdly, the application of flipped classroom teaching mode can provide targeted teaching for students. Teachers show learning planning and some course content in micro class or online course. Students can use their leisure time to choose the content they want to learn. Teachers can also interact with students according to the actual situation of students, help students solve problems in the learning process, and effectively promote the development of students.

4. MEASURES OF APPLYING FLIPPED CLASSROOM TEACHING MODE TO COLLEGE ENGLISH TEACHING

4.1 Make preparation before class

Under the influence of the traditional teaching concept, college students are more passive in the process of English learning, and lack the consciousness of active learning. Therefore, College English teachers should guide students to improve their autonomous learning ability and make them actively participate in English learning.

First, create relevant scenarios. Before teaching, teachers should analyze and summarize the knowledge of vocabulary, grammar and sentence pattern in the teaching process, and use short articles to show them, so as to make teaching more smoothly [2].

Second, the design of micro class. With the improvement of the level of information technology and the wide

application of network, micro class has become more common in the education industry. When teachers make micro class, they need to control the time. Generally, the micro class is about 15 minutes. The content is mostly some key and difficult points. After watching the micro class, students can have a certain understanding of the learning direction, so as to be more involved in the follow-up learning. For college students, oral English learning also plays a very important role. We can add some text recording or animation in the micro class, so that students can realize their problems in the reading process and improve it [3]. In this process, teachers should also set up exercise training, such as allowing students to write words silently and apply key sentence patterns, so as to ensure that students can understand their mastery of knowledge through exercise training. In addition, micro lecture can also be linked with PPT, so that students are interested in learning, willing to communicate with teachers and create a harmonious relationship between teachers and students.

4.2 Interact with students in class

Under the flipped classroom teaching mode, students are the main body of learning, which can make college students interested in English learning. After watching the micro class, students have a preliminary understanding of the English content they need to learn, which can effectively enhance the effect of English teaching. And in the process of teaching, teachers need to communicate with students to help students deepen the impression of knowledge.

From the analysis of the practical situation of Applied Teaching in Colleges and universities, it can be found that most students are lack of interest in English learning. They are very passive and unwilling to speak English actively, which leads to the failure of English teaching. In this case, teachers should create a reasonable environment to ensure the main body preparation, so that students can carry out cooperative learning under appropriate circumstances and acquire knowledge in the process of communication, so as

to make students have enthusiasm for English learning. Teachers can reasonably set some problems according to the students' learning situation before class, guide the students, encourage them to solve independently, and improve their analytical and solving abilities. In addition, teachers can also start from the reality of students, analyze the characteristics of students, personality and mastery of English knowledge, etc., and group students in a targeted way to ensure that the group students can help each other and make progress together [4].

5. CONCLUSION

According to the above analysis, we can find that there are still some deficiencies in the process of English Teaching in Colleges and universities, which is not conducive to improving the English literacy of college students. Applying flipped classroom, a new teaching mode, to English teaching can effectively improve the effect of English teaching, make college students more involved in English learning, improve their ability to apply English, and provide support for its further development.

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Technological Innovation of Agricultural Information Service in The Era of Big Data

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Abstract: With the advent of the era of big data, people's quality of life has been greatly improved. At present, big data technology has a wide range of applications in agricultural information services, and can promote the innovation and development of related technologies, and help to achieve resource sharing. Therefore, we should pay attention to the application of big data technology, strengthen the innovation of agricultural information service technology, so as to effectively improve the quality and efficiency of agricultural information services. This paper will study the technological innovation of agricultural information service in the era of big data, hoping to provide valuable reference for related research.

Key words: Big data era; Agricultural information service; Technological innovation

1. INTRODUCTION

At this stage, the development of the times is faster and faster, and the traditional agricultural information service has been unable to adapt to the development of the current era. In order to better adapt to the arrival of the big data era, we need to strengthen the innovation of agricultural information service technology, so as to change the traditional agricultural information service mode in the past. Due to the complexity of agricultural information service, only the use of scientific and effective service mode can improve the service quality and promote the development of agricultural information service.

2. PROBLEMS IN AGRICULTURAL INFORMATION SERVICE

2.1 Lack of integration of agricultural information

As China is a large agricultural country, agricultural production has an important impact on China's economic development, so we attach great importance to the development of agriculture. At the present stage, there is a lack of integration of agricultural information in agricultural information service, which makes agricultural information service unable to adapt to the current social development, unable to flexibly deal with the current complex and diverse environment, thus unable to ensure the overall quality of agricultural information service. In view of the current development situation in China, there is the problem of low concentration of agricultural information, which affects the scientificity and accuracy of agricultural information service decision [1].

2.2 Lack of scientific response system

In the process of agricultural development, it is often subject to a series of changes in the relationship between supply and demand, price adjustment and so on, which makes it difficult for the agricultural market mechanism to flexibly deal with some emergencies, and its own prevention is not high. With the development of the era of

big data, agricultural information service technology needs effective innovation, so as to effectively improve its own prevention and avoid the impact of emergencies. But at this stage, the lack of scientific response system of agricultural information service also affects the good development of agricultural information service, and also hinders the innovation of agricultural information service related technology [2].

2.3 Unbalanced development of informatization

Compared with other developed countries, China still has a lot of deficiencies in information service. The research on information service is relatively late, which leads to many farmers' lack of understanding of agricultural information service, which easily affects their own learning of agricultural technology and agricultural knowledge, thus reducing the overall level of agricultural information service in China. In addition, the imbalance of regional economic development is also an important reason for the impact of information development. Due to the imbalance of regional development, the popularization of agricultural information services is easily hindered, which leads to the low level of information development in some regions.

2.4 The construction of informatization talent team needs to be strengthened

At the present stage, China lacks a large number of information talents, pays less attention to the construction of talent team, and ignores the cultivation of high-quality information talents. First of all, the knowledge reserve of relevant agricultural information personnel is insufficient, and the learning enthusiasm of relevant information technology is not high enough, resulting in the low comprehensive quality and ability of the overall information personnel. Secondly, there are great differences in the structure, education background, age and other aspects of the informatization talent team, which leads to the unreasonable construction of the agricultural information service talent team and the inability to effectively improve the overall level of China's agricultural information service [3].

3. INNOVATION OF AGRICULTURAL INFORMATION SERVICE TECHNOLOGY IN THE ERA OF BIG DATA

3.1 Increase capital investment

In the era of big data, in order to better adapt to the development of the times and meet people's demand for agricultural information, we must strengthen the innovation of agricultural information service technology, and apply big data technology in agricultural information service, so as to improve the quality and efficiency of agricultural information service. Therefore, China needs to increase capital investment, provide sufficient funds for

relevant data research, and cooperate with other industries, schools and grass-roots units to continuously enhance the professional ability of researchers, so as to obtain greater research results and realize the innovation of agricultural information service.

3.2 Establishing agricultural Alliance

The era of big data has the characteristics of high integration and high technology level. Under this background, the establishment of agricultural alliance can realize information sharing, help to improve the research level of agricultural information service, and then better promote the development of agricultural information service industry. Through the big data technology to build a perfect data exchange platform, speed up the integration of information, improve the utilization of resources, publish a variety of rich data resources on the platform, so that farmers can strengthen the understanding of agricultural information, help to realize the relationship analysis, change the traditional agricultural information service mode, so as to solve the existing problems.

3.3 Strengthen the promotion of agricultural information services

In order to promote the development of agricultural information service, we need to apply high-level agricultural research results in innovation work, and at the same time, we need to adopt advanced agricultural service technology to build information service platform according to the form and demand of current social development, so as to truly realize information resource sharing and data concentration, accelerate the integration of information data, and improve the efficiency and quality of information system operation. So as to effectively play the role of information data. In addition, through the information service platform, we can grasp the current agricultural information processing intention, and then adopt the corresponding technology to collect, process, summarize and classify the data, so as to meet the needs of agricultural information services.

3.4 Training high quality information service talents

With the advent of the era of big data, the demand for information service talents is growing. Promoting the development of talents has become the fundamental requirement of the current social development. Therefore, we should pay attention to the cultivation of high-quality information service talents. For some areas with low level of economic development, many farmers do not know enough about agricultural information services, and at the same time, they are unable to master advanced agricultural

production technology in time. As a result, China's agricultural production level is not high, which is seriously restricted by talents and technology. Therefore, in the era of big data, it is necessary to strengthen the cultivation of agricultural information service talents, constantly improve their professional ability and operation level, stimulate the work enthusiasm of information service talents, so that they can give full play to their own advantages, drive local farmers to carry out high-quality agricultural production, introduce advanced and scientific agricultural production technology to farmers, so as to promote the development of agricultural information technology. The development of industrialization and the innovation of agricultural information service technology will help to change the traditional mode of agricultural information service and promote the good development of agriculture in China.

4. CONCLUSION

The arrival of the era of big data provides new development opportunities for agricultural information service, breaks the traditional agricultural information service mode in the past, truly realizes the sharing of agricultural resources, and has a positive impact on improving the quality of agricultural information service. At present, there are still many problems in China's agricultural information service, resulting in the low efficiency and quality of agricultural information service, which seriously affects China's agricultural production. Therefore, it is necessary to strengthen the technological innovation of agricultural information service, so as to establish a suitable agricultural information service mode for the current society.

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The Differences Between English And Chinese In English Translation and The Translation Countermeasures

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Abstract: With the progress and development of society, as well as the integration of various countries and national cultures, English is also widely used by the public. A large number of literary works and research results need to appear in the form of Chinese English comparison. Therefore, for translators, it is necessary to integrate the cultural and linguistic differences between Chinese and English, deepen the understanding of culture and expression, so as to improve the level of translation. Translation can be divided into two types: Interpretation and translation, while translation requires more professional and standard expression for cultural output.

Key words: Translation types; Translation; Language differences; Translation countermeasures

1. INTRODUCTION

Language development is closely related to cultural development. Language plays a role in promoting culture, but it is also limited by the development of society and culture. With the rapid development of society, Chinese and Western countries promote and integrate with each other through cultural communication. In the process of English Chinese translation, due to the cultural differences between Chinese and Western countries, some symbols or expressions can not be translated into each other, which requires translators to deepen their understanding of Chinese and Western culture in order to give a relatively practical translation.

2. DIFFERENCES BETWEEN INTERPRETATION AND TRANSLATION AND TRANSLATION PRINCIPLES

2.1 Differences between interpretation and Translation

There are two main types of Translation: translation and interpretation. Interpretation is mainly through "listening" to quickly transfer information, while translation is through "reading" to understand the full text, and then through the appropriate way to express the meaning of the full text, through different languages. Interpreting is for quickness and accuracy, while translating is for elegance. Compared with interpretation, translation is more demanding and difficult. Translation requires translators to fully understand the differences between Chinese and Western cultures, as well as the expressions and cultural characteristics of Chinese and Western languages. Interpretation is mainly colloquial and oral expression, while translation requires more professional, higher quality and more standardized expression.

2.2 Translation principles

Sheng Xueying proposed that translation should follow

the following principles: first, we should respect the culture and expression habits of different regions, and properly retain their characteristics without affecting the meaning of sentences, such as let sleeping dogs lie. Rain dogs and cats, for example. Secondly, equivalence substitution is one of the relatively important principles in translation [1]. In the process of translation, it is difficult to translate some sentences into Chinese directly. In this case, translators need to replace them with sentences with similar cultural meanings, such as: no man is content. Nothing brave, nothing has. If the sentences are not equal in translation, we must make the translation not only in the language habit level, but also in the cultural level consistent with the source culture, so that the translation can more accurately express the original idea and idea.

3. CULTURAL AND LINGUISTIC DIFFERENCES BETWEEN CHINA AND THE WEST

Zhu Dantong believes that behind the language and culture is the development history and cultural heritage of a country and a nation. Language is the bridge of communication between different countries and nations, and there are great differences between Chinese and Western cultures and languages, which requires translators to express and disseminate the actual connotation of articles according to different situations [2]. For example, due to the differences between Chinese and Western diet, there is no expression of dumplings, steamed buns, tofu and other foods in English. Similarly, hamburgers and pizzas in Chinese also come from the transliteration of hamburger and pizza. The differences between Chinese and Western cultural traditions make Chinese Kung more in English As for the use of color, Chinese traditional culture believes that red wedding dress likes white funeral, so red wedding dress symbolizes good luck, but in western culture, white wedding dress symbolizes purity, and white wedding dress is the best blessing for new couples.

In terms of language use, the conjunctions needed to contact the context in Chinese expression are as follows: Although But, because Therefore, in English, though, except should not be used together with but, however. In a sentence, a single cause or thus, so can also express the causation of a sentence pattern. Chinese and Western grammar expression order is not the same, such as the question "what are you doing?" In Chinese, the interrogative words are put at the end of the sentence, while in English, "what are you doing?" is put at the beginning of the sentence, forming a interrogative sentence pattern of interrogative words + be + subject +

auxiliary verb. It can be seen that the grammatical order of some sentence patterns is completely different from that of Chinese, which requires translators to express the words in the normal word order that the public is used to. Luo Tao thinks that English expression tends to hypotaxis, while Chinese expression focuses on parataxis, which means that English expression pays more attention to sentence structure, while Chinese grammar is relatively flexible. Therefore, when translating between English and Chinese, it is necessary to have a clear understanding of the sentence structure and habitual expressions of Chinese and English[3].

4. COUNTERMEASURES IN THE PROCESS OF TRANSLATION

From the first two parts, it can be seen that in the two types of translation, the requirement of translation is relatively strict, which requires translation to be "accurate" and "elegant"; in the process of translation, we should pay attention to retaining some of the characteristic sentences in the cultural differences, and also pay attention to combining Chinese and Western cultures. Some sentences that can not be translated into each other need to be carefully translated by the translators to be understood by the public Chinese and Western cultures, life and eating habits are different. In the process of translation, it is necessary to express the culture, central ideas and ideas that the article needs to express, so as to achieve the purpose of accurately spreading foreign culture to the public. To achieve a certain level of translation, translators need to carefully study the Chinese and Western cultures in the early stage, and understand the Chinese and western customs. Only by continuous learning can translators make more accurate cultural output.

In terms of language use, the order of language expression between China and the west is very different, which requires translators to fully study the Chinese and western language expression in the early stage, and correctly express the content of the article. Transliteration and free translation can be used in the translation of loanwords. When it comes to the translation of Chinese and Western cultural background, translators need to do a lot of preparatory work in the early stage, to know as much as

possible about the cultural knowledge, customs and traditional culture involved, and to make a comparison of the cultural differences between China and the west, to show the cultural characteristics of the original text in the works as far as possible, and to express the central idea of the original text in an "elegant" way.

5. CONCLUSION

Language is a bridge to communicate the cultures of different countries. Through language, we can better understand the customs and traditional cultures of different countries. Translators, on the other hand, serve as a bridge between us and our compatriots in other countries, connecting people of all countries and spreading foreign cultures to the public. However, different languages have different word order and cultural background, which requires translators to understand the language expression and language order of Chinese and Western cultures.

At the same time, translators need to fully understand the cultures of different countries. For example, Mr. Zhu Shenghao, a famous Shakespearean drama translator in China, majored in Chinese literature and studied English at the same time. The complete works of Shakespeare is the most complete and high-quality version in our country. There are also many outstanding translators who are examples for the younger generation of translators. As a translator, he needs to study all his life and make contributions to translation and cultural communication.

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Exploration of Teaching Reform Path of English Linguistics Course Under Internet Plus Background

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Abstract: At present, there are still many problems in the teaching of English Linguistics in China. For example, the teaching methods are relatively backward and single, and the teaching forms are lack of innovation; the teaching content is too abstract and difficult to understand and master; the students' cognition is limited, and the curriculum is not reasonable, which seriously restricts the teaching reform process. Aiming at the existing problems, this paper puts forward effective measures to effectively promote the process of teaching reform and effectively improve the quality and efficiency of classroom teaching in the context of Internet plus.

Keywords: Internet era; English linguistics; Curriculum reform; Path exploration

1. ACTIVELY CHANGE THE TRADITIONAL TEACHING CONCEPT AND CLARIFY THE TEACHING REFORM OBJECTIVES

In order to realize the teaching reform of College English Linguistics Course in a real sense, we should first actively change the teaching concept. Under the Internet plus background, teaching philosophy, as the main conductor of teaching and teaching contents, can effectively coordinate classroom relationship between teachers and students under traditional teaching background, fully embody the main position of students and enhance the interactive [1] of teaching. In the specific practical teaching, colleges and universities should pay close attention to the teaching reform of College English linguistics course, pay attention to the positive change of the traditional teaching concept which is not scientific and suitable, and take the improvement of teachers' teaching level and comprehensive ability as the key task, so as to effectively improve the teaching quality and teaching efficiency of College English linguistics course. Only with the advanced and scientific teaching concept, can we lay a good foundation for the enrichment of the follow-up teaching content and the innovation of teaching forms, and create an "efficient classroom" for students. In addition, on the basis of establishing correct and scientific teaching concept, teachers need to constantly clarify the teaching reform objectives, and actively construct reasonable and scientific teaching tasks and teaching objectives based on students' actual learning situation and teaching evaluation quality. For example, in the teaching of psycholinguistics, teachers can make clear the teaching objectives first, and then carry out the teaching content according to the investigation and research of students' psychology. First of all, the teacher divides the students into several groups,

each group of members through self-introduction, mutual sharing of their own life anecdotes, etc., to enhance the classroom activity and participation. In this process, it can not only establish a good harmonious relationship between teachers and students, but also enable students to understand each other better. In the process of using English language to communicate, if you encounter some phrases or words that you can't express, you can also ask other students or teachers for advice, which can effectively improve students' English language comprehensive ability and achieve the ultimate goal of classroom teaching.

2. CONSTANTLY INNOVATE TEACHING FORMS AND TEACHING MODES TO ENHANCE STUDENTS' INTEREST IN LEARNING

Under the background of Internet plus, teachers should step out of the traditional dominant position of teaching. In carrying out classroom teaching practice, teachers should follow the students' main body of teaching and pay attention to the cultivation of students' comprehensive ability, including their unique creative thinking ability and autonomous learning ability. Teachers should give full play to their own teaching guidance and education. It can effectively help students to build a good and scientific internal knowledge system, promote students' personalized development and overall physical and mental development, and effectively promote the all-round teaching reform of College English linguistics course. Under the new teaching background, it has become inevitable that the teaching form and teaching mode of English teaching curriculum have changed. Relying on modern teaching methods, teachers can bring students more abundant and diverse teaching auxiliary courseware and teaching contents, expand their knowledge, effectively extend their learning horizon and increase their learning knowledge reserve. For example, in the teaching process of Halloween party, teachers can boldly try innovative teaching mode to carry out practical activities for students, so that students can fully display their learning and thinking advantages in the open teaching class. In the process of sentence pattern training, teachers can use "buy things for a Halloween" Party "as an example, let students practice this sentence pattern, and play relevant dialog boxes for students to increase the richness of teaching content, let students try to increase the difficulty of sentence practice, the teaching classroom from" passive "teaching to" active "learning, so that students can participate in teaching practice activities independently [2]; in addition, with the advent of the

information age, With the help of modern multimedia technology, computer and Internet, teachers should build online learning platform and multimedia classroom for students, and effectively establish learning exchange group based on class. For the more abstract and difficult to understand teaching content, teachers can use ppt demonstration blackboard writing teaching content to transform the abstract into concrete, image, easy to understand and grasp the teaching knowledge, to provide better teaching services for students, and effectively improve the effectiveness of classroom teaching.

3. INTEGRATING THEORY WITH PRACTICE TO ENHANCE STUDENTS' AUTONOMOUS LEARNING ABILITY

No matter which subject, it is necessary to combine theory teaching with practice teaching effectively, so that students can improve their practical ability on the basis of fully understanding classroom teaching knowledge. Generally speaking, the teaching of College English linguistics is mainly divided into two parts: Teachers' explanation and practical activities. However, in the actual classroom teaching, teachers are often used to teaching in the form of one word, for the key and difficult points of the teaching content are implemented the same teaching methods, which has many disadvantages for students. As the basic theories of English linguistics are relatively abstract, it is difficult for students to fully understand and master these concepts and contents only by teachers' single explanation. Based on this, teachers should effectively combine classroom explanation with practical activities, so that students can fully understand the linguistic theory in the actual participation, and systematically explain the teaching content with the help of teaching courseware and multimedia teaching materials, so as to effectively guide students to have a deep understanding and mastery of English linguistics teaching knowledge. For example, in the learning process of greetings on different occasions, teachers can create teaching situations for students, let students strengthen their understanding of semantics through dialogue, and let students exercise their language sense in the process of practice. For example, in the teaching situation, teachers need to let students master "do you go to..." The teacher

can ask the students of each study group to practice in different levels. Take dining in a restaurant as a greeting situation, let the students practice. One of the students asked the question "do you go to a restaurant for dinner?" The partner answers "usually!" Usually, this form enables students to fully learn words, phrases, sentence patterns and semantics, and effectively improves students' deep understanding of teaching knowledge. In addition, for the word "usually", teachers can also extend teaching, give students more examples, let students have a preliminary understanding of the use of this word in other sentences. In this way, students can integrate into the teaching classroom more quickly, improve their English language sense and master more learning skills.

4. CONCLUSION

To sum up, in order to effectively improve the teaching quality and teaching efficiency of College English linguistics, teachers should keep pace with the times, actively change the traditional teaching concepts and teaching forms, enrich the teaching content and innovate the teaching mode with the help of modern information technology, so as to provide students with more colorful learning resources and learning channels, and provide college English with more colorful learning resources and learning channels The teaching reform of learning course has laid a good foundation.

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Study on the Foreign Language Cognition with Blended Learning Model in “Flipped Classroom” under the Context of MOOCs

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Abstract: The rapid development of information technology has caused subversive changes to both teaching and learning methods, giving rise to new course forms, teaching models, and learning methods. In fact, MOOCs, flipped classroom and blended learning are the most recent products of this revolution. The characteristics of MOOCs and the corresponding learning features require a plan design as a basis for the construction and development of courses. Flipped classroom does not simply change the order of the traditional teaching structure; instead, it is an innovative teaching model based on network and mobile theories. To apply this innovative model, reasonable design of a teaching plan and a system architecture of classroom knowledge are needed. Thus, design guidance and process pre-setting are the focus. To explore this topic, the foreign language cognition with blended learning model is studied.

Key words: Blended learning model; Foreign language cognition; Study

1. INTRODUCTION

Currently, universities all over the world are transforming to digital, networking and globalized teaching models, and MOOC (Massive Open Online Course) and flipped classrooms are targets of this transformation. MOOCs completely decompose the teaching-learning behavior chain in the traditional classroom communication system and reconstruct an Internet-based interactive system in which the four elements of platform, teacher, foreign language students and teaching resources are linked. Compared with national quality courses and shared video courses, MOOCs are open courses that can fully focus on the learning needs of foreign language students. Flipped classroom subverts the traditional education and teaching process. Before the class, foreign language students may learn by themselves from video materials or related information resources, while teachers help them in the class solve problems that they encounter in the self-study process. This teaching model mainly emphasizes self-study before class and knowledge internalization in the class. Compared with traditional teaching, it changes the roles of teachers and students [1-2].

2. STUDY ON THE NECESSITY OF BLENDED LEARNING MODEL IN “FLIPPED CLASSROOM” UNDER THE CONTEXT OF MOOCs

2.1 The development of moocs needs the assistance of flipped classroom

With the ongoing boom of MOOCs, many scholars have pointed out their shortcomings: one-sided learning

experience, impossible evaluation of education and teaching effects, and, in particular, unsustainable development due to the low completion rate of homework. Besides, the spontaneous nature of MOOCs requires learners to assume learning tasks independently, which means that MOOC learners must be strongly driven to study by themselves. In fact, most learners teach themselves poorly in the virtual online learning environment, and this will inevitably affect the development of MOOCs. It seems that MOOC-based online learning is not an absolute substitute for classroom teaching in the school environment. To bring out the best teaching effect from it, MOOCs may be combined with flipped classroom to strengthen the supervision and management over foreign language students while enabling teachers to keep track of doubts and difficulties that the students encounter during the learning process through increased interactions and communication between teachers and students. In addition, the integration of MOOCs with information technology will help improve the quality of education and teaching in an all-round manner, enhance the effectiveness of MOOC teaching, and promote the sustainable development of MOOCs.

2.2 Foreign language cognition needs MOOCs to improve Foreign language cognitive education and teaching must continue to enrich the learning content, pursue better effects and quality, fully meet the personalized learning needs of individual learners, and promote the sustainable development of MOOCs. Courses are taught mainly in foreign languages to meet the basic need of learners for learning professional and academic foreign languages. At the same time, the MOOC system is based on fragmented learning methods and modular video clips, which not only facilitate learners to learn by subject, but also allow them to learn in making use of fragmented time. However, as time goes on, some of the foreign language students may give up classroom learning easily and turn completely to MOOCs instead. Teachers of foreign language cognition may thus lose their authority status. Under the impact of the information age and any teaching methods arising therein, foreign language students may lose interest in traditional education and teaching models and drift away from classroom teaching easily. Furthermore, MOOCs can, to some extent, test the effect of foreign language cognitive teaching. Since the main obstacle that restricts learners in language learning is poor foreign language proficiency, foreign language students are likely to grow weary of how and what is taught under traditional

education models. The dominance and learning dependence relationship between teachers and students during the traditional course learning process will be greatly undermined. Foreign language students will enjoy more and more autonomy in learning and a higher and higher dominant position. Under the context of MOOCs, institutions of higher education should make full use of the advantages of MOOCs and integrate them with traditional classroom teaching to develop a blended learning model. They are also advised to optimize the curriculum structure of foreign language cognition courses and comprehensively improve the quality of education and teaching.

3. STUDY ON THE FEASIBILITY OF BLENDED LEARNING MODEL IN “FLIPPED CLASSROOM” UNDER THE CONTEXT OF MOOCS

MOOCs are combined with flipped classroom mainly to promote the integration of online teaching with classroom teaching. In the real education and teaching process, this combination can not only maximize the role of teachers in instructing, guiding, inspiring, supervising and managing in the classroom, but also comprehensively encourage the independent learning of foreign language students and boost their dominant position in classroom learning. This blended learning model plays a positive role in improving the quality of education and teaching. The MOOC model provides relatively sound teaching steps and structural design, and, coupled with sufficient teaching resources and mutual evaluation, is popular among teachers and learners. A foreign language teaching model that combines computers with traditional classroom teaching was adopted in China ten years ago. Since then, Chinese colleges and universities have successively adopted the teaching model that combines online learning with classroom teaching and foreign language cognitive teaching has also developed rapidly. Plenty of research has proved that blended learning has a highly positive effect on cognitive learning of foreign languages. Investigation has found that the blended learning model that combines online self-study with classroom face-to-face instruction is the most recognized teaching method of foreign language cognition among foreign language students. With the continuous deep integration of information technology with foreign language cognition courses, especially the popularization of education and teaching models such as flipped classroom and micro lectures in recent years, new progress has been made in foreign language cognition education and teaching, providing an opportunity to combine MOOC with flipped classroom.

4. CONSTRUCTION PLAN OF BLENDED LEARNING MODEL IN “FLIPPED CLASSROOM” UNDER THE CONTEXT OF MOOCS

4.1 Jointly build and utilize online educational resources
When flipped classroom is just promoted under the context of MOOCs, there are limited online educational resources available for teachers and students, which is the biggest obstacle to the online learning of foreign language students. To solve the problem, education researchers, academic pacesetters, and information technology

professionals should work together closely to promote the joint construction and sharing of high-quality educational online resources, so as to reduce the burden on teachers in seeking resources for lesson preparations and also to offer more choices to foreign language students in their foreign language cognition study. Blocked network environment, complicated learning platforms, or lack of smart phones by some foreign language students can greatly limit the smooth progress of MOOC+flipped classroom teaching practice. Therefore, in order to pave the way for online foreign language cognition learning of foreign language students, colleges and universities should create a smooth network environment, optimize learning platforms, provide sufficient smart phones for foreign language students or allow them to use their own ones. These are extremely important and urgent tasks for the education reform under the current stage.

4.2 College and university teachers should take the initiative to change their teaching ideas and teaching roles
With the continuous deepening of education and teaching reform, the flipped classroom education and teaching model based on MOOCs is generally welcomed. However, institutional, conceptual and even learning habitual problems still remain unsolved before it can be fully rolled out. College and university teachers should set a good example by changing their education and teaching ideas and habits, transforming the dominant status and role, and gradually shifting from a bearer of teaching knowledge to a guide and supervisor. At the same time, in order to ensure consistency between teaching content and class theme, college and university teachers should actively collect various MOOC resources, continuously optimize education and teaching plans as well as teaching content based on the actual situation of foreign language students, encourage the development of new teaching models, and improve educational and teaching quality in an all-round manner. In a word, as a guide for foreign language students, teachers should actively seek teaching resources with greater initiative, strengthen communication with foreign language students, and keep track of the problems arising in their practical learning process to truly integrate MOOCs with the traditional classroom teaching.

4.3 Develop self-study ability in foreign language students through by diverse and interactive cooperation

The flipped classroom teaching model under the context of MOOCs would not be feasible without the capability of foreign language students in independent learning. For this reason, to improve the self-study ability of foreign language students in the MOOC environment is the most important factor that affects the application of this teaching model. To comprehensively improve the self-study ability, foreign language students need to seize opportunities of socializing, teamwork and learning interaction to consolidate what they learn. The blended learning model of MOOCs and traditional classroom teaching enables them to learn more knowledge and better apply what they have learned through interaction. This is especially important to awakening learners' initiative and enhancing their self-study ability. However, investigation has found that foreign language students in colleges and

universities are not so satisfied with the way they interact and communicate in the MOOC environment. They are eager to have face-to-face interactions with teachers and other foreign language students.

5. CONCLUSION

In summary, with the continuous development of information technology, schools, which are responsible for training talents for the community, have made full use of modern information technology while improving the foreign language cognition teaching model, thereby improving both educational equity and quality. This is not only a rare opportunity in the development of foreign language education, but also an inevitable need of social development. The MOOC+flipped classroom teaching practice emerges under this context. Although some achievements have been made through preliminary

practical exploration of this teaching model, many puzzles and problems still exist in the journey of putting it into practice. Only by drawing on practical experience continuously, can we gradually improve the quality of foreign language cognition teaching.

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Teaching Reform of Automobile Marketing

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Abstract: Automobile marketing is the key specialty in most colleges and universities. With the development of the times, people's clothing, food, housing and transportation have changed compared with the past. Private cars are gradually entering people's homes, which also provides an opportunity for the development of automobile marketing industry and specialty. Under the background of the new era, the teaching of automobile marketing major is facing many problems, and even has a negative impact on the development of teaching to a certain extent. Nowadays, in the teaching process of automobile marketing major, teaching management departments and teachers should pay attention to changing teaching concepts, enriching teaching forms, cultivating students' comprehensive ability, and improving practical teaching. In this paper, the author focuses on the analysis of the problems existing in the teaching of automobile marketing, as follows.

Key words: Automobile marketing; Teaching status; Teaching reform

1. THE CURRENT SITUATION OF AUTOMOBILE MARKETING TEACHING

1.1 Outdated teaching content

With the development of society, the quality education of our country has been reformed. Most of our secondary and higher institutions have set up automobile marketing major, and more and more students come to study. Automobile marketing major has a strong timeliness. If the school wants to cultivate more useful talents for the society, then the teaching content must keep pace with the development of the times, and constantly update the teaching mode according to the actual situation. According to the current situation, China's large number textbooks are lack of the latest theoretical knowledge, and the old textbooks are still used. The teaching cases are also relatively old, which can not be combined with the development of the current automobile market and the marketing practice of enterprises, resulting in the low learning efficiency of students. Not only that, due to the outdated teaching materials, the classroom teaching has added a bit of difficulty. Teachers pay attention to the explanation of the content of the teaching materials, and fail to expand the knowledge outside the books to the students in time, so that the students gradually lose the enthusiasm for learning, and produce the psychology of weariness, which greatly reduces the quality and effect of teaching.

1.2 Single teaching method

In the study of automobile marketing, according to the current situation, most colleges and universities do not pay much attention to this major. In the classroom, teachers still use the traditional teaching mode, which mainly plays the role of preaching, teaching and solving doubts in the

class. Teachers are on the stage, students are listening below, and students greatly reduce their learning costs in such a passive learning environment. Interest in learning, and even the psychological weariness. Moreover, this kind of teaching method fails to reflect the dominant position of students. In such a passive environment, it is difficult to mobilize the enthusiasm of students' learning, which makes teaching and learning seriously separated, thus unable to improve students' learning efficiency.

1.3 Lack of practice

According to the current situation, the automobile marketing major in vocational colleges has been affected by many factors. Some teachers lack professional knowledge and rich experience, and the relevant practice base and place are not perfect in the school. As a result, the students are basically learning professional knowledge, and there are few practical courses, which makes it difficult for them to accurately digest the knowledge they have learned, and they can not correctly use these in actual combat. Knowledge, so can not effectively combine theory and practice, learning efficiency can not be improved.

2. TEACHING REFORM MEASURES

2.1 Add new content

The teaching work of automobile marketing specialty is similar to that of ordinary teaching. In order to improve the teaching efficiency, students' interest in learning is very important. In the major of automobile marketing, teachers should pay more attention to it, add new content in teaching, and stimulate students' interest in school. "Interest is the best teacher". Stimulating students' interest in school can not only improve teaching efficiency, but also cultivate students' ability of research and exploration. For example, in the teaching work, teachers can give some practical cases, such as the policies to encourage automobile consumption in the past 09 years and the policies related to new energy vehicles [2]. In addition, in the context of the new era, car sales has not only adopted the way of in store sales, but also online sales with the help of e-commerce. It is believed that adding such new content in teaching can further stimulate students' interest in learning and promote the reform of teaching mode.

2.2 Introduction of interactive teaching mechanism

In the teaching of automobile marketing, the traditional teaching method takes the teacher as the leading position and the students as the passive position. The lack of the most basic communication between teachers and students leads to the flow of information in a single way, which can not be better transmitted to the students' mind. Not only that, in order to have a good learning atmosphere in a classroom, classroom interaction is the most important link. It is based on cooperative learning, under the organization and guidance of teachers, to enhance the importance of communication between teachers and students. Teachers should also return the classroom to

students, so that they can learn better. In addition, the use of interactive teaching can stimulate students' enthusiasm and enthusiasm for learning, expand their thinking, and cultivate students' ability to find and solve problems. We can also make use of group case discussion and supplementary network teaching, return the classroom to the students, case analysis can let the students stay in the case environment, and can solve the problem in time; and the network teaching mode is mainly in the form of network to teach students, in order to realize the interaction of information technology. In short, the introduction of interactive teaching mechanism can change the situation of poor communication between teachers and students in the traditional teaching mode, which plays an important role in promoting the teaching efficiency.

2.3 Effective application of multimedia teaching

The 21st century is an era dominated by information technology. Under the background of this era, information technology has been applied in almost all fields to varying degrees. With its help, it has made a qualitative leap. At the same time, it has also provided important help for the overall construction of China's modernization. In the automobile marketing major, the application of information technology should also be added. For example, multimedia teaching can be applied. In this way, students can watch the contents of teaching materials or other network resources more intuitively, so as to improve the teaching flexibility and reduce the burden of teachers. At the same time, teachers can also search for relevant teaching resources on the network through computers, focusing on solving problems for students Key and difficult points. For example, in the process of explaining "advertising strategy" to students, relevant videos, pictures and PPT can be displayed through multimedia, so that students can understand relevant knowledge more easily. In addition, teachers should also pay attention to the rational application of multimedia teaching methods, and should not rely too much on it.

2.4 Strengthening practice teaching

Automobile marketing is not only a major, but also a highly practical occupation. It can exercise people's social ability, psychological endurance and other aspects, and it can be said that it is a kind of discipline that tests the

comprehensive quality. In the past, the teaching of automobile marketing was too focused on the theoretical teaching, but the simple theoretical teaching can not improve the students' automobile marketing ability, and the students are often at a loss when they go to work. At present, the management department should pay more attention to automobile marketing teaching, change the teaching concept, increase the investment of funds and other teaching resources, and combine theoretical teaching with practical training [3]. For example, we can build the exclusive training base of the school, establish cooperation with relevant enterprises, and send students to their units for internship.

3. CONCLUSION

In the practice teaching of automobile marketing, a series of problems often affect the teaching efficiency and quality. Under the background of the new era, the teaching work of automobile marketing should keep up with the pace of the times for innovation and optimization, follow the market demand for talents under the new situation, at the same time, in the teaching work, teachers should pay attention to stimulate students' interest, strengthen the interaction between teachers and students, use new technology, and pay attention to the combination of theory and practice, find the problems still existing in the teaching work, strengthen the attention, and then continuously improve the quality Car marketing teaching efficiency.

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Teaching Reform and Exploration of New Energy Vehicle Course

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Abstract: With the continuous development of modern education, the teaching of new energy vehicle course occupies a very important position in the whole education work. However, due to some teachers' traditional education ideas and methods, they lack sufficient understanding of new energy vehicles, which leads to the lack of sufficient classroom teaching content, and it is easy to cause some teaching problems. In order to change this situation, we should pay more attention to the teaching of new energy vehicles. Therefore, the relevant teachers need to strengthen the understanding of new energy vehicles, innovate the teaching mode of new energy vehicles according to the concept of energy saving and environmental protection, and introduce more abundant teaching content with the help of the application of modern technology and equipment, so as to promote the improvement of teaching reform level, and lay a solid foundation for the new energy vehicle course teaching and the healthy development of the whole society.

Key words: New energy vehicles; Course teaching; Reform and exploration

1. THE SPECIFIC ROLE OF NEW ENERGY VEHICLE COURSE TEACHING REFORM

Under normal circumstances, due to the late development of new energy vehicles in China, there is a lack of sufficient professional talents in new energy vehicles. When teaching related courses, due to the limitations of teaching philosophy, methods, equipment and resources, it has a great impact on the actual teaching level and quality. Therefore, relevant teachers can strengthen the development of teaching reform. To promote more people to fully realize the importance of new energy vehicles, and to ensure the normal and stable operation and development of China's new energy vehicle field by changing the teaching concept, optimizing the teaching atmosphere, cultivating professional talents and other work, while improving the overall economic level of society [1].

2. COMMON PROBLEMS IN TEACHING REFORM OF MODERN NEW ENERGY VEHICLE COURSE

2.1 Lack of advanced teaching mode

The research shows that the scientific and effective teaching mode can guarantee the teaching level of relevant courses to a great extent; while in some new energy vehicle courses, due to the influence of traditional education concepts, the relevant teachers lack sufficient understanding of new energy vehicles, and still use the traditional teaching mode, and explain the theoretical knowledge in the teaching materials to the students, which

leads to the classroom teaching atmosphere. It has a great impact on the improvement of students' interest in learning and teaching level.

2.2 Defects in relevant curriculum system

When the new energy vehicle course teaching process is in progress, in order to effectively guarantee the teaching level and quality, the relevant teachers and school managers need to create a perfect curriculum system, and combined with the school's own characteristics and teaching mode, to promote the improvement of daily teaching level and quality; however, some schools lack sufficient understanding and attention to the new energy vehicle course teaching, and lack of educational philosophy and practice. Teaching materials and other aspects are still relatively traditional, coupled with the lack of scientificity and integrity of curriculum arrangement and actual teaching content, which can not effectively improve the quality of daily teaching, thus affecting the healthy development of new energy vehicle course teaching as a whole.

2.3 The teaching method is too monotonous

With the continuous improvement of modern technology, a large number of scientific and advanced teaching methods are applied in the teaching process of new energy vehicle course, which effectively improves the level and quality of course teaching, and provides a great role in promoting the improvement of students' own professional level; however, due to the deep influence of traditional ideas and methods, some teachers only use one method in daily teaching. Teaching methods can easily lead to loopholes and deficiencies in the teaching process, but also lead to a dull classroom teaching atmosphere, which has an impact on students' daily learning and development.

2.4 Lack of effective assessment

In addition, when some schools carry out the teaching of new energy vehicles, there will be a lack of scientific and effective assessment work. When testing the students' learning level, most of the relevant teachers use the traditional written examination method. Although they can understand the students' theoretical knowledge level to a certain extent, they can not have a comprehensive and objective understanding of the students' professional quality and technical ability. When the relevant teachers evaluate the students according to the assessment results, it is very easy to affect the students' interest and enthusiasm in learning, thus affecting the students' own development and the smooth progress of later teaching work [2].

3. SPECIFIC MEASURES TO STRENGTHEN THE TEACHING REFORM OF NEW ENERGY VEHICLE COURSE

3.1 Strengthen the innovation of teaching mode

In the current period, in order to strengthen the reform of new energy vehicle course teaching, the relevant teachers and school managers need to actively change the traditional education concept, fully realize the importance of new energy vehicle course teaching, on this basis, according to the policies and regulations of relevant departments, innovate and optimize the traditional teaching mode, and combine the student-based concept and theory with practice Concept, to encourage students to actively participate in the daily learning process, to ensure the maximum extent to improve the teaching level and quality of new energy vehicles.

3.2 Strengthen the establishment of teaching system

In the past, when some schools carried out new energy vehicle course teaching, due to certain defects in the course teaching system, the actual teaching level was insufficient, which not only could not meet the needs of daily teaching, but also caused some adverse problems, which had an impact on students' learning efficiency and quality, Relevant teachers can fully integrate traditional theoretical knowledge with practical teaching, innovation and entrepreneurship education, so as to create a more scientific, standardized and effective teaching system, ensure the smooth progress of late teaching, and lay a solid foundation for the healthy development of new energy vehicle course teaching in China.

3.3 Strengthen the enrichment of teaching content

Usually, the rich and perfect teaching content also affects the teaching level of new energy vehicle course to a great extent; therefore, in the actual teaching process, the relevant teachers need to use the application of modern teaching mode and equipment, combined with the policies and regulations of the relevant departments, to innovate and enrich the teaching content, and at the same time, they can also collect information about new energy vehicles from the outside world Information resources, improve the efficiency and quality of new energy vehicle course teaching reform, and on the other hand, improve students' own knowledge level and professional quality.

3.4 Strengthen the optimization of assessment work

In addition to the above measures, in the teaching of modern new energy vehicles, in order to strengthen the

reform, the relevant teachers and school managers also need to optimize and innovate the assessment work; in order to achieve this goal, the relevant schools need to pay more attention to the teaching of new energy vehicles, and invest a lot of capital cost, and introduce modern VR, simulation modeling and other technologies, At the same time, with the help of the integration of new media technology and traditional assessment methods, the comprehensive and full assessment of students is carried out to promote students to adjust their learning status and methods according to the assessment results, so as to provide full guarantee for the later in-depth learning [3].

4. CONCLUSION

To sum up, as an important part of modern teaching work, new energy vehicle course teaching has a great impact on the growth of students and the improvement of teaching level. Therefore, in the actual teaching process, relevant teachers and school managers need to strengthen the understanding and attention of new energy vehicle teaching, and transform and innovate the traditional education ideas and methods to create a modern teaching mode Combining with the corresponding teaching mode, it can avoid the emergence of traditional teaching problems, promote students to study more actively and effectively, ensure the teaching level of new energy vehicle course, and promote the further development of new energy field in China as a whole.

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Teaching Design and Discussion of Optical Fiber and Optical Device Experiment

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Abstract: With the progress and development of society, the teaching level of our country has been greatly improved compared with the past. In the past, China's economic backwardness led to too little investment in educational resources. Some practical subjects can also be learned from the perspective of theory. With the improvement of China's comprehensive national strength, China has invested a lot of money in the experiment, which is used to improve the learning environment of students. The experimental teaching of optical fiber and optical devices started late in China, which has not formed a perfect theoretical system. In this paper, from the perspective of teaching design and discussion of optical fiber and optical device experiments, the purpose is to improve the efficiency of experimental teaching, so as to help students quickly grasp the subject knowledge of optical communication experiments.

Keywords: Optical fiber; Optical equipment; Experimental teaching

1. INTRODUCTION

Similar to the study of optical fiber and optical equipment and other disciplines, we can not just stay on the surface. This kind of subject knowledge often pays attention to practical operation, and teaching theoretical knowledge alone cannot achieve the best teaching effect. Generally speaking, students' understanding of subject knowledge should be improved by means of experiments in the study of practical courses. On the one hand, the purpose of experimental operation is to consolidate students' theoretical knowledge. On the other hand, it is to cultivate college students' ability of independent inquiry and innovation. Only through all-round learning and development can students meet the purpose of modern teaching. Communication technology is the most popular technology in modern times. To study it as a major requires not only professional knowledge, but also the ability of research and development and maintenance. This requirement determines the importance of the spread and development of experimental teaching in optical communication specialty.

2. THE EXISTING PROBLEMS IN THE EXPERIMENT TEACHING OF OPTICAL FIBER AND OPTICAL EQUIPMENT

2.1 The proportion of theoretical teaching and experimental teaching is uneven

In the modern teaching mode, the vast majority of schools in the arrangement of professional courses, there is always the phenomenon that theoretical courses are greater than experimental courses. Taking optical communication course as an example, students often need to offer multiple

courses in order to meet the arrangement of teaching plan because of the various contents and fields of optical communication specialty design. For example, the composition of optical communication system, the basic structure and function of optical fiber and optical cable in optical communication engineering. Optical transmission theory, optical waveguide theory, design and measurement of optical communication system. These constitute the learning courses for students majoring in optical communication. Because the theoretical content is only many, wide and miscellaneous, it leads to the problem that the school can not coordinate the proportion of theoretical teaching and experimental teaching, which makes the time of theoretical teaching much higher than that of experimental teaching [1].

2.2 The proportion between the number of experimental equipment and the number of students is uneven

In the development of experimental teaching, there has been an important factor restricting the development of experimental teaching. The number of laboratory equipment is far less than the number of students. This leads to the fact that not every student has the opportunity to operate in person during the experimental operation. In addition, the cost of the equipment used for Teaching optical communication content is not low, and the school does not have sufficient teaching funds to meet the students' ability of one experimental equipment. Due to the problem of teaching funds, there has been a phenomenon that the experimental equipment does not match the number of students in the process of experimental teaching. This situation often affects students' enthusiasm and learning efficiency [2].

2.3 Simplification of experimental teaching means and methods

The ultimate goal of experimental teaching is to enable students to skillfully integrate theoretical knowledge and teaching methods. Only in this way can we highlight the value of experimental teaching. The theoretical knowledge of optical communication is abstract and complex, and it is difficult for students to master these complex theoretical knowledges. In order to improve students' learning efficiency, teachers need to simplify the theoretical content with the help of experimental teaching, so as to improve students' interest in learning. However, the traditional experimental teaching ideas and methods are too single and backward, and there is no innovation in teaching methods. Experimental teaching is always carried out in the way that teachers preset experimental objectives, students complete experimental steps and summarize experimental results. To a large extent, this experimental teaching method does not pay attention to

the students' thoughts and feelings. As far as the experiment itself is concerned, what the experiment can bring is to reveal the truth of the theory. For the inexperienced students, there is no new gravity in the process. According to the fixed experimental steps to summarize the known results, the teaching is neither innovative nor attractive [3].

2.4 The experimental assessment method is not scientific and comprehensive

Experimental assessment is a summary of students' experimental learning results. From the summary report, we can find out the shortcomings of students' learning, and teachers can find out the students' problems with this report, and take scientific and reasonable methods to solve the problems. However, the actual experimental assessment method is too one-sided, the data collected can not fully reflect the real situation of students, which leads to teachers can not rely on experimental reports to correct students' problems.

3. EXPERIMENTAL TEACHING CHARACTERISTICS AND REFORM SCHEME OF OPTICAL FIBER AND OPTICAL EQUIPMENT

3.1 Carry out small class experimental teaching

There are always problems in the allocation of experimental teaching resources and the number of participants. In order to give full play to experimental teaching, teachers can take small class teaching system, divide the class into several units, and each unit can carry out experimental learning at different time periods, so that students' practical ability can be cultivated, and the advanced nature of experimental teaching can be reflected[4].

3.2 The experiment is closely connected with the research content

The teaching of optical communication specialty often involves many contents, some of which are independent of the subject, and others run through the whole teaching process. Teachers must make clear the subject of experiment teaching and emphasize the training goal in teaching design. For example, when learning the basic knowledge of optical communication, teachers should combine the direction of experimental teaching and test and train optical devices based on the basic knowledge of optical communication. Only by linking the experiment with the research content can we show the results of experimental teaching.

3.3 Pay attention to the design and arrangement of experimental teaching

In the process of experimental design, teachers should pay attention to the design and arrangement of experiments. The experimental part is divided into two parts: the teacher's theory explanation and the students' practical operation. The former needs to lay a foundation for

students' experimental operation. In the theoretical stage, we should focus on the question oriented, more attention to the question and design, so as to improve the enthusiasm and focus of students. In the experimental operation, students should understand the sequence of experiments, and pay attention to the use of experimental equipment. During the whole experiment process, students need to play their imagination and creativity, and take autonomous inquiry learning as the guidance to achieve the goal of the experiment.

3.4 Improving the examination method of experimental teaching

Experimental teaching assessment needs to collect students' experimental data in an all-round way, and analyze on this basis to find out the problems existing in students. And combined with auxiliary teaching equipment such as electronic teaching plan and animation simulation video to make plans to solve students' problems. In the experiment of optical path design, teachers can adopt the learning method of subsection, summarize and evaluate the learning results of each stage, so as to assess the students' innovation ability and design ability, which can also highlight the value of assessment in experimental teaching.

4. CONCLUSION

In general, the content of theoretical knowledge of optical fiber and optical device specialty is not only numerous and miscellaneous, but also many aspects should be paid attention to in experimental study. The most important thing is to let teachers coordinate the proportion of theoretical teaching and experimental teaching courses, the number of students and the allocation ratio of experimental teaching resources.

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Analysis of the Reform of English Teaching in Colleges and Universities Based on Employment Orientation

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Abstract: With the further development of social economy, the level of science and technology in China has been significantly improved. In the process of the development of science and technology, China is more and more aware of the importance of high-quality talents for social work and national development. The teaching reform in Colleges and universities is employment oriented, which can provide a steady stream of high-quality talents for the society. Among them, English teaching reform is more important. Taking English Teaching in Colleges and universities as the research object, this paper focuses on the analysis of employment-oriented college English teaching reform measures.

Keywords: College Students' employment; English teaching; Teaching reform

1. INTRODUCTION

In China's education system, English, like other basic subjects, is the main subject that students need to learn. University courses are designed to cultivate students' necessary skills in social work and life. However, with the development of economic globalization, the relationship between countries in the world is increasingly close. As one of the main communication languages in the world, English plays an important role in the future employment and development of students. In this case, how to promote the reform of College English teaching is a practical problem that must be solved [1-2].

2. PROBLEMS IN THE EMPLOYMENT ORIENTED COLLEGE ENGLISH TEACHING MODE

2.1 The teaching mode is not targeted

At the present stage, there is a lack of pertinence in the English teaching mode of colleges and universities in China. University courses are designed to enable students to learn different professional knowledge and technology more specifically. As a widely used language, English is a tool that must be learned and used in today's rapid economic development. Therefore, no matter what majors students learn, English is a subject that students must learn in college. However, in China's College English teaching, due to the diversity of employment choices and the lack of attention to English subjects, the purpose of English teaching is not based on employment, but on coping with examinations and English proficiency tests. This makes college English teaching can not be individualized according to the characteristics and interests of students, which hinders the development of College English teaching.

2.2 The concept of education is backward

In China's College English teaching mode, there are still a large number of English teachers adhering to the traditional concept of education. Our country's education mode from primary school to high school is mainly through teachers' knowledge teaching and solving problems, but the university education mode is different from these basic educations, the university education emphasizes the pertinence. However, College English teachers in China still follow the traditional basic education mode to teach English knowledge. This is not only not conducive to improve students' understanding ability, but also make students gradually lose interest in learning English, which is not conducive to the realization of English teaching objectives.

2.3 The teaching environment is not good

In addition, the problems that affect the English teaching mode in Colleges and universities are also reflected in the poor quality of English teaching environment. Although our country is more and more aware of the importance of high-quality personnel training, but restricted by economic factors, university teaching equipment is still relatively backward. Student teaching can not meet the needs of the development of modern society, so the teaching mode of colleges and universities in China is easily limited by teaching equipment. In College English teaching, there are many problems, such as backward voice equipment and shortage of teaching resources. The existence of these problems has greatly hindered the development of College English teaching.

3. ANALYSIS OF THE REFORM OF ENGLISH TEACHING IN COLLEGES AND UNIVERSITIES BASED ON EMPLOYMENT ORIENTATION

Today, with the rapid development of social economy, China's education system reform is more and more inclined to the cultivation of high-quality talents. Therefore, the teaching reform of colleges and universities must also conform to the development trend of the general environment, combine the cultivation of talents with employment, and provide high-level talents with both professional quality and comprehensive quality for the development of society. As one of the most widely used languages in the world, English teaching reform should be carried out based on employment guidance to meet the needs of social development.

3.1 Clarify teaching objectives

Based on the employment oriented English teaching reform in Colleges and universities, first of all, it is necessary for college teachers to make clear the English

teaching objectives. The goal of College English teaching is to cultivate students' comprehensive application ability of English, so as to improve students' ability of using English for information exchange in future work and social communication. In terms of teaching mode, university education needs more teachers to guide students to practice and exercise professional skills and knowledge in person, so that students can have better adaptability when they go to the society in the future [2]. At present, the purpose of College English Teaching in our country is only to let students get CET-4 and CET-6 certificate. Some colleges and universities even change the English classroom teaching content to CET-4 and CET-6 exercise class when CET-4 and CET-6 is approaching. These phenomena deviate from the original intention of College English teaching.

To solve this problem, colleges and universities can establish and improve the employment oriented college English classroom mechanism. Teachers should make clear the goal of College English teaching, change the English classroom teaching mode, and build English classroom teaching more on the basis of cultivating professional skills. In addition, in the design of teaching content and teaching schedule, teachers should set up courses according to students' learning rules and learning stages, and pay attention to training students' oral English expression ability, so as to promote the development of College English teaching reform in China.

3.2 Change the teaching philosophy

Based on the employment oriented English teaching reform in Colleges and universities, we should also pay attention to the transformation of teachers' teaching ideas. Nowadays, the aim of College English Teaching in China is to pass the CET-4 and CET-6. In English classroom teaching, teachers pay attention to the explanation of English knowledge, ignoring the practice and application of English in real life. In view of this situation, in order to change teachers' teaching concept, it is necessary to build a scientific and reasonable College English curriculum evaluation mechanism.

On the one hand, teachers should change their understanding of CET-4 and CET-6, not only pay attention to the cultivation of students' English reading and understanding ability, but also pay attention to students' English practice and application ability. On the other hand, colleges and universities should fully communicate with teachers, combine the content of social practice with English classroom teaching, so that students can improve their English ability in real life, and then

promote the development of English Teaching in Colleges and universities in China.

3.3 Create an English teaching environment for employment purposes

In order to carry out the reform of College English teaching based on employment orientation, it is necessary to create an English teaching environment for the purpose of employment. The main content of oral English teaching is to cultivate students' ability to express themselves in English. This requires college English teaching needs a lot of hardware and software equipment, so it is necessary to increase the investment in teaching facilities. With the progress of science and technology, College English teachers can make full use of the network platform to share English teaching resources, so as to create a good English teaching environment. In addition, teachers should change the teaching mode of English classroom, and enhance students' English communication ability by creating Workplace English teaching situations for students. Only in this way can we combine employment orientation with college English classroom teaching, create an English teaching environment for the purpose of employment, improve students' English social skills, and promote the development of College English teaching.

4. CONCLUSION

To sum up, English, as a language widely used all over the world, plays an important role in promoting world communication and development. At the present stage, the problems in College English Teaching in China, in the final analysis, are that the purpose of English teaching deviates from the original teaching objectives, resulting in teachers and students only pay attention to the examination and ignore the practice. Based on the employment-oriented college English teaching reform, not only to cultivate students' English communication ability and practical application ability can play a very good role in promoting, but also can promote the development of teaching reform of other majors and subjects in Colleges and universities.

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Research on The Construction of Characteristic Service Brand of University Library

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Abstract: In order to improve its market competitiveness, university libraries need to strengthen the brand construction. This paper analyzes the significance of the construction of characteristic service brand of University Library and the development projects of characteristic service of university library. And from the aspects of strengthening the brand awareness in the management, accurately positioning the brand advantage, and improving the library infrastructure, this paper puts forward some effective measures to build the characteristic service brand of university library.

Keywords: University Library; Characteristic Service; Brand Construction

1. INTRODUCTION

In the market economy structure, with the rapid development of knowledge economy, people are more aware of the power of knowledge in life and production. The service of university library is the key representative of knowledge economy. Combined with its development status, it is mainly affected by the competitive pressure from similar industrial social libraries and other university libraries, as well as the impact of informatization. In order to further enhance the competitiveness of university library, the key development direction is to create characteristic service brand [1-2].

2. THE SIGNIFICANCE OF CHARACTERISTIC SERVICE BRAND CONSTRUCTION OF UNIVERSITY LIBRARY

University Library has its unique nature. It needs to meet the needs of students' learning knowledge and ability, and comprehensively improve their own quality. With the deepening development of teaching reform, the curriculum content of colleges and universities is also expanding, increasing the demand of students for the library. Therefore, the construction of university library must be combined with the needs of university education reform, and play the role of providing intellectual support for teaching, scientific research, and cultivating students' comprehensive quality. The construction of characteristic service brand of university library increases characteristic service items, which is conducive to meeting the personalized needs of library readers.

3. CHARACTERISTIC SERVICE DEVELOPMENT PROJECT OF UNIVERSITY LIBRARY

The characteristic service development project of university library should have the following functions: first of all, we should strengthen the contact with readers and provide the service of pushing new books according to readers' preferences and needs. In order to meet the readers' diverse reading needs, university libraries will

regularly purchase new books. Library managers should push the news of new books for readers through the Internet platform, such as WeChat official account and other Internet platforms, so that readers can read at the first time. In the aspect of push content, we can make a brief introduction to the content of the new book to attract readers' interest in reading.

Secondly, we should optimize the process of borrowing books and improve the efficiency of service. The library should establish a one-stop convenient service, which can provide the function of online book booking on the Internet platform of pushing new books. Readers can directly select the books they are interested in online, and go to the library for borrowing procedures at the specified time after making an appointment. In addition, automatic borrowing and returning equipment can also be set in university library, which is conducive to saving both parties' time and improving service efficiency.

Thirdly, university libraries should provide embedded services. According to the needs of students and teachers, the embedded service of Library transfers the documents to the required places, such as office, laboratory, classroom and so on. For example, teachers use reservation information service when preparing lessons, and the library provides embedded services, which can reduce the time of searching materials. When students complete their homework, they can provide corresponding needs for remote retrieval, which is more convenient for data retrieval.

Finally, provide reading promotion services. University library should do a good job in propaganda, so that more teachers and students can fully understand the specific functions of the library, and the attraction can be effectively enhanced through high-quality service. In the publicity, the campus facilities such as billboards and electronic screens can be used. You can also choose new media such as micro-blog, WeChat official account and so on to enhance their own promotion.

4. EFFECTIVE MEASURES TO BUILD CHARACTERISTIC SERVICE BRAND OF UNIVERSITY LIBRARY

4.1 Strengthen brand awareness in management

Under the background of knowledge economy, the library should strengthen the brand awareness in the management, and absorb the advantages of its service through the observation and search of all walks of life. And it will be blended with its own brand, do their own innovative services down-to-earth, strive to become a local or even national well-known knowledge service institutions through high-quality knowledge services, so as to attract more readers to read. Moreover, the library needs to have

a good reputation, readers will gradually yearn for the library, when there is a demand for knowledge, they will choose to go to the library first, so as to give full play to the potential value of library resources. It also fully realizes the fundamental purpose of the library, from which we can see the significance of the library to the society. In order to promote the sustainable development of the library, the government can give full play to its own characteristics.

4.2 Precise positioning of brand advantages.

In the process of brand building, university libraries should do a good job in market research and accurately position their brand advantages. When conducting market research, we should first make clear the audience group of readers. In the face of university library, the main readers are the teachers and students in the school and the surrounding teachers and students, as well as the surrounding workers who need knowledge. Combined with the audience's preferences for analysis, such as the classification of books according to different disciplines, to see which books are more popular and read better. Secondly, we need to combine the characteristics of university library to create characteristic brand. For example, the library of a well-known university can combine the strong atmosphere of knowledge learning and professional talents to do publicity points. In the library of a characteristic building, it can combine the function of photography to create a network red library. Finally, the service quality should be continuously improved in the process of brand building. Good service and high-quality and comprehensive book resources are the key to attract readers. It is necessary for the library to optimize its service in order to establish its brand advantage.

4.3 Improve the library infrastructure

Combined with the development needs of the times, in order to reduce the impact of information development on the library, we should strengthen the information and automation infrastructure construction of the library. The most important content of library infrastructure is the collection of books, but at present, the collection of libraries not only measures the quantity of printed literature, but also includes the quantity of electronic materials [2]. Therefore, in the development of the library, we should strengthen the introduction of electronic materials and enrich the choice of readers. In addition, electronic materials are easier to manage than paper materials in management, and the system of electronic materials is small. A large number of electronic materials will be stored in CD-ROM, which can effectively save the

floor space of the library and has a good development prospect in the future. The library should give full play to the advantages of electronic materials, introduce electronic materials as much as possible, so as to comprehensively expand the collection of university library. Through the construction of electronic data database, it can form the advantages of borrowing, provide more convenient needs for students, and form its own unique development advantages.

4.4 Strengthen the brand promotion.

When building a brand, university library should strengthen the brand publicity, so as to enhance its popularity and attract readers. Brand promotion can be carried out through the following activities: first, we can improve our social exposure by participating in public welfare activities, such as distributing some learning materials for free or donating books to orphanages and remote mountainous areas, so as to form a good public opinion orientation. Secondly, diversified activities can be carried out to form characteristic brand effect. For example, the library can hold reading sharing meetings to attract readers to exchange reading experience, or select influential authors to carry out special reports and exhibitions to attract readers. In the face of some literary works, we can carry out role play in books, carry out interesting reading sharing activities, or choose brand spokesmen in schools to increase the popularity of the library.

5. CONCLUSION

To sum up, in order to enhance their competitiveness in the knowledge competition market, university libraries need to continuously deepen brand building and provide characteristic services of university libraries. When building a brand, we need to fully combine our own characteristics, accurately position the brand advantage, and strengthen the brand publicity and other effective measures to increase the attraction to customers, so as to enhance our competitiveness in the library market competition and promote its sustainable development.

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Reflection and Practice on The Construction of Simulation Resources for Thermal-Fluid Dynamics Experimental Teaching

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Abstract: Thermal fluid experiment includes engineering thermodynamics, fluid mechanics, heat transfer mechanics and other theories and knowledge. Strengthening the construction of thermal fluid experiment simulation teaching resources can better ensure the teaching quality of thermal fluid discipline. This paper first describes the types of thermal fluid experiment; secondly, on this basis, it studies the construction of thermal fluid experiment simulation teaching resources, and then provides some help for improving the teaching effect of thermal fluid experiment.

Keywords: Thermal fluid; Simulation teaching; Resource construction

1. INTRODUCTION

Thermal fluid experiment is a very important part of thermal fluid teaching. Through the thermal fluid simulation experiment teaching, students can deepen their understanding of the teaching content through practice, and then better improve their professional ability. Based on this, teachers should strengthen the resource construction of thermal fluid experiment simulation teaching according to the practical situation, so as to effectively improve the quality of the effect of thermal fluid experiment.

2. TYPES OF COMPREHENSIVE THERMAL FLUID EXPERIMENTS

2.1 Vortex tube experiment

Vortex tube structure is relatively simple, mainly for cold and hot air separation device at the same time. In the experiment, high pressure air is injected into the vortex tube by air compressor to expand and separate into two streams, so that the temperature of the outer stream is higher than that of the central stream.

2.2 Heat pipe heat exchange experiment

Heat pipe is an element to enhance heat transfer by using evaporation principle and cooling solidification principle of working medium. The process of gas-liquid two-phase flow can be formed in the heat pipe, so the heat pipe heat transfer experiment has the advantages of strong heat transfer, fast start-up, temperature balance and so on. Usually, the heat pipe heat transfer experiment is composed of fan, radiator, electric heater, data acquisition system and other experimental equipment, and the small wind tunnel is connected in series in the heat pipe to carry

out the heat transfer experiment. For the heat pipe experiment, students need to design the insulation layer and electric heater to better ensure the teaching effect of thermal fluid experiment.

2.3 Small scale heat transfer experiment

The small-scale heat exchange experiment is mainly composed of blower, data acquisition system, power supply, pitot tube and other experimental equipment. In the small-scale heat exchange experiment, the blower is used to produce high-speed flowing air, and then the forced convection heat exchange is carried out with the heated platinum plate in the small wind tunnel. In the small-scale heat exchange experiment, students can measure the temperature, speed, pressure and other parameters. At the same time, they can also transform the experimental platform according to their own experimental needs. In addition, the small-scale heat exchange experiment has the characteristics of both comprehensive thermal fluid experiment and design thermal fluid experiment, so it is a very important part of thermal fluid experiment teaching.

3. RESEARCH ON TEACHING RESOURCES CONSTRUCTION OF THERMAL FLUID EXPERIMENT SIMULATION

3.1 Establishing perfect experimental teaching system

Before the thermal fluid experiment, teachers must sort out the experimental items to ensure the integrity and soundness of the experimental teaching system. For example, in addition to comprehensive thermal fluid experiments, it also includes basic thermal fluid experiments and design thermal fluid experiments. At this time, teachers can set different types of thermal fluid experiment teaching cycle according to the actual teaching objectives and teaching situation, so that students can have more choice space, so as to ensure the teaching effect of thermal fluid experiment. In addition, teachers should also enrich the content of thermal fluid experiment to ensure the comprehensiveness of thermal fluid experiment simulation teaching resources, so as to better meet the needs of different students. In this way, the thermal fluid experiment under the perfect experimental teaching system can better ensure the order and effectiveness of thermal fluid experiment teaching, and then continuously improve the students' professional ability, and strengthen the construction of thermal fluid experiment simulation

teaching resources.

3.2 Ensure the advanced nature of the experimental equipment

Experimental equipment is an important factor to ensure the accuracy and effectiveness of thermal fluid experiment results. Therefore, in order to better ensure the teaching effect of thermal fluid experiment, teachers do not need to constantly update the experimental equipment and introduce advanced experimental equipment and experimental platform. For example, the basic experimental platform of heat exchange includes the experimental platform of heat exchanger, options of heat exchanger and data acquisition system. Through the application of basic experimental platform of heat exchange in thermal fluid experiment teaching, the heat transfer can be calculated more accurately, so that students can carry out experiments independently. In addition, there are steam turbine power generation experimental equipment, which can carry out effective research and experiment on thermal mechanics, so that students can better grasp the combustion process of steam power system, the basic principle of power generation and other experimental content. Through the use of advanced experimental equipment in thermal fluid experiment teaching, the efficiency and effect of thermal fluid experiment are improved to a certain extent, and it is helpful for students to carry out independent experiments, and then cultivate students' autonomous learning ability and inquiry ability.

3.3 Strengthen the application of information technology

Under the background of the rapid development of Internet technology and information technology, it is an important way to strengthen the information level of thermal fluid experiment teaching to improve the quality of thermal fluid experiment teaching and strengthen the construction of thermal fluid experiment simulation teaching resources. Based on this, teachers can strengthen the application of Internet resources, multimedia equipment and other information technology in the actual teaching process of thermal fluid experiment. For example, teachers can make the thermal fluid experiment into a micro lesson video, and use multimedia equipment to show it to students. In this way, students can more clearly observe the whole experimental process, which can not only strengthen students' impression and understanding of thermal fluid experimental teaching, but also help students to operate more standardized in the process of independent experiment, so as to ensure the effect of thermal fluid experimental teaching. In addition, teachers can also find more information through the Internet to provide effective teaching resources for students, and strengthen the construction of thermal fluid experimental simulation teaching Xiyuan. At the same time, through the Internet, students and teachers can communicate more easily after class, so that students can timely put forward their problems in the learning process to teachers. At the same time, it also allows teachers to carry out more convenient teaching and management for students through the network platform.

3.4 Guide students to conduct their own experiments

The core task of thermal fluid experiment teaching is to guide students to carry out independent experiments. Through the experimental teaching of thermal fluid, it is not only to improve students' professional ability, but also to let students explore relevant knowledge and theory through independent experiments, so as to cultivate students' independent inquiry ability and practical ability. For example: before the thermal fluid experiment teaching, teachers can assign some inquiry questions related to the teaching objectives for students, so that students can find out the corresponding answers through self preview, so as to deepen students' cognition of the teaching content to a certain extent. Secondly, in the process of thermal fluid experiment teaching, the teacher can demonstrate to the students first, and explain the problems that need to be paid attention to and the error prone points in the experiment, and then let the students carry out the independent experiment. At this time, the teacher can guide the students and correct the problems in the process of experiment, so as to better ensure the teaching effect of thermal fluid experiment. Based on this, through students' independent experiments, to a certain extent, it helps students better understand the experimental content and results, and further strengthens students' professional ability [2].

4. CONCLUSION

To sum up, vortex tube experiment, heat pipe heat transfer experiment and small heat transfer experiment are the main contents of thermal fluid experiment. In the course of thermal hydraulic experiment teaching, teachers need to establish a perfect experimental teaching system, ensure the advanced nature of experimental equipment, and strengthen the application of information technology. At the same time, we should constantly guide students to carry out independent experiments, so as to better improve the effect of thermal fluid experiment teaching and further improve students' ability.

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Analysis of The Current Situation of English Language and Literature Teaching

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Abstract: With the reform of education system, the teaching of English literature in various colleges and universities is constantly innovating and improving. In this teaching, we can see that the relationship between language and literature is very close, and the fundamental purpose of this teaching is to improve students' language communication ability. Based on this, this paper mainly analyzes the teaching situation of English language and literature, and puts forward the corresponding strategies for reference only.

Keywords: English language and literature; The current state of teaching; Strategy

1. INTRODUCTION

In Simultaneous Interpreting with traditional English teaching methods, the current English teaching is mainly aimed at flexibly using and communicating English language to students, thus enabling them to play an effective role in learning and life, and thus to enhance students' English literacy. Therefore, in the teaching of students, we should integrate English teaching activities with English language, clarify the current situation of the teaching, and take effective measures, so as to promote the smooth development of English teaching [1-2].

2. THE CURRENT SITUATION OF ENGLISH LANGUAGE AND LITERATURE TEACHING

From the actual situation of English teaching, English teachers should fully understand in the actual teaching, English teaching process in accordance with what order to carry out, and then combined with the actual situation of students into their interests and feelings. In this way, students can learn English more effectively and apply language and literature better, so that they can effectively use language as a medium in actual communication. But now the actual situation of English teaching is that most students are not interested in it, and they do not have a correct understanding of the importance and necessity of English. There is no way to actively study English related knowledge, resulting in the use of English language can not be improved. The teacher's teaching also has no good effect, and the students' learning efficiency in English learning is relatively low. English teachers in the actual English teaching, also did not fundamentally combine language and literature, long-term development, the application of students' English language is not very fluent, smooth, so that students' language literacy fundamentally can not be improved. Therefore, English teachers should first train students' ability to appreciate literary works in practical teaching. In carrying out English activities, teachers should also fully attract students' interest and enhance their learning enthusiasm and initiative, so as to

enhance students' ability to appreciate literature, effectively promote students' perception of different literary themes and styles, and fully stimulate their spirit of independent learning.

In addition, teachers should strengthen students' learning ability and English application ability. From practice, we can also see that when learning a foreign language, students usually can't connect the language with their daily life well. They just learn some book knowledge and don't apply it to practice well. In addition, compared with Chinese learning, students' understanding of English is still on the simple level of grammar and structure. They can't apply English language learning to specific context, so they have no real understanding of English language. Moreover, in practice, there is no corresponding context for English language learning, so there is no way for students to enhance their English literature literacy. Based on this, when giving lectures on English literature to students, teachers should focus on the in-depth analysis of the contents in the textbooks, and then find the literariness that has not been proved in the articles, and then let students read and understand the literariness by themselves, so as to deepen students' mastery and understanding of English philology. At the same time, teachers should effectively cultivate students' ability to respond to foreign language works when they are learning foreign language works. The students' ability to respond to the works reflects the details that students should pay attention to when learning the language, that is, the relative reaction formed by the background knowledge of the culture and the structure of the works. In teaching activities, teachers should maintain students' positive reaction ability, so as to mobilize the classroom learning atmosphere, so that students prefer to understand English literature, and can express the content in fluent English. Through these literary works, English teaching activities can be carried out smoothly and good teaching results can be achieved.

3. TEACHING METHODS OF ENGLISH LANGUAGE AND LITERATURE

3.1 Stimulate students' subject and independent inquiry consciousness

From the English practice teaching activities, we can see that if we want to promote the teaching of English language and literature, we should take the classic literature works as the carrier and support in the teaching practice. Teachers should also establish a guiding position in teaching activities, to ensure that students' main body and independent inquiry consciousness are fully displayed, and then use innovative teaching methods to make students fully displayed in English learning, so as to

enhance students' interest in learning, and then be able to learn more actively. It is also a necessary process for the innovation and improvement of English language teaching activities to make students' dominant position more clear. This is a change of the traditional English teaching mode, so as to make it adapt to the development of the times. To a certain extent, the innovation of teaching mode can stimulate students' interest and enthusiasm in learning English language and literature. At the same time, humanistic care can be integrated into English teaching activities, so that students can fully understand the infinite charm of English literature in the process of learning, showing the humanistic spirit. Further strengthen the students' awareness of independent inquiry, can take the initiative to learn, but also clear the theme of consciousness, which will greatly increase the efficiency of students' learning.

3.2 Reflects the characteristics of situational teaching

English teachers can use situational teaching method in the actual teaching of language and literature, which can arouse students' interest in learning and make them eager to learn English. In practical teaching, teachers should make clear the important role of situational teaching method in English language and literature, and create a situation corresponding to the learning content for students according to the actual situation. Then, in the context of teaching student's English knowledge, this can not only increase students' interest in learning, but also enhance students' thirst for knowledge, curiosity and strong spirit of exploration, so as to enhance their enthusiasm and interest in learning. At the same time, teachers should also use situational approach to enhance their self-learning ability, so that they can form a good habit of autonomous learning, so that they can give full play to their initiative. Therefore, teachers can guide students more in specific teaching activities, so that they can be inspired, so that their ability of autonomous

learning can be strengthened. At the same time, create the corresponding situation mode for students, let students introduce the situation set by the teacher into the learning, so that students can think and learn independently. In the process of independent learning, we can find out and deal with problems, which can enhance students' learning efficiency. Situational teaching mode can help students enhance their logical thinking ability, and find problems in the process of continuous autonomous learning and exploration. And can also be aimed at some complex problems, play their own initiative and innovation to explore until solving problems, this can help students get a sense of achievement and self-confidence, so that their thinking ability can be improved, but also enhance their ability to solve problems.

4. CONCLUSION

To sum up, we can learn that the teaching of English language and literature should be combined with English activities in practice. To change the traditional teaching methods, so that students can have a deeper understanding of English language and literature, so as to be able to use English in interpersonal communication and communication. Students can improve their English literacy imperceptibly, so as to achieve the goal of teaching activities and strengthen the teaching effect of teachers.

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Exploration on The Stylistic Features and English Translation Skills of Corporate Publicity Materials

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Abstract: With the development of society, many enterprises meet the needs of foreign exchanges by making publicity materials. This paper explores the stylistic features and English translation skills of enterprise publicity materials, so as to provide reference for enterprises to optimize their publicity work.

Keywords: Foreign publicity; Stylistic features; English translation skills

1. INTRODUCTION

Enterprise external publicity is an important part of promoting enterprise development. Publicity can establish enterprise image, increase enterprise visibility and attract foreign investment. Therefore, we should pay attention to the copywriting design of the enterprise's publicity materials, and highlight the characteristics and core competitiveness of the enterprise. At the same time, we should also pay attention to the English translation skills of publicity texts in order to achieve the best publicity effect.

2. THE STYLISTIC FEATURES OF ENTERPRISE'S PUBLICITY MATERIALS

The external publicity materials of enterprises include enterprise leaflets, picture books, postcards, magazines, CDs and publicity films, etc. the core purpose of making publicity materials is to improve the popularity and influence of enterprises, so as to arouse customers' business intention or arouse consumers' desire to buy. No matter what kind of enterprise publicity materials need to be designed according to the characteristics of the enterprise to introduce the relevant information of the enterprise. It includes business nature, corporate culture, corporate strength, product introduction, corporate address, telephone number and other aspects, so that people can have an overall understanding of the enterprise through publicity materials. And then promote the sales of enterprise products or cooperation with customers. Therefore, the style of enterprise publicity materials should have the following characteristics.

2.1 Practical

The text of publicity materials must be able to act directly on people's life, and its fundamental purpose is to let people understand the enterprise and pass the enterprise information to the people who receive the publicity materials. So the text of the publicity materials must contain the substantive information of the enterprise, and let the customers have a more in-depth understanding of

the enterprise on the premise of ensuring the authenticity of the information.

2.2 The specification

The style of enterprise publicity materials is relatively stylized and systematic, because its main purpose is to publicize the enterprise. No matter what the business content of the enterprise is, the items that need to be introduced in the publicity materials are roughly similar. It is necessary to comprehensively introduce the connotation and important information of the enterprise to the customers, so the stylistic features of the enterprise's external publicity materials have the characteristics of stylization.

2.3 Streamline

Enterprise external publicity materials can also be seen as a form of advertising, the pace of modern life is very fast, people are not willing to waste time watching advertising. Therefore, when designing a copy of an enterprise's publicity materials, it should be concise and clear at a glance. So that potential customers can quickly receive important information, and judge whether there is a need to buy products or cooperation, so as to ensure the publicity effect.

2.4 Novel

Many enterprises are aware of the importance of publicity for the long-term development of enterprises, and vigorously carry out publicity work, which leads to the flooding of various publicity materials and publicity materials in the market. Therefore, when designing the copywriting of external publicity materials of enterprises, we should avoid the same pattern. We can improve the novelty of the text by using a variety of performance techniques and fashionable words and sentences, accurately grasp the psychology of consumers, make people more impressed with the enterprise, and develop more potential customers. For example, a slogan of many enterprises is widely spread in the crowd, which virtually increases the favor of consumers.

3. THE ENGLISH TRANSLATION SKILLS OF THE ENTERPRISE'S EXTERNAL PROPAGANDA MATERIALS

3.1 Pay attention to cultural differences

As a translator of enterprise's publicity materials, we should first accurately read the original text, and deeply communicate with the person in charge of relevant publicity work, so as to make clear the customer groups faced by the enterprise and products. To translate the

propaganda into English is to publicize to foreign customers. English is a common language, and many foreign countries communicate in English. However, different countries have different cultural backgrounds and different understandings of certain words and sentences. Translators should translate the promotional materials from the perspective of customers, so as to ensure that the translated contents conform to the cultural connotation of customers and make them easy to accept [1].

Therefore, when choosing translators of publicity materials, we should ensure that they are familiar with English language and culture, and avoid inaccurate translation caused by cultural differences between China and the west, which will affect the quality of English translation of publicity materials. For example, dragon has a high status in China's traditional culture, representing auspiciousness, nobility and power, while dragon is a monster in western culture, which symbolizes evil and destruction. Therefore, when the word "dragon" is involved in the text of enterprise publicity materials, enterprises generally want to express the meaning of high status and good development. They can use words like flagship and rulership to replace it. At the same time, western culture is more direct in expressing emotion, while Chinese culture focuses on euphemism and modesty. Influenced by ancient Greek philosophy, European and American consumers tend to think rationally and are more accustomed to reading texts with clear logic and progressive structure. There are many similar cultural differences between China and the West. If translators do not pay attention, the publicity effect of foreign publicity materials may be seriously reduced.

3.2 Highlight key information

Foreign oriented propaganda work is different from ordinary propaganda work. More attention should be paid to the practicability of propaganda materials. Transnational cooperation pays more attention to the demand for products or the benefits brought by enterprise cooperation. Therefore, it is necessary to highlight the key information of enterprises, weaken the redundant descriptive content, and make it concise and comprehensive. For example, in Chinese expression, the business scope of an enterprise covers industries such as industry, scientific research, production and trade. In English expression, industry, scientific research and trade are all descriptions of industries. In translation, the word "other industries" should be omitted, otherwise it will be regarded as semantic repetition.

Chinese is used to emphasize the important content at the end of a sentence, while in English, the important information is often placed in the front part of a sentence, which also needs the attention of the translator.

3.3 Reduce evaluative statements

In foreign language expression habits, we are not used to using evaluative sentences to describe the characteristics of a product, such as "good quality", "cheap price" and so on. But in Chinese expression, these words are often used to introduce the advantages of products, so translators should pay attention to the processing of relevant words.

For example, good quality means that the quality of the product is better than that of similar products, and its quality meets or exceeds the requirements of relevant industry standards. Therefore, to describe a product with good quality, we don't use "the quality is good" but use "accredited" to indicate that the product has passed the inspection and has relevant certification, which is easier to understand and trust for foreign consumers.

3.4 Emphasize the product connotation

The enterprises that are involved in the export of products should pay attention to the publicity of product connotation when making the external publicity materials, highlight the core competitiveness of products, cater to the reading preferences of foreign consumers, and increase the attractiveness of products. According to the survey, foreign consumers pay more attention to the product connotation, especially in the product introduction. If they can highlight the excellent functions of the product, the product identification will be improved. For example, the use of "fashionable in style" and "variable styles" to describe products is closely following the trend of the times, with complete styles, so that consumers have more and better choices [2].

When selling a certain Polaroid camera, the manufacturer should emphasize that it has good exposure, fast and accurate focus, and automatic ranging function. In addition to the description of these functions, the manufacturer should also emphasize that this product was the best instant development camera in the world at that time. This single camera is the best in the world.

4. CONCLUSION

In order to ensure the economic benefits of the enterprise and promote the long-term and sustainable development of the enterprise, in addition to enhancing the hard power of the enterprise, the propaganda department should also do a good job in the design and English translation of external publicity materials. Help establish a good image of the enterprise, improve the visibility of the enterprise, and make the development of the enterprise in line with international standards.

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Analysis on The Teaching Reform Strategy of Experimental Psychology Based On PBL

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Abstract: This paper first analyzes the concept of PBL teaching method. Then it analyzes the principles of teaching reform from the following aspects: the combination of teaching content and autonomous learning, the combination of students' main body and teachers' guidance, the combination of individual learning and team discussion, the setting of situations and the raising of problems. Finally, the teaching reform strategy of experimental psychology based on PBL teaching method is analyzed from the aspects of teaching tasks, contents, projects and achievements.

Keywords: PBL Teaching Method; Experimental Psychology; Teaching Strategy

1. PBL TEACHING METHOD

PBL teaching method is a student-centered, problem-based teaching method. Through project-based or problem-based methods, students can study and solve problems with interest. This method has a significant effect on the cultivation of students' autonomous learning ability and interest, and can maximize the motivation of students' learning. However, the lack of learning interest and information of students, the backward teaching methods and methods of teachers, and the lag of practical operation construction in PBL teaching method will still lead to the difficulties in the promotion of teaching reform.

2. ANALYSIS OF TEACHING REFORM PRINCIPLES OF EXPERIMENTAL PSYCHOLOGY BASED ON PBL TEACHING METHOD

2.1 The combination of teaching content and autonomous learning

PBL teaching method requires students to ask questions and answer them according to the teaching content, so as to improve students' autonomous learning ability. Teachers need to abide by this principle in order to achieve the expected goal of experimental psychology teaching reform.

2.2 The combination of student-centered and teacher led
PBL teaching method requires teachers to put forward teaching problems and directions with students as the theme, and then teachers design teaching contents according to the problems and directions proposed by students. This principle can ensure that students have enough interest in experimental psychology.

2.3 Combination of individual learning and team discussion

PBL teaching method needs to let students improve their individual learning ability by putting forward questions and choosing direction. The purpose of dividing students into different project groups is to improve their team cooperation and processing ability.

2.4 Combination of situation setting and question raising
PBL teaching method needs to make students ask questions of value and research significance through the design of situations, so that students can have a profound and comprehensive understanding of the course of experimental psychology.

3. ANALYSIS OF TEACHING REFORM STRATEGY OF EXPERIMENTAL PSYCHOLOGY BASED ON PBL TEACHING METHOD

3.1 Set up a comprehensive teaching task

PBL teaching method pays attention to the problem-based, so the teaching reform of experimental psychology must pay attention to the problem. How can students put forward the problems related to the course of experimental psychology is the main problem that teachers need to think about in PBL teaching method. Students must put forward key and high-quality problems before learning the course, and then combined with the teaching tasks assigned by teachers, finally, students can study the course comprehensively and independently, and solve the problems through autonomous learning or team exploration. Teachers should let students use their spare time to collect information and information related to the course before teaching. Then the teacher explains the main analysis methods used in the course, such as reliability analysis and validity analysis. Finally, students can combine their own problems with the teaching tasks assigned by teachers, so as to lay a good knowledge and theoretical basis for autonomous learning and problem-solving.

3.2 Set up open teaching content

PBL teaching method pays attention to students as the center, so the formulation of the content theme of experimental psychology teaching reform must follow the students' point of view. After students ask questions according to relevant materials and understand the teaching tasks, they can choose the content of the course independently. No matter which angle students choose as the research field or direction of the course, it should be recognized by teachers. If students' choice of teaching content is not clear enough, teachers can provide students with research directions from within or outside the course, so that students can explore the knowledge of psychology from different angles, so that students can learn and understand the course of experimental psychology more comprehensively, which is conducive to students' psychological knowledge from more fields Analysis, so as to strengthen students' understanding and mastery of the relevant knowledge of psychology courses. PBL teaching method allows students to independently choose open topics for their own research direction. Teachers can verify their concepts and conclusions according to their

research topics. Finally, they can analyze the shortcomings of students in the research process. Spending open teaching content has positive significance for improving students' autonomous learning ability and interest.

3.3 Carry out practical teaching projects

PBL teaching method pays attention to asking questions first and then feedback to the real world. Therefore, practice teaching content is essential in the teaching reform of experimental psychology, and teachers can improve the effect of teaching practice from the perspective of students' inner needs. PBL teaching method needs to set up the corresponding teaching situation, and then let the students bring it into the situation to put forward teaching problems, and finally let the students prepare for practice according to their own classroom topics, which can improve the practical effect of teaching projects. If teachers ask students to put forward questions and set up teaching contents centering on themselves, the enthusiasm of students in teaching project practice will be greatly improved, and finally students will have more confidence in their teaching project practice. The purpose of PBL teaching method is to make students interested in learning. At last, through the improvement of autonomous learning ability and team discussion ability, the purpose of PBL teaching method is to improve the learning effect. Therefore, based on PBL teaching method to analyze the course of experimental psychology, we should respect students' interest, let students ask questions independently and choose the course theme, so that students' interest and learning ability will be enhanced when teachers carry out teaching project practice.

3.4 Evaluation and utilization of teaching achievements

Although PBL teaching method can improve the students' interest in teaching and promote the teaching effect and students' autonomous learning ability, the different questions and topics that students put forward will have a certain impact on the teaching reform. Therefore, in most cases, students' teaching results are not in the best state, and teachers' application of PBL teaching method in experimental psychology needs to be improved. Teachers must evaluate the teaching results so that students can constantly raise new and valuable questions, so as to ensure that PBL teaching method can improve the

teaching effect, otherwise, the teaching effect of PBL teaching method may not be as good as the traditional teaching method. Teachers should evaluate the teaching reform results of "experimental psychology" from two aspects of learning achievement and learning process, so that students can realize that the reason of poor academic performance has nothing to do with PBL teaching method. Through the evaluation of teaching results, the improvement of PBL teaching method can certainly achieve the purpose of improving learning performance.

4. CONCLUSION

To sum up, based on the analysis of PBL teaching method of "experimental psychology", we can know that the current teaching strategy has some problems, such as backward teaching methods and methods, lack of students' interest and confidence, and less teaching practice operation, which seriously hinder the improvement of students' knowledge, theoretical knowledge and practical operation ability. It has a certain impact on the innovation and exploration of teaching reform. In order to ensure that the teaching reform of experimental psychology conforms to the relevant principals, teachers must arrange comprehensive teaching tasks, set up open teaching contents, carry out practical teaching projects, and evaluate and utilize the teaching effect, so as to carry out the course teaching of experimental psychology on the basis of student-centered and problem-based, so as to promote the application of PBL teaching method in the teaching reform of experimental psychology.

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The Construction Path of The Community of Common Destiny Around China and Vietnam In the Context of Media Culture Transformation

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Abstract: As China's one belt, one road China has a similar culture, or is it a main node in the construction of the whole region? Based on the 70th anniversary of the establishment of diplomatic relations between the two countries, taking the transformation of media culture as the background, this paper introduces the connotation of the community of common destiny between China and Vietnam, discusses the path of building the community, and comes to the conclusion of exporting Chinese culture, comprehensively showing friendship and updating the mode of communication, for reference of relevant personnel.

Keywords: China and Vietnam; Media culture transformation; Community of destiny

1. INTRODUCTION

The people's blind date is the basis of the relations between countries. To build a community of common destiny, the premise is to achieve friendly exchanges among the people. From the perspective of media culture transformation, China and Vietnam should be led by the government. Under the guidance of the exchange agreement formulated by the Ministry of education, China should comprehensively promote cooperation in news and culture related fields. At the same time, China should also strengthen public diplomacy. By straightening out the mechanism and actively innovating ways, Vietnam people's negative cognition can be improved, and the goal of building a community naturally has the conditions to achieve.

2. THE CONNOTATION OF THE COMMUNITY OF DESTINY BETWEEN CHINA AND VIETNAM

As the second largest socialist country in the world, the development path and political system of Vietnam and China are very similar. The core interests pursued by both parties are long-term governance and political stability. In other words, the starting point of building a community of common destiny should be politics, security and economy. In politics, as the ruling party is the Communist Party, China and Vietnam should work together to deal with the ruling risks of other countries; in security, both countries pursue long-term stability and peace. In terms of economy, China and Vietnam share the characteristics of a community of common destiny. China's goal is two centenaries, while Vietnam's goal is to move forward to a modern industrial country. It can be seen that the two countries have similar economic expectations as well as a large number of cooperation opportunities [1].

3. THE EXPLORATION OF CONSTRUCTION

PATH UNDER THE CONTEXT OF MEDIA CULTURE TRANSFORMATION

3.1 Exporting Chinese culture

At the diplomatic forum with neighboring countries, General Secretary Xi clearly pointed out that good neighborliness, friendship and mutual help should be achieved. China has always adhered to the foreign policy of partnership with its neighbors, and the positive impact of exporting Chinese culture is not only to occupy a place in the cultural field, but also to maintain cultural diversity. The story of time selects the Vietnamese people's resistance to France and the United States from 1950 to 1970. It records the story of Vietnamese universities in Guilin and Nanning sending talents to Vietnam, which has moved countless audiences. Thus, from the perspective of media culture transformation, if we want to build a community of common destiny, the empirical and effective way is to export Chinese culture, and promote the world to understand China and to influence the world by digging the stories of the two countries.

3.2 Full display of friendship

Peripheral communication theory clearly points out that in order to achieve the best communication effect, the key is to "let the peripheral people tell the peripheral stories to the peripheral". Research shows that for a long time, in terms of external communication, China has been "light surrounding, heavy Europe and the United States" situation, in order to tell the surrounding stories, the premise is to take the media culture transformation context as a foothold, and choose the narrative method. For example, we should reduce the proportion of ideas, instead of stories, use localized methods and international language to tell Chinese stories, and try to avoid the situation of outputting blunt ideas [2]. In addition, there are two points that need to be paid attention to. One is to position the narrative tone as emotional resonance and cultural commonality, so as to eliminate the situation that the theory of great power threat is brought up again due to the failure of information transmission; the other is to give the right of discourse to the surrounding people, so that the surrounding people can really tell the Chinese story, which can make the story more convincing.

From the perspective of media people, the responsibility of their industry is to achieve the purpose of communication through communication. When disseminating the voice of China, although we should focus on ourselves, we should also consider the situation of the other side. In short, on the basis of a deep understanding of the feelings of the Chinese and

Vietnamese people, we should take the diplomatic height as the foothold and play the role of an information bridge. For the two countries with special relations, only by respecting Vietnamese language, history and culture, and being sincere and affectionate, can they contribute to the construction of a community of common destiny. Taking the story of time, which tells the story of the friendship between China and Vietnam, as an example, the documentary takes the exchange between China and Vietnam in a special period as the main content, and tells the story triggered by this exchange, so as to reveal the historical events and show the friendship and emotion between the two countries, thus leading to the beautiful vision of common development.

3.3 The narration is true and cordial

3.3.1 Personal perspective

Taking personal perspective as the starting point, integrating their own experience into the works will help the audience to take the role and produce emotional resonance. For historical documentary, the narrator's narration is replaced by the party's narration. On the one hand, it can make the works more real; on the other hand, it can fully restore the original historical appearance with the help of multi angle description, so as to really feel the same.

3.3.2 Learn from history

By telling stories in sequence, history can be presented to the audience in a more concise and clear form. Telling the diplomatic stories of China and Vietnam in the context of time is not only in line with the audience's cognitive process, but also can form the butterfly effect which is helpful to the community construction.

3.3.3 Convert different focuses

When shooting documentaries, the application of omniscient perspective not only helps people to understand the historical facts of the communication between the Chinese and Vietnamese people, but also makes the author's voice expressed with the help of psychological activities, so as to truly reproduce the scene. There is a long distance between the era of historical events and the age of the audience's life. To narrate the historical story from the omniscient perspective can make the historical background intuitively displayed, and the difficulty of the audience to understand the relevant information is also reduced.

3.4 Update the mode of communication

3.4.1 Using new technology

With the rapid development of information technology, based on the opportunities provided by the transformation of media culture, the innovation of publicity work has become an inevitable choice. In short, it is based on the traditional media, on the premise of opening up the field of new media, through the integration of the two, so that the means of publicity can be innovated [3]. But to be clear, there is still a need for traditional media, such as broadcasting. As for the attempt of new media, the Internet is the first to bear the brunt. By integrating the two,

we can make use of the advantages of the Internet, such as having no national boundaries and wide coverage, to ensure the wide spread of Chinese stories.

3.4.2 Optimize the concept of publicity

Under the guidance of the concept of integration of Chinese and foreign countries, carrying out foreign publicity related work can usually achieve ideal results. The common interests are not only for themselves and the country, but also for mankind. Some scholars pay too much attention to publicity and the proportion of publicity. If the story is set in China, there is usually no need to overemphasize China's influence. This is because there are commonalities among different countries. As long as we explore the stories of mutual influence, we can achieve the ideal publicity effect.

4. CONCLUSION

Based on the context of media culture, this paper puts forward some effective strategies for the construction of China Vietnam community, focusing on cultural integration, multi-channel display of China Vietnam friendship, attention to the authenticity and intimacy of media narrative, and the use of the latest media communication methods, so as to make the construction of surrounding community of destiny more stable and good. At the same time, the construction of relevant paths is also conducive to "telling the Chinese story and spreading the Chinese voice", and can make a beneficial contribution to the good development of geopolitical relations.

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Exploration of Computer Education Reform Scheme Based on Network Teaching Mode

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Abstract: The emergence of computer network has changed the modern way of life. In view of the increasing market demand for computer talents, it is valuable to analyze computer education. This paper discusses the application of network teaching mode to judge the application significance of network teaching mode in the new era, and puts forward the exploration path of reform scheme combined with the current situation of computer education industry. Deepen and improve the existing education problems, enhance the effect of computer education, and enhance the level of modern network application technology.

Keywords: Computer education; Free exploration; Network education mode; Online counseling

1. INTRODUCTION

Network promotes the efficiency of office work and life, but it also brings a sense of distance to communication. With the development of computer, traditional education mode has been greatly optimized. For example, the network teaching mode can be realized by the network information technology, so as to promote the implementation of education efficiency. With the deepening of network teaching mode in the education system, the computer education industry will usher in the opportunity of reform. Network technology can cultivate a new form of online teaching. This will help students better perceive innovative technology, develop cooperative learning thinking, and cultivate innovative talents more suitable for the development of the times for the future social computer industry.

2. PRACTICAL SIGNIFICANCE OF NETWORK TEACHING MODE

2.1 Implement mutual learning

Students learn computer knowledge, can help each other under the premise of building a perfect scientific learning mode. Thus, we can have more understanding of the unknown knowledge field before learning, and promote students to deeply understand the connotation of the subject. In the situation of mutual aid, teachers adopt the network teaching method, which truly covers all stages of students' learning process, promotes students to pay attention to teaching evaluation, is conducive to the introduction of resources and environment, improves the effect of mutual aid learning, and strengthens the ability of team cooperation.

2.2 Explore teaching

The teaching practice in the form of exploration is a better application path brought by the network teaching mode, and the exploration mode means that students can take self exploration as the starting point of learning. Therefore, teachers can make use of the practical operation and

theoretical difficulties in computer teaching content to let students explore the learning system in a more timely manner, and then independently find solutions to problems and improve their learning level. With the development of network, teachers should encourage students to participate in computer learning bravely with the help of network teaching technology, so as to promote students to improve their original passive learning concept and obtain better learning experience.

2.3 Promote teaching discussions

Interactive teaching is based on the teaching background of network education, which can help students better understand the problems during learning. For example, with the help of chat software, the teacher can get in touch with the students in time in the feedback after class, so as to inform the students of the key points of learning and the knowledge reserve they should master. Students can improve the construction of computer learning system under the condition of full self-examination. The form of discussion varies from person to person. At this stage, the education guidance personnel can supervise and guide the students' learning trend according to the form of discussion, correct the bad education mode in time, and lead in the correct ideas.

2.4 Enable online coaching

The development of network is becoming more and more effective. Under this background, computer education through network mode can better realize the interactive situation between teachers and students, strengthen the effectiveness of communication, and achieve the goal of guidance. In the traditional computer learning content, students do not have a strong ability of practical operation, which leads to students can not fully take into account the application effect of the learned knowledge during the practical application, which will lead to a series of computer operation problems, which is not conducive to the popularization efficiency of network technology. And through online education, teachers can develop tailor-made learning services for students, so as to change the implementation form of learning plan into one-to-one, and truly achieve the goal of online counseling.

3. ANALYSIS ON THE REFORM OF COMPUTER EDUCATION

3.1 Mutual cooperation mode

Under the network teaching mode, the relevant education forms of computer science can be carried out with the help of cooperative learning mode, so as to build a suitable learning system and promote the knowledge to be better absorbed by students in the context of network education. The Internet enables students to have a higher frequency of communication and contact, so they can complete the collaborative process more efficiently. In this form of

collaboration, it can also promote students to enter into a deeper learning experience, so that they can improve their understanding of computer theory in the virtual environment and have a deeper understanding of computer operation. Under the education reform mode of mutual cooperation, students, teachers, network education platform and other three parties can participate in the education activities together, so as to help teachers better implement the computer education management stage, and control the teaching speed well. This kind of education mode is mainly to make effective subjective control on the learning content, so that students can more easily choose the appropriate learning resources and learn the knowledge content that is conducive to the development of computer.

3.2 Free to explore patterns

Network education can also enable students to develop and explore the content of computer courses according to their own ideas. At this moment, the teacher can do a good macro control on the students' free exploration stage, so as to promote the students to better complete the knowledge exploration process in the hot topics of their choice. For example, students can combine the form of group discussion, based on common exploration problems, so as to ensure that each student can boldly express their personal ideas in cooperation, and finally solve the problem. The learning of computer course is relatively boring. After the introduction of network education, students' subjective learning idea is encouraged and their interest in learning is enlarged. When the students gradually solve their own exploration project problems, the content of the research field will make the students more unforgettable, so as to enhance the self exploration power of computer education.

3.3 Discuss the teaching model

In the new era, network teaching can stimulate the existing computer teaching process to produce the form of discussion learning, so that students can carry out extensive online discussion on a certain exploration problem on the network teaching platform, so as to listen to more different voices to interpret the relevant knowledge. All kinds of learning resources and ideas from the network technology platform can reach a deeper communication mode under the internal discussion of students. In this stage, teachers can get involved in students' discussion, which is more convenient to correct wrong ideas and control the knowledge maintenance process in computer teaching. In addition, during the discussion, students will have more novel ideas. With the help of the evaluation system of relevant ideas, teachers

can encourage students to develop their own ideas from the perspective of innovation, science and technology, and stimulate students to be more willing to learn computer knowledge.

3.4 Individual coaching mode

With the help of network teaching mode, teachers and learners can be connected and become a new link of education mode in the new era. However, in any period, only by teaching students in accordance with their aptitude, can we maximize the teaching efficiency. Therefore, the independent guidance function of the network teaching mode is a measure of the computer education teaching reform program for teaching students in accordance with their aptitude. In computer teaching, teachers can tutor students individually according to the function of learning software or general chat tools to realize distance teaching. At the same time, this teaching mode can truly realize the sharing and reasonable distribution of resources, so that more students can access to high-quality computer teacher resources, and save computer talents for the development of all walks of life in our country [2].

4. CONCLUSION

To sum up, network education relies on computer network technology, which mainly serves human beings. Therefore, network education can achieve more in-depth teaching objectives, promote the return of education form to school running purpose, and enhance the core quality and ability of talents. With the help of educational reform programs such as mutual cooperation mode, free exploration mode, discussion teaching mode and individual counseling mode, students' autonomous learning thinking can be fully cultivated and their computer knowledge practice ability can be improved. Integrate the network education environment, promote the further reform of computer education, abandon the existing problems in the original teaching form, and effectively help students learn and master computer application knowledge.

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Analysis of The Teaching Reform Strategy of The Curriculum of Genetics and Eugenics in Special Education

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Abstract: In the teaching of special education, Genetics and Eugenics is always teded as a basic course, and the quality of teaching can directly affect the cognition of biology and medicine in special education. This paper first expounds the necessity of teaching the curriculum of Genetics and Eugenics in special education majors, and puts forward reform strategies from many angles, aiming to promote the improvement of the teaching quality of Genetics and Eugenics in special education majors through teaching reform.

Keywords: Special education; Genetics and eugenics; Teaching reform

1. INTRODUCTION

Genetics and eugenics are an interdisciplinary subject of genetics and eugenics, which integrates and optimizes the knowledge of the two subjects. Its curriculum concept is more abstract and difficult to understand, and the knowledge is complex, the effect of traditional teaching method is low. This leads to the special education students' lack of mastery of relevant knowledge points, and then hinders the construction of efficient classroom, so it is urgent to carry out curriculum reform.

2. THE NECESSITY OF TEACHING GENETICS AND EUGENICS IN SPECIAL EDUCATION

In order to train qualified special education students and promote the sustainable development of special education in China, we should pay more attention to the quality of curriculum teaching. In the long-term teaching, "Genetics and eugenics" course is more difficult, students have a certain resistance to the course, which is not conducive to the improvement of the overall quality of special teaching students. Therefore, it is particularly necessary to carry out the reform around the "Genetics and eugenics" course. First, after the employment of special teaching students, most of the education objects are special groups. Learning the course of genetics and eugenics can promote the students to form the education concept of equal treatment, and treat the students of special groups and normal students equally. The content of genetics and eugenics is mostly related to biology and medicine, which can deepen students' understanding of special groups, and then correctly treat the defects of special groups of students, and carry out special education in the follow-up employment. In addition, the study of genetics and eugenics is convenient for students to carry out health consultation activities after they become special teaching teachers, and then contribute to the good education of special groups. Second, compared with general education,

special education needs to pay more attention to students' psychological situation and knowledge acceptance. Strengthening the teaching quality of genetics and eugenics can highlight the specialty particularity of special education, which is convenient for students to understand the characteristics of special groups and genetic pathogenic elements, so as to better provide high-quality teaching services for special groups. Actively promoting the curriculum reform of genetics and eugenics for special education majors can improve students' cognition of special education and greatly improve the preciseness of special education teaching.

3. REFORM STRATEGY OF GENETICS AND EUGENICS COURSE IN SPECIAL EDUCATION TEACHING

In order to better promote the teaching quality of genetics and eugenics in special education specialty, the optimization reform can be carried out from three aspects: the improvement of curriculum awareness, the cultivation of learning motivation and the optimization of assessment and evaluation. With the help of the curriculum reform of genetics and eugenics, it aims to promote the progress of special education in China.

3.1 The curriculum awareness is perfect

In the course reform and optimization of genetics and eugenics, teachers play an important role in imparting knowledge. Therefore, in order to improve the quality and efficiency of reform, we should pay attention to improving teachers' curriculum awareness. By strengthening teachers' attention to the curriculum, we can promote the high-quality development of genetics and eugenics. First of all, teachers should be aware of their dominant position in the teaching reform, guide teachers to optimize teaching methods with the help of the opportunity of the new curriculum reform, and ban lecturing teaching methods. We should actively carry out interesting teaching activities, participate in teaching activities with students, change the single way of imparting knowledge, guide teachers to carry out reasonable design around the course content of genetics and eugenics, effectively highlight teachers' subjective initiative, and create a relaxed and flexible classroom atmosphere. Secondly, it is necessary to guide teachers to form the concept of curriculum design, combine the relevant knowledge of biology and medicine, carry out targeted curriculum design around the characteristics of special education, and infiltrate the knowledge of biology and medicine into the curriculum of genetics and eugenics. In order to expand students' horizons, gradually improve students' knowledge system,

and realize the harmonious unity of "teaching" and "learning" through diversified curriculum design. Finally, teachers should be guided to re-understand the teaching of genetics and eugenics by using the construction consciousness, spread the teaching tasks, and focus on teaching activities with strong educational significance. For example, in the course of "Genealogy drawing and analysis of genetic diseases", teachers need to improve students' observation and analysis ability with the help of experimental teaching, cultivate students' team cooperation thought with the experimental course as the carrier, and pay attention to the significance teaching of genetics and eugenics [1].

3.2 Cultivation of learning motivation

The course of genetics and eugenics has complex knowledge points and strong comprehensive characteristics, which causes some problems for special education students to master knowledge. Therefore, in the course reform of genetics and eugenics, we should pay attention to the cultivation of students' learning autonomy, stimulate students' learning motivation, so as to effectively improve the quality of teaching. First of all, we should guide students to combine the teaching of genetics and eugenics with the cause of special education, understand the relationship between genetic factors and the defects of special groups, and reduce the number of special groups by learning the prevention of genetic diseases. Secondly, we need to change the traditional teaching relationship between students' passive acceptance of knowledge. We should cultivate students' sense of ownership in the course of genetics and eugenics, guide students to form the cognition of the main role in the classroom, and actively participate in the teaching activities. For example, teachers divide learning groups according to students' learning situation, formulate group tasks according to the principle of task-based teaching method, and hand over part of the course content to students for teaching. Students need to prepare the course as a group and make ppt courseware according to the explanation content, so as to guide students to realize the identity transformation from passive participants to teaching organizers. It can stimulate students' sense of teaching responsibility and promote the improvement of students' all-round quality. When explaining the course of "human gene", teachers can use suspense drama cases to explain, and combine DNA probe, DNA fingerprint criminal detection, paternity testing, etc. with suspense drama, so as to stimulate students' interest in learning, and then play a role in improving learning motivation [2]. Finally, we should guide students to form the ability of knowledge transformation. For example, in the study of genetic diseases and other related courses, practical

teaching activities such as investigation of genetic diseases are added to guide students to deeply understand special groups. The special group survey and genetic disease knowledge are combined to promote students to form a complete curriculum knowledge system.

3.3 Assessment and evaluation optimization

Assessment and evaluation can directly reflect the effect of curriculum reform, so in order to better optimize the curriculum, we should optimize the existing assessment and evaluation system, and change the single evaluation system of judging students' learning situation by their performance. For example, in the current special education curriculum, the combination of process assessment and final examination is mainly adopted, but the proportion is unreasonable, and the final examination results are still overemphasized. Therefore, in the teaching reform of genetics and eugenics, the assessment structure should be adjusted, and the proportion of final examination should be reduced to 50%. The proportion of process assessment will be increased to 50%, and it will be divided into attendance, ordinary homework, classroom questions and reports. Attendance assessment mainly shows students' learning attitude and style of study, accounting for 5%. Daily assignments can represent students' learning attitude and process learning quality, accounting for 35%. Classroom answers and reports mainly show students' curriculum ideas and classroom participation, accounting for 10% of the total score, so as to ensure the comprehensiveness of the reform of genetics and eugenics.

4. CONCLUSION

To sum up, in the teaching of special education, the learning of genetics and eugenics is particularly critical, which is convenient for students to form the concept of equal education and lay a solid foundation for their special education after employment. In the actual reform process, we should pay attention to the improvement of teachers' ideological cognition, and improve students' learning autonomy with the help of interesting ways. In addition, in order to correctly evaluate students' learning effect, we should carry out reform and optimization around the curriculum evaluation.

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Analysis of Flipped Classroom Design of Microbiology Based on SPOC Mixed Teaching Mode

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Abstract: In recent years, SPOC teaching mode has been vigorously applied, which can effectively make up for the shortcomings of traditional classroom, and can better deal with a series of problems, such as "teaching students in accordance with their aptitude" is difficult to perform. In this teaching mode, the concept of students' development is effectively integrated to promote the guidance of teachers. At the same time, it maintains the main position of students and improves their creativity in the process of learning.

Keywords: SPOC; Flipped Classroom; Microbiology

1. INTRODUCTION

Nowadays, with the rapid development of a series of science and technology, such as Internet technology, it has instilled a strong driving force into the teaching reform. In today's teaching reform, there are more hot spots, among which SPOC and MOOC are more prominent.

2. DESIGN OF FLIPPED CLASSROOM TEACHING SCHEME FOR MICROBIOLOGY

In the design of teaching plan, the teaching idea is "around the development of students", and the teaching requirement is "to establish morality and cultivate people as the center". According to SPOC mixed teaching mode, efficient flipped classroom is carried out around students. It includes many teaching links, such as achievement display and knowledge development, which are not only interrelated, but also progressive. In the whole teaching process, attention should be paid to the cultivation of students' high-level ability and quality, such as the shaping of values.

3. IMPLEMENTATION OF THE TEACHING PROGRAMME

Taking "Staphylococcus project" as an example, this paper expounds the implementation process of flipped classroom. Medical students as the teaching object, which includes a number of medical majors, such as orthopedics, Chinese medicine, rehabilitation therapy and so on. Based on SPOC hybrid teaching, and then divided into two teaching modules, namely online and offline teaching module. In the whole teaching process, there are many teaching links, such as student exploration and evaluation, each teaching link is linked.

3.1 Online teaching module.

Two weeks in advance, students are assigned learning tasks. In the form of groups, students are required to effectively complete the following tasks within two weeks.

3.1.1 log in to the school's online learning platform and

complete a series of material learning based on microbiology theories, such as videos and courseware.

3.1.2 Based on the cases arranged by teachers, relevant data were collected and group discussions were carried out.

3.1.3 Based on the expanded content assigned by the teacher, that is, MRSA superbacteria, the relevant information was collected and sorted out. For this module, the first mock exam is applied. In the light of microbiological theory, both the interaction number and the test results of each unit are included in the online performance. After the conversion, the score is counted in the total score. To carry out online autonomous learning, students can understand the basic theory and knowledge of microbiology. In addition, it can train students' abilities in many aspects, such as the ability to analyze and deal with problems.

3.2 Offline teaching module

In this module, the first mock exam is to launch a flip classroom based on the smart classroom. Students are asked to take part in several learning sessions in groups, such as case studies and discussions.

3.2.1 Report on the results of the group's study

Report what you have learned in the form of a group, that is, the content related to "Staphylococcus", in which ppt explanation is needed. The process evaluation of this learning link: after reporting the learning results, the teacher and other groups will score together, in the form of a ten point system, which will be included in the total score of the special course of the reporting group, and then the grade will be evaluated, and this result will be included in the usual performance. To effectively carry out this learning process, students can have a good understanding of relevant basic theories and knowledge based on various theories of microbiology. In addition, it can improve students' abilities in many aspects, such as expression and communication.

3.2.2 Comprehensive application test

In this learning session, the teacher gives several practical questions, such as: in the courseware, show students three smear photos of patient specimens, give such questions. Based on the use of microscope, combined with the morphology of bacteria, and according to the results of Gram staining, we can determine who is infected with Staphylococcus? And what infection might have happened? In the form of group, through the use of classroom software, let students answer. This part of the process evaluation: students are required to answer in the form of groups. If the answer is correct, one point will be

given. If the answer is incorrect, one point will be deducted, and the score will be included in the group score. Effectively carry out this learning link, based on the knowledge content, students can get a better understanding and application. In addition, it can exercise students' abilities in many aspects, such as the ability to use knowledge.

3.2.3 Case Analysis Discussion

The teacher gives a case, that is, "food poisoning caused by *Staphylococcus aureus* enterotoxin". In each group, the representative is selected to analyze the case. In this process, the teacher plays a good guiding role and finally gives a summary. This part of the process evaluation: take the form of five points system, combined with the analysis of students, give a reasonable score, and into the group score. Effectively carry out this link of teaching activities: to cultivate students' quality, enhance their high-level ability. In the construction of medical thinking in the mind, students can combine many aspects to judge the cause, such as the clinical manifestations of patients, and can diagnose diseases. For infectious diseases, can master certain detection technology and methods, can understand the inspection process.

3.2.4 Knowledge Expanded Discussion

In the "Staphylococcus topic", MRSA was the topic of discussion. Based on the teacher's careful guidance, the data related to MRSA were collected in the form of groups, and the students were guided to explore together and explore the related extended problems, such as the treatment of drug-resistant bacteria. In order to inspire students' thinking, understand what can be done in the future, and encourage students to carry out innovation and research. This part of the process evaluation: in the form of five points system, combined with the report of each group, the teacher gives the corresponding score, and into the group score. Based on the access to relevant information, classroom exploration, coupled with the teacher's careful guidance, can further improve students' ability in many aspects, such as innovation and inquiry ability.

3.2.5 After-school homework (project design).

After the completion of the course, the students were assigned homework: in the form of a group, design an

experiment related to "Research on antibacterial effect of traditional Chinese medicine", and one week later, hand over the experimental design to the teacher. This part of the process evaluation: combined with the experimental design of each group, the teacher gives the corresponding score, and into the usual homework. Based on the access to the database, students can effectively complete this assignment, timely understand the frontier of the subject, and extend their knowledge. In addition, it can further improve the ability of many aspects, such as the ability of exploration and innovation. In the minds of students, slowly build up scientific research thinking, to do a good job in the future, lay a solid foundation. We can learn Chinese medicine well, and further improve the students' confidence.

4. CONCLUSION

In the development of flipped classroom, students are busy. In the busy process, students gain more knowledge, further improve their abilities, and lay a solid foundation for their better development in the future. At the same time, in the process of flipped classroom, "the teacher is stronger", in-depth enhance the teacher's ability in many aspects, such as adaptability and organizational ability, in order to obtain the ideal teaching effect, cultivate excellent talents to the society, and constantly contribute their own strength, continuous efforts.

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Analysis on The Construction of Community Learning Community Under the Concept of Lifelong Education

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Abstract: With the continuous improvement of people's living standards, the concept of lifelong education has always been widely concerned by the community. In 2019, China proposed "building a lifelong learning system". As an important media of community learning and management, it can enhance the residents' sense of belonging and community management. Based on this, this paper deeply explores the measures of building community learning community under the concept of lifelong education.

Keywords: Lifelong education concept; Community learning community; Community education

1. INTRODUCTION

Under the influence of lifelong education, all kinds of learning organizations appear in people's vision. Community learning community has become the key carrier to promote lifelong education. However, there are still many problems and deficiencies in the construction of community learning community in our country, so this paper starts from the problems and explores the specific strategies of building community learning community under the concept of lifelong education.

2. THE MEANING OF THE COMMUNITY LEARNING COMMUNITY

Community learning community, mainly refers to the residents living in the community under the influence of their own will, in order to achieve the purpose of learning, and then spontaneously formed or led by the community to form learning mutual aid group organizations. Each member of the learning community is equal, they have common learning interests or goals and work hard for them, the relationship between members is more harmonious, and they have a strong sense of belonging to the community learning community. Through the community learning community, we can further cultivate the good learning consciousness of the residents living in the community, improve the existing learning methods, realize the sharing and mutual assistance of learning resources in the process of learning, and promote the good atmosphere of community learning under the concept of lifelong learning.

3. THE MAIN PROBLEMS AND SHORTCOMINGS OF CONSTRUCTING COMMUNITY LEARNING COMMUNITY UNDER THE CONCEPT OF LIFELONG EDUCATION

3.1 Management organization and institution-building are not perfect

When the community manages the learning community,

there are sometimes types of management confusion, such as multi-head management, and sometimes even the status quo of responsibility between departments, which cannot form a good community learning community institution-building and management organization. In addition, the community learning community is unable to register and register, and the relevant government departments are unable to effectively monitor and manage it. At present, many community learning community is a temporary organization, there are similar learning activities will be formed temporarily, the organization should be dissolved soon after the end of the activity, such organizational management status quo makes it difficult for the community learning community to play its due role.

3.2 Community learning community learning resources are insufficient

The formation of various types of learning community can not be separated from a strong and rich learning resources, but there is always a lack of community learning community resources and distribution of unassisted problems. Because the main source of resources of community learning community in our country is enterprises, communities, schools, museums and other learning venues and institutions in various regions, cultural institutions can give the community learning community more adequate learning resources, but other venues and institutions can not meet the learning needs of community residents. In addition, there are still many communities in our country have not established public learning resources, or the current resources have been relatively backward, unable to adapt to the current rapid development of the situation and learner's learning needs.

3.3 The subjective initiative of the market subject is weak
In the community learning community, it is necessary for all sectors of society to participate in and actively build, but at present, all kinds of market subjects still have weak subjective initiative in the construction of community learning community. If the schools in the community are affected by their educational work, although they have more abundant educational resources, but they are not willing to participate in the construction of community learning community, more inclined to do their own talent training work. The vast number of enterprises in the community have not realized the sharing of learning resources, and the enthusiasm to participate in the construction of community learning community is not high. Many community residents gradually lost their enthusiasm and initiative in the process of participating in learning, and gradually withdrew from the community learning

community.

3.4 The talent pool of scholars is weak

The development time of community learning community is short, the number and quality of professional students are always insufficient, the talent team is relatively weak, and the public's understanding and recognition of community learning community is always insufficient. There are some difficulties and obstacles in the implementation of the measures to supplement the students only through the introduction of talents. Therefore, in the current work of community education, most of the community learning community students are ordinary educators. Sometimes they know little about community education related professional knowledge, and they can't better complete the community learning community work. On the other hand, because of the greater mobility of community staff, the mobility of community teachers and community learning community assistants is very strong, and their salary level is low as a whole, which is lack of stability.

4. ON THE CONSTRUCTION OF COMMUNITY LEARNING COMMUNITY UNDER THE CONCEPT OF LIFELONG EDUCATION

4.1 Improve the management and guarantee mechanism of community learning community

Under the influence of the concept of lifelong education, in order to further build a good community learning community, government departments need to strengthen the management of community learning community, improve the system and mechanism, in order to better provide services and security work. At the system level, it can be improved, the relevant laws and regulations are clear, and the responsibilities and rights of the community and other departments can lay a good institutional foundation and guarantee for the overall development of the community learning community. On the other hand, because community learning community is a learning organization formed spontaneously by residents, through clear laws and regulations, give full play to the coordination role of the government, we can further establish an equal and harmonious development model of community learning community.

4.2 Comprehensively strengthen the integration of community learning community resources

With the rapid development of the Internet, the information age has come. In the process of the development of community learning community, we need to use the Internet platform to further strengthen the comprehensive integration and sharing of learning resources, so as to effectively solve the problem of the lack of educational resources in the current community learning community. Communities can establish online resource databases to integrate all kinds of learning resources to the greatest extent, give full play to social forces, make good use of the learning resources of various educational institutions, schools and other cultural organizations, and effectively form an online and offline coordinated learning resource integration system. In addition, the community learning community can implement the credit system, so that residents can obtain

corresponding credits in the process of learning. When the study is completed, they can exchange the corresponding professional qualifications or participate in the qualification examination, so as to improve the residents' initiative to participate in community learning.

4.3 Create a good atmosphere for lifelong education in the community learning community

In order to further create a good learning environment and atmosphere, the community and other government departments should coordinate to strengthen lifelong education and a good atmosphere for lifelong learning. It can be widely publicized by widely accepted network media, WeChat, official account and micro-blog platform, and can effectively publicize the propaganda positions in the community. Let the concept of lifelong learning and lifelong education imperceptibly affect the community residents, stimulate the residents' learning initiative and enthusiasm, and jointly participate in the construction and development of community learning community. In addition, the community level can also give full play to the leading role to help residents better determine the learning plan and learning objectives, and effectively improve the quality of community learning.

4.4 Strengthen the teachers of the community learning community

Under the influence of the concept of lifelong education, the further construction of community learning community needs the community to give full play to its role and constantly enrich the strength of community educators. Through a variety of means, absorb and introduce excellent educators to participate in the work of community learning community. In terms of talent introduction, we need to effectively improve the overall quality of the teaching staff and improve the relevant personnel system, so as to absorb more retired excellent teachers or education backbone to participate in community education. Part time work system can be implemented to effectively enrich the teaching staff of community learning community. The community can also regularly carry out a series of lectures and invite experts and scholars from the industry to the community learning community for lectures and lectures. Fully stimulate the learning enthusiasm and initiative of learners in the community, and strengthen the overall effect of the community learning community.

5. CONCLUSION

At present, China's society and economy are developing rapidly. Under the background of this important node and new era, we should strengthen the concept of lifelong learning. Therefore, the comprehensive construction of community learning community has important significance and value, which can further strengthen the learning effect of community members, integrate all kinds of resources, fully build and build a learning society, and promote the comprehensive development of community residents.

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Community Construction Research in the Age of Big Data,

Design Research on Optical Lenses in Physical Optical Engineering

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Abstract: The design of optical lens is one of the main structures in the machine design system, which directly determines the image quality, and has a great impact on the actual use effect and algorithm. This paper studies the design of optical lens in physical optical engineering, and briefly analyzes the design principle of optical lens and the importance of scientific design. The purpose of this paper is to provide a useful reference for related physical optics researchers.

Keywords: Physical optical engineering; Optical design; Lens design

1. INTRODUCTION

The types of optical lenses are very diverse, the refractive index and type of lenses are different, which is determined by the type of lens glass and the surface radius and lens thickness, and when light is refracted through the lens, the light can be calculated according to the path of light in the lens and the basic data of the lens, the source and line of light are tracked, through the rational use of optical lenses, can play a role in the research projects in physical optical engineering.

2. OVERVIEW OF OPTICAL LENS.

The design of optical lens and lens determines the quality of the camera. The physical optical engineering needs higher requirements for optical resolution. At the same time, the lens needs to have certain pixels to ensure that the object it observes is clearer. Optical lens can be divided into short focus, middle focus and long focus lens according to the different focal length; according to the size of the visual scene, it can be divided into: telephoto lens, wide-angle lens and standard lens [1]. Different lens structure will affect the refractive index and refraction effect. Therefore, the appropriate lens should be selected according to the observation object and the angle of light into the lens in physical optical engineering.

3. DESIGN PRINCIPLE OF OPTICAL LENS

Before the design of optical lens, it is necessary to have a certain preset for the application of optical lens, to understand its actual use requirements, as well as the requirements of lens presentation effect. According to the actual project of physical optical engineering, the optical lens is designed reasonably. In the design, the composition of the lens, the refractive index of the lens to light, the focal length and aperture of the lens are calculated and selected strictly. The actual properties and parameters of different light are different according to the main observation target and the size and distance of the scene in the research project of physical optics. When passing through the same optical lens, different degrees of

refraction and distortion may occur, resulting in the change of optical function. Therefore, it is necessary to control the lens and related factors to achieve accurate selection results and measurement data.

On the one hand, the development of science and technology has a great impact on the mechanical accuracy of lens. The higher the mechanical accuracy of the lens, the better the quality of the lens. To improve the accuracy, we need to consider the types of technology and materials. In order to manufacture advanced lens, designers need to know the limit of material, whether the limit thickness can support the refraction of light, how much hardness the limit thickness is, and whether it can meet the requirements of optical lens. At the same time, whether the limit quality of the material can meet the actual needs of optical lens, what kind of lens material can capture the contrast performance of light in high frequency space and low frequency space, and the influence of aperture can be eliminated, all of which need to be solved through the progress of science and technology and the development of new materials.

On the other hand, the cost of optical lenses. Higher quality materials are processed in a different way from ordinary materials, and they can accept more precise processing. At the same time, its own quality can meet the needs of the lens, and the selection of materials is more difficult for the lens design. Materials and precision machining technology make the cost of optical lens structure increase continuously, which also has a great impact on physical optical engineering projects [2].

Due to the limitation of lens quality, a single lens can not achieve the desired effect in physical optics observation, which is difficult to improve the light conversion and imaging quality. Therefore, we can make use of the combined photosynthetic lens or special treatment on the surface of the lens, so that the control ability of the object difference is stronger, so as to get better imaging quality. In the design of optical lens, it is necessary to have a preliminary understanding of the light to be observed. The wavelength of different light varies greatly. At the same time, there are differences in color, and the energy carried by them is also different. After entering the lens, it will be affected to produce aberration, and then calculate the light. According to the image to carry on the reasonable design to the lens, enables it to have the strong pertinence, its measurement data is more accurate. Secondly, in the adjustment and combination of the lens, the computer technology is used to calculate and design the lens combination effect of the lens, and then according to the characteristics of the target light, the variables of different

lenses are controlled, and the reasonable adjustment is made according to the light entry path. At present, the calculation method of the variables is too small to be controlled by the computer. The current computer technology can not carry out detailed calculation, so designers need to design the lens according to optical theory, and then observe the actual optical propagation path. Finally, after the observation, we need to calculate the optical line and path deviation according to the knowledge of computer technology and function, and finally understand the optical aberration, which can be better applied in the actual project research of physical optics.

4. THE IMPORTANCE OF OPTICAL LENS DESIGN

The actual effect of optical lens in engineering application is closely related to lens design, lens structure installation and lens use mode, and the importance of optical lens design is more obvious. In the process of constructing lens structure and composition, designers and users need to make disclosure. Users should put forward corresponding requirements for lens design according to the actual needs, and designers can transform it into a feasible combination scheme of design index and lens structure through the user's needs. After the design is completed, the manufacturer will carry out the actual production and installation according to the design requirements. Through this process, the user's needs are transformed into the actual role of the lens. In order to ensure the feasibility of the design, different material and structure combination methods should be used in the process of design conversion. Constantly optimize the design, so that it can meet the requirements of users, improve the quality of imaging, improve the actual quality of optical lens.

After the design of optical lens is completed, it is necessary to inspect it, understand its actual quality and performance, and check and verify the actual effect of optical lens. Due to the difference between design and practical application, the lens achieves the most perfect

effect in the design, but in the actual use process, the accuracy may be deviated, which makes the effect required in the engineering experiment unable to reach the perfect state. Therefore, it can be seen that the design of optical lens is very complex, but also has a very important role. In the design process, the optical lens should be designed according to the requirements of the demanders. The design should be carried out from the perspective of engineering practice. With the help of advanced technology and materials, the requirements of users can be met. This requires designers to master a certain amount of physical optics professional knowledge, with the thinking of engineering design, to be able to understand the actual needs of users more. In the design process, the requirements can be more clear. Through continuous experiments, the relevant design methods are adjusted to improve the imaging quality of the lens and provide more excellent lens for physical optical engineering.

5. CONCLUSION

To sum up, the requirements for optical lens in physical optical engineering are high. In the process of using and researching optical lens, designers should strengthen the understanding of professional knowledge of physical optics. According to the actual engineering requirements to design the optical lens, reasonable use of high-precision technology, select the appropriate materials for processing and combination. The optical lens which can be close to the ideal state can be constructed to promote the continuous development of physical optical engineering in China.

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The Application Analysis of Computer Drawing Software in Graphic Art Design

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Abstract: With the continuous development of information technology, the graphic art design industry has gradually developed computer drawing software, which has effectively improved the efficiency and visual effects of graphic art design. Based on this, this paper introduces the computer drawing software, analyzes the application of the computer drawing software in the graphic art design, and discusses the practical application of the common drawing software. In order to be able to provide effective reference for relevant industry workers.

Keywords: Computer; Drawing software; Graphic art design

1. INTRODUCTION

In the new era, under the background of the mature development of information technology, all areas of design have begun to apply advanced computer technology. The development of computer drawing software has brought more convenience to graphic art design, which has improved the design efficiency, but also further improved the design quality, the application of computer drawing software, and effectively promoted the rapid development of graphic design industry [1-3].

2. COMPUTER DRAWING SOFTWARE

At present, with the continuous development of information technology, computer graphics software has gradually deepened into the process of graphic art design, and become an indispensable and important tool. In the graphic art design industry, computer graphics software relies on its own powerful functions, in digital photography, packaging design, web design and other aspects have provided a great help, in terms of functionality and expressiveness, by professional recognition and application, at the same time, in the design efficiency has also been greatly improved. With the help of computer drawing software, not only can the artistic and expressive power of graphic art works be further amplified, but also through various functions of the software, the design that is difficult to achieve in traditional hand-drawn creation can be completed. At present, designers commonly used in graphic art design computer drawing software a wide variety of functions have their own characteristics, to a great extent to promote the development of graphic art design industry.

3. APPLICATION OF COMPUTER DRAWING SOFTWARE IN GRAPHIC ART DESIGN

3.1 Used for base pattern creation

Basic pattern creation is the basic content in graphic art design, and it is also an important prerequisite for carrying out follow-up design work, which is very important for graphic art design. The creative basic pattern is to design

the desired effect on the two-dimensional plane by using various basic patterns and their various transformation forms. With the help of computer drawing software for the creation of the basic pattern, its design form and the combination and application of the basic pattern, without any constraints, designers can according to the design ideas for the selection and combination of patterns, with strong flexibility, and different combinations will show different design effects, even if the same pattern, through different combinations can also present different visual effects. And for some complex design ideas, with the help of computer drawing software, can also be implemented through reasonable operation one by one. In addition, computer drawing software can not only create patterns on two-dimensional planes, but also design three-dimensional images. Computer drawing software copy, paste, rotate, shrink and other functions, not only to complete the creation of complex patterns, but also to achieve the fine processing of graphic design

3.2 For color matching

In the process of graphic art design, color matching is essential, different colors and matching, it presents different visual effects, to the viewer's psychological feelings are also different. In the traditional technology of graphic art design, need designers according to their own feelings about color and design experience for the design of color matching, often there will be color matching out of the effect and imagination there is a certain difference, so that the overall design effect is poor, designers need to modify the drawing, re-adjustment of color, increased a great deal of work. With the help of computer drawing software, this kind of problem can be solved effectively, not only through the drawing software to fill in the color quickly, but also through the software function to adjust the color, fast and convenient. In addition, in the process of color matching, once found that color can not meet the design requirements, but also can quickly and easily color adjustment or replacement, in the same "canvas", can meet the designer's overall work needs for color matching, on the one hand, to help designers achieve the fine control of color, greatly save design time, improve design quality and efficiency;

3.3 For stereoscopic design

In the process of graphic art design, it is difficult to avoid involving three-dimensional design, which requires designers to have a strong spatial imagination, and rely only on idle imagination or manual drawing methods, it is difficult to master all aspects of the work, in the actual drawing process will inevitably appear mistakes. The rational application of computer drawing software can help designers to effectively grasp the spatial structure of

the work, through 3D modeling, rendering and other forms, can achieve a full range of display and analysis of the work, greatly saving the designer's time, reduce the design difficulty. In the design process, once found any unreasonable situation, the designer can also use the computer drawing software in a variety of functional drawings to adjust and modify, and the effect is immediate, the designer can immediately see the adjusted effect map, compared with the traditional drawing design more convenient, but also greatly reduce the design process errors occurred

4. PRACTICAL APPLICATION OF COMPUTER DRAWING SOFTWARE COMMONLY USED IN GRAPHIC ART DESIGN.

4.1 Photoshop's app

Photoshop drawing software has important applications in two areas. On the one hand, Photoshop's capabilities greatly expand the visual arts language of illustration and design, providing more possibilities for graphic visual design, processing semi-finished illustrations and anime in three ways, first, by scanning hand-drawn manuscripts into a computer, and then using Photoshop for layers Edit to complete the final product by modifying, filling, etc., second, you can also use the tablet to paint, directly generate electronic manuscripts, and then import into Photoshop Continue to complete the creation; Third, to make use of it to continue the creation, and third, use Photoshop photo library and filters and other functions for graphic design. On the other hand, in the aspect of photographic image processing, the traditional dark room processing operation is omitted, which has a very prominent advantage in the beautification and decoration of pictures. To improve the efficiency and quality of image processing, Photoshop has built-in toolboxes, paths, and various shortcut features that not only adjust the color, light and light of the picture according to the designer's wishes, but also process the pixels of the picture and detail and adjust the picture.

4.2 The application of CorelDRAW.

CorelDRAW is a kind of graphic image processing software, which is widely used in graphic design such as trademark design and typography. CorelDRAW not only does basic graphics insertion and typography, but also enables synchronous design, presentation, and resource sharing to greatly maintain color authenticity. In addition, CorelDRAW is very powerful in text typography. In the practical application process, designers need to first import images into the software, and then through graphics, text and other processing and decoration. Because of its unique advantages in text design, it is popular with designers.

4.3 The app for Flash.

With the continuous development of information technology, the field of graphic art design has also

changed to a certain extent, the current graphic art design is not limited to graphics drawing, trademark drawing and image processing, including web design and other fields. In this regard, Flash is one of the most commonly used computer software, in addition to being able to complete graphic art design such as web pages, Flash and Photoshop also have a strong commonality. Flash software enables a combination of music, pictures, and animations to effectively improve design levels and achieve dynamic design results with richer footage. It is important to note that the use of Flash software requires attention to the design of each frame in order to prevent a chain reaction

4.4 Illustrator's app

Illustrator is a professional vector graphics computer drawing software, the advantage is that in the process of constantly zooming in on the picture, still can maintain good clarity, therefore, in the text, logo and other design, typography has a very prominent advantage. Usually in the process of graphic design, the need for Illustrator software and Photoshop software to use, because of the characteristics of The Illustrator software itself, it is mostly used in text design, logo design and illustration creation, etc., is a professional illustration, printing and publishing process is very important software. Illustrator software not only completes complex creative designs, but also provides accurate line drafts, effectively improving the quality of your designs.

5. CONCLUSION

In summary, computer drawing software can not only be used for graphic art design of the basic pattern creation, color matching, but also can carry out three-dimensional design, the current commonly used computer graphics software has Photoshop, CorelDRAW, Flash and Illustrato, effectively improve the level of graphic art design. I believe that under the continuous development and utilization of drawing software, the graphic art design industry will get better development and progress.

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Research on Social Responsibility Information Disclosure of China's Iron and Steel Listed Enterprises-- A case study of JISCO Hongxing

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Abstract: With the rapid development of the iron and steel industry, iron and steel enterprises in profits at the same time, it should be in the pollutant, staff interests, equipment maintenance, customer and supplier aspects such as increasing attention, and actively disclosure of corporate social responsibility fulfillment situation, finally realizes the government, media, the public and other stakeholders of the iron and steel enterprises to perform social responsibility for supervision. This paper takes China's " JISCO Hongxing " iron and steel production enterprise as an example, through the enterprise's corporate social responsibility information disclosure from 2014 to 2019, to explore the problems existing in the enterprise's information disclosure and countermeasures should be taken.

Keywords: Corporate social responsibility information disclosure; Iron and steel enterprises; Stakeholders

1. INFORMATION DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY OF JISCO HONGXING

JISCO Hongxing enterprise was established in 1999, the enterprise mainly in the production of iron and steel materials, with a complete steel production system. The author according to the basic situation of JISCO Hongxing enterprises, found that the enterprises should fulfill social responsibility including pollutant management, employee

Table 1-2 Corporate social responsibility disclosure degree

Disclosure of the project	Project breakdown	In each of the points							Project total score
		14	15	16	17	18	19	Total	
Pollutant control	Pollutant Emission Types	0	0	0	2	2	2	6	15
	Pollutant emission level	1	1	1	2	2	2	9	
Employee Safety and Training	Employee safety measures	2	2	2	2	2	2	12	24
	Are staff trained regularly	2	2	2	2	2	2	12	
Equipment maintenance and modification	Is the equipment regularly serviced	1	1	1	2	2	2	9	19
	Whether to renovate old equipment	1	2	1	2	2	2	10	
Guarantee of customer and supplier interests	Whether customer interests are guaranteed	2	2	2	2	2	2	12	24
	Are suppliers' interests guaranteed	2	2	2	2	2	2	12	
Total		11	12	11	16	16	16	82	82

As can be seen from Table 1-2, enterprises' disclosure of pollutant treatment and equipment maintenance and transformation was relatively low from 2014 to 2016. With the continuous improvement of corporate social responsibility disclosure, enterprises' disclosure of all aspects of social responsibility became more perfect from

safety, and training, equipment maintenance, and transformation, the interests of customers and suppliers to ensure the four aspects, through qualitative analysis and quantitative analysis to explore the JISCO Hongxing corporate social responsibility information disclosure situation, put forward the corporate social responsibility information disclosure for below the existing problems and countermeasures should be taken to provide a basis.

1.1 Qualitative analysis

In terms of qualitative analysis, the author uses the quality analysis method to measure the elements that should be involved in the fulfillment of social responsibility of JISCO Hongxing enterprise and the disclosure of the corporate social responsibility report. The score evaluation criteria are shown in Table 1-1.

Table 1-1 Corporate social responsibility score evaluation criteria

Disclosure detail	score
Failure to disclose	0
Disclosure is not detailed	1
Disclosure Details	2

According to the CSR Report of JISCO Hongxing from 2014 to 2019, the degree of disclosure of corporate social responsibility in various aspects is summarized, as shown in Table 1-2, in combination with the factors involved in the performance of corporate social responsibility and the score evaluation criteria.

2017 to 2019.

1.2 Quantitative analysis

In terms of quantitative analysis, the author adopts the trend analysis method to make a longitudinal comparison of the corporate social responsibility data disclosure of JISCO Hongxing from 2014 to 2019. The evaluation

criteria are shown in Table 1-1 and the corporate social responsibility data disclosure is shown in Table 2-1.

Table 2-1 Corporate social responsibility data disclosure table

Disclosure of the project	Project breakdown	In each of the points							Project total score
		14	15	16	17	18	19	Total	
Pollutant control	Actual pollutant discharge	0	0	0	2	2	2	6	6
	Standard amount of pollutant discharge	0	0	0	0	0	0	0	
Employee Safety and Training	Number of staff safety equipment	0	0	0	0	0	0	0	0
	Number of training hours for staff	0	0	0	0	0	0	0	
Equipment maintenance and modification	Quantity and amount of equipment maintenance	0	0	0	1	1	1	3	6
	Equipment change quantity and amount	0	0	0	1	1	1	3	
Guarantee of customer and supplier interests	Shipment quantity and amount	0	0	0	0	0	0	0	0
	Quantity and amount to be paid for raw materials	0	0	0	0	0	0	0	
Total		0	0	0	4	4	4	12	12

According to the situation table of corporate social responsibility data disclosure, the trend chart of corporate social responsibility data disclosure is drawn, as shown in Figure 2-1, to judge the development and change of corporate social responsibility disclosure.

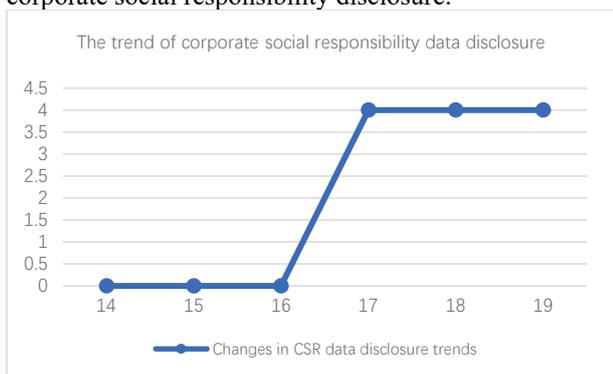


Figure 2-1 Change chart of corporate social responsibility data disclosure trend

It can be seen from Table 2-1 and Figure 2-1 that the corporate social responsibility data disclosure of JISCO Hongxing has been improving gradually, but in the two aspects of employee safety and training and customer and supplier interest guarantee, data quantitative disclosure has not been carried out, and equipment maintenance and transformation have yet to be improved.

1.3 Summary of Disclosure

Combined with qualitative analysis and quantitative analysis, JISCO Hongxing while on all indexes describing the nature of corporate social responsibility is more detailed, but the specific number of each index on the description is less, the government, the creditor, the public and other stakeholders can't from JISCO Hongxing corporate social responsibility report, learn about the specific information of each index.

2. PROBLEMS EXISTING IN THE DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY INFORMATION OF JISCO HONGXING

2.1 Qualitative description is not specific enough

Through qualitative analysis, it can be found that from 2014 to 2016, JISCO Hongxing Company did not disclose specifically what pollutants were included in pollutant

emissions, but only described that pollutant emissions met national standards. The stakeholders could not know the specific pollutants included in pollutant emissions through this description.

In terms of equipment maintenance and transformation, the enterprise did not disclose specifically which equipment was maintained during 2014-2016, and stakeholders could not know whether the maintenance and transformation of machinery and equipment had a positive impact on environmental protection.

Therefore, the qualitative disclosure of pollutant emission and equipment maintenance and transformation in JISCO Hongxing Company is still to be improved.

2.2 Lack of quantitative data as a supplementary basis

Through quantitative analysis can be found, 2014-2016, JISCO Hongxing enterprises not to disclose the specific content and content of the pollutants discharge, 2017-2019 enterprises to disclose the specific content and content of the pollutants discharge, but not to pollutant emission standards into the determinant and contrast, stakeholders is difficult to know whether corporate emissions exceed the standards prescribed by the state.

In terms of employee safety and training, the enterprise does not disclose the specific departments and the number of personnel that use the safety facilities and does not disclose the training periods and the degree that the employees have mastered the courses. The stakeholders cannot know whether the safety in the production of the employees can be guaranteed.

In terms of equipment maintenance and transformation, 2014-2016 for equipment maintenance and transformation in quantity and amount for disclosure, 2017-2019 enterprise although maintenance and transformation of specific equipment for disclosure, but not to disclose the amount incurred, disclosure of the information is not specific, cannot learn about enterprise stakeholders contribution to environmental protection and technology upgrading.

In terms of the guarantee of interests of customers and suppliers, enterprises do not disclose the quantity and amount of specific purchases and sales, do not disclose whether the payment is paid to suppliers and whether the

goods are provided to customers, and stakeholders cannot know whether the interests of customers and suppliers are guaranteed.

Therefore, the quantitative disclosure of pollutant emission, employee safety and training, equipment maintenance and transformation, and customer and supplier interest protection of JISCO Hongxing is not specific enough.

2.3 It is impossible to judge the authenticity of the information disclosed

It can be found from the CSR Report of JISCO Hongxing from 2014 to 2019 that the report is an internal disclosure report of the company, and the report is not submitted to a third-party audit institution for verification, so stakeholders cannot know whether the CSR information disclosure is true and reliable.

3. COUNTERMEASURES TO IMPROVE THE LEVEL OF CORPORATE SOCIAL RESPONSIBILITY INFORMATION DISCLOSURE

3.1 Formulate a legal system for corporate social responsibility information disclosure

When the government formulates the relevant legal system, it should emphasize that the qualitative disclosure and the quantitative disclosure should be listed more specifically. In particular, steel, chemical, and other polluting enterprises, in the disclosure of the specific existence of pollutants at the same time, should also be the number of pollutants and emissions standards for a clear list and comparison and disclose whether the pollutant emissions exceed the corresponding standards. Other factors affecting corporate social responsibility, such as "employee safety and training", "equipment maintenance and transformation", "customer and supplier interest guarantee" and other aspects, should also be more detailed disclosure from both qualitative and quantitative aspects, to make the content of corporate social responsibility report more specific [1].

3.2 Establish a corporate social responsibility information disclosure supervision system

The government should establish relevant regulatory departments, urge enterprises to hire third-party audit agencies, and supervise enterprises to disclose their CSR reports in a detailed and timely manner. At the same time, the relevant government department should also spot check whether corporate social responsibility disclosure is consistent with enterprise actual fulfill social responsibility and whether the enterprise actively fulfills the social responsibility, for the disclosure of information discrepancy and fails to fulfill its social responsibility of enterprises, the relevant government departments should notice criticism and serious punishment, promote enterprises to actively fulfill the social responsibility[2].

3.3 Relevant government departments should carry out corporate visits and training, publicize corporate social responsibility to corporate management and employees, and make the management and employees of polluting enterprises realize the importance of environmental protection, production safety, and technological innovation, and finally realize the active fulfillment and detailed disclosure of corporate social responsibility [3].

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Discussion on Computer Information Processing Technology in Big Data Era

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Abstract: With the continuous development of China's society, China's economy is also in constant progress, the development of the Internet era, making data generation faster and faster, ushering in the era of big data. Since the reform and opening up, China's economy has developed very rapidly. So far, China's economic development has emerged in the world. The development of economy is inseparable from the support of high technology, among which computer technology is the most significant. With the advent of the era of big data, computer information processing technology has been gradually improved. At present, computer information processing technology has been widely used.

Key words: Big data era; Computer; Information processing technology

1. INTRODUCTION

The advent of the era of big data accelerates the development of computer technology, making the Internet into people's lives and widely used. Computer technology also brings convenience to people's life and work. In the wide use of the Internet, the type and quantity of data in big data are growing rapidly. In the face of these complex data, people begin to improve the way of data processing. Therefore, computer information processing technology has been more widely used. It can be convenient and effective to sort out the data, accelerate the convenience of people's life and work, and improve the work efficiency. Efficiency and quality of work [1]. This paper will discuss the computer processing technology in the era of big data.

2. THE CHARACTERISTICS OF COMPUTER INFORMATION UNDER THE BACKGROUND OF BIG DATA

In the rapid development of the Internet, the arrival of the era of big data also makes the amount of information of data grow rapidly, making the diversity and high speed of data gradually appear. The collation of data and information for big data has begun to face certain challenges. Among them, computer information processing technology needs to be improved to speed up the innovation and optimization of information processing technology. In the traditional data information processing mode, through the data information scanning and scientific storage, it needs professional and technical personnel to complete the manual operation, but the efficiency of this work mode is low, in the rapid development of big data today, the traditional data information processing mode has been unable to meet the data processing in the era of big data. With the increasing number of data, the requirements of data processing methods are also higher and higher. If we want to make a

complete arrangement of the data and give full play to the value of the data itself, we should classify and process the data according to different data.

Under the background of network environment, the Internet has been widely used in our country, which leads to more and more disordered data. There are more and more data information to be processed by computer. Technical personnel collect and process data information from the Internet. At the same time, with the continuous improvement of cloud storage technology, the scale of data information is becoming larger and larger.

Under the background of big data, people's demand for data information is increasing, which requires the computer to process classified data more quickly. There is a large amount of data in big data, so it is necessary to speed up the improvement of computer information processing technology. In view of the increasingly high requirements of information in the process of communication, it can also improve the speed of information transmission. The computer needs to carry out centralized classification according to different types of data, so as to better improve the speed of data transmission. With the continuous progress of the times, the data types of big data have also developed to the trend of diversification, which makes the computer information processing technology in China still need to be continuously optimized.

3. THE MAIN TECHNOLOGY OF COMPUTER INFORMATION PROCESSING UNDER THE BACKGROUND OF BIG DATA

With the continuous development of China's society, the development of data information in big data has become a trend of diversification and high speed, which makes the computer information processing technology constantly improve. At present, there are six main technologies in the information processing process of China's computer, namely: information extraction and processing technology, information security technology, information security technology, information security technology, and so on. Information storage technology, data mining technology, data collection and dissemination technology and cloud technology.

In the process of computer information processing, we should screen the information according to the needs of users, screen out the information suitable for the needs of users, and transmit it to users. This is the technology of computer information extraction, transmission and processing, but if this technology can not meet the needs of users in time, there will be new technology to replace, resulting in this technology being eliminated by the society. Therefore, computer information processing

technology should be efficient and safe information transmission to users, and constantly improve the efficiency of processing technology.

In the process of data information processing, its security also needs to be attached great importance. In the era of Internet big data, the security of data should be paid attention to by professionals. In the process of security detection, professional technical personnel should be selected. It is necessary to ensure that professionals strictly carry out the task and ensure the security of data information. In view of the security problems of data information, the main measures are as follows Training professional security technical personnel and strict requirements in the work to ensure the security of information.

Computer information storage is mainly to expand the storage capacity of the computer, although the main feature of the computer is to store data information, but there is a certain capacity limit, not unlimited capacity for storage. Now the data is growing, we should increase the classification of data processing, or increase the storage capacity of the computer, otherwise, if there is not enough capacity, it will not work normally.

Data mining technology is a deep exploration of data information. Before mining data information, we should first evaluate the value of data. Only if the value of information is high enough, it is worth deep mining of data. At present, in people's lives, it is the search function to extract whether the data information is valuable. For example, the hot search of microblog is to sort according to the number of user searches, and provide users with corresponding information search opinions. Data mining technology has been able to sort out the data information deeply, make the data search order more accurate, speed up people's understanding of the real-time hot spots, and enable people to discuss according to the real-time hot spots, so that people can quickly understand the latest information.

The technology of data collection and dissemination is that people search for information in the network with the help of Internet technology, and screen it according to the information they choose. However, when the information appears in front of users, it is professionals who have processed the information through computer information processing technology. At present, in the processing of data information, computer information processing technology is the most efficient. When the computer

carries out information processing, it is necessary to classify the collected data information according to different types, and transmit the complete information to users after analysis.

Cloud technology is an important symbol of computer technology in the era of big data. At present, cloud technology plays an important role in the network environment. Although cloud technology started late, its development prospects are very broad. Cloud technology integrates multiple actual storage spaces through the network to form a large data storage space. The development of cloud technology greatly improves the data storage efficiency [2]. Cloud technology has been widely used in the case of the combination of virtual technology and real technology. At the same time, the development of cloud technology also has an important impact on China's data processing and storage.

4. CONCLUSION

At present, computer information processing technology plays a very important role in the data collation in the era of big data, which speeds up the data collection and collation. But the current information processing technology is still not perfect, or to strengthen the improvement of technology. According to the current situation of our country, computer information processing technology can develop towards cloud computing, computer security technology and intelligent algorithm, and improve the efficiency of data processing. In the background of big data era, the development of computer information processing technology can effectively improve people's quality of life, and the improvement of people's quality of life can accelerate China's economic development. Therefore, we should increase the optimization and improvement of computer information processing technology.

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A Comparative Study of the Leadership Styles of Isadore Sharp and John Innocent

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Abstract: Leadership plays an essential role in management success, especially for the founders of a legendary entrepreneurship. The purpose of this article is to explore the leadership styles of two leaders in hospitality management history, which are Isadore Sharp the founder of Four Seasons Hotels and Resorts (one of the best hotel groups in the world), and John Innocent the founder of Astor Hotel in Tianjin (now China's first and oldest international hotel, originally named Li Shun De Hotel). This paper applies a biographical study of the two cases through previous literature, videos, newspapers and etc., in order to present how that the common and various leadership styles of the two cases have great impacts on their own success respectively, which helps better understand the hotel industry in the historical development.

Keywords: Comparative study; Leadership style; Isadore Sharp; Four Seasons; Tianjin; John Innocent

1. BIOGRAPHICAL BACKGROUND

Isadore Sharp, born in Toronto, Canada, in October 8, 1931, is a hotelier and writer, founder and chairman of Four Seasons Hotels and Resorts. His family are Polish Jewish immigrants. Sharp would obtain experience in the construction business due to his father's expertise in home renovation. In 1952, he graduated with high marks from Ryerson Institute of Technology with a diploma in architectural technology. After graduation, Sharp worked as an architect in his father's real estate company. Then he opened the first Four Seasons Hotel in Toronto in 1906, which was a 125-room motor hotel. After that, Sharp built his next hotel Inn on the Park in London in the year of 1970 (Sharp, 2009, pp. 1-30). Today the Four Seasons Hotel and Resorts includes more than 100 properties worldwide. In 2007, the Four Seasons was joint by Microsoft founder Bill Gates and Prince Al-Waleed bin Talal of Saudi Arabia (Sorkin, 2014). Isadore Sharp remained as CEO until 2010, then he switched to the position of Chairman of Four Seasons. In the year of 2020, Fortune magazine named Four Seasons as one of the 100 Best Companies to Work For, which has been on the list many years since 1998 (Fortune, 2020). He has achieved a large number of honors, e.g., Cornell Icon of the Industry Award, Toronto Lifetime Achievement, Woodrow Wilson Award for Corporate Citizenship. For his family, he married his high school fist love, had four sons. One of them, Christopher, dies of melanoma in 1978, which drive Sharp to help start Terry Fox Foundation and be the director to contribute to the cancer research in Canada.

The Reverend John Innocent, born in the year of 1829 in Sheffield, UK, he was employed as a grinder when at his sixteen, and went to night school to study Latin, English

Grammar Elocution and Composition due to his lack of school education. Then he had a chance at the Methodist Church to be set to preach and celebrate the Christian gospel as a lifelong destiny. He was appointed Minister of the Methodist New Connexion, and married his wife Jane in the year of 1856 in Jersey. At that time, China opened her borders under the pressure of the Second Opium War in 1860, and then John Innocent set up a pioneer mission base in Tianjin, China while working hard to learn Chinese local language. In the Spring of 1863, John Innocent who had been preaching in Tianjin for nearly two years, signed a sublease of the land with Gibson, the Queen's representative in Tianjin. Using the fund from the mission, he purchased 6 acres of land in the British Concession in Tianjin, and employed local people to build English style bungalow, which was used as a warehouse, hotel and restaurant. According to the Chinese translation of his surname, Innocent name the hotel "Li Shun De Hotel", "the Astor Hotel" in English. The three characters Li, Shun, De, are also derived from Mencius' (BC 289) Dogma of "Prosperity and Virtue". In 1897, this 5-floor hotel became the tallest building in Tianjin, and one of the first companies to implement board of directors in modern Chinese history. From 1863 to the end of the 19th century, Li Shun De Hotel was the venue for all diplomatic activities in Tianjin, and the hotel was nominated as the first diplomatic residence in China. Then the hotel witnessed historical changes during the next decades. In 1943, Japan occupied the hotel and forcibly changed its name to "Astor Hotel" during Second Sino-Japanese War. In 1952, Tianjin government took over the hotel and renamed it "Tianjin Grand Hotel" when China transferred to a public ownership society. During 2009-2018, it cooperated with the Luxury Collection of Starwood, and in April 2018, it was separated from Starwood Group and managed by Tianjin Tourism Group as a state-owned enterprise and a national key cultural relics protection unit as China's oldest hotel. On May 19, 1861, Innocent arrived in Tianjin and began his missionary and business career until his return to Britain in 1901. During the 40 years, he had a major influence on Tianjin's religion, education, and modernization, and he became one of the top Chinese missionaries. The original purpose of Li Shun De Hotel, China's first and oldest international hotel, was to facilitate missionaries and foreigners, while eventually it becomes an important witness of modern Chinese history (Liu & Tian, 1993).

2. ORGANIZATIONAL CULTURE

As Thomas Peters, an American master of management and author of the 20th century best-selling business book, said: "No matter which business or industry you are in, no matter what the price level of your product, Four Seasons

Hotel is a precious lesson to all of us (Thomas & Robert, 1982). Focusing on the quality of high-end hotels and clearly win with service. Sharp was also determined: "We no longer meet the needs of each market group. We will focus on building only high-quality mid-scale hotels. No matter where they are built, they must be considered the best." Four Seasons is generally regarded as synonymous with comfort and luxury in the world due to its high-end quality (Jackson & Naipaul, 2008). As a result, there has been a number of ideas first came from Four Seasons. E.g., introducing a fitness center and a non-smoking floor; designing each room to be slightly larger than the competitors' standard rooms, and having quieter plumbing equipment, better shower heads, and Tailor-made comfortable mattresses for guests; provide hair care gel, hair dryer, makeup mirror, and night gowns in the room; introduce low-fat, low-sugar advanced cooking techniques into food. Additionally, its personalized services are outstanding, for a set of leading guest file systems in the industry has been established. When guests check into the hotel for the first time, their preferences: room, food, drinks, are all stored in the computer system, so that when guests check into the hotel again, they don't need to ask for them, and they will be provided with their favorites, meanwhile, all Four Seasons Hotel will continue to update these files so as to keep up with the changing tastes of guests (Sharp, 2009).

When John Innocent, as a British Christian as well as the founder of Astor Hotel in Tianjin, gave the Chinese name "Li Shun De" to this hotel, the core value of the hotel emerged (Liu & Tian, 1993). Beginning from the three words Li Shun De, quoted from Mencius, profit is based on virtue. But how to make profit? Profit comes from righteousness. How could a person have virtue? Righteousness comes first and profit later. Recompense injury with justice, and recompense kindness with kindness (Perry, 2008). Mencius is a successor and developer of Confucianism. Confucianism focuses on complying with the law of heaven, where traditional Chinese people tend to believe that self-improvement is the nature of heaven, and great virtue can carry all things (Yao & Yao, 2000). They would pay more attention to putting moral integrity first, and the same is true of hotel management. There is no secret in the service industry. They believe that as long as the service is done carefully and honestly, the quality of Li Shun De can be passed on. There used to be four generations of employees in Li Shun De for front line services. It is their diligence and affection for the hotel that make Li Shun De come to the present (Zhu & Wang, 2011). As a place with integration of Chinese and Western culture, Confucianism requires everyone to be encouraged to set oneself an example to others, to strengthen moral education and cultivate people. While as a church-functioned hotel, the similar value is quoted from Christian worldview (Second Peter, 1:5), "and beside this, giving all diligence, add to your faith virtue, and to virtue knowledge". Furthermore, innovation in the tradition in the hotel encourages people to embrace the change, e.g., In 1879, China's first transmitter was put into use in Li Shun De. This was the earliest commercial

telegraph line in China; in 1895, the Beiyang School of Western Studies which was the predecessor of Tianjin University was born here; in 1897, the hotel first used electric fans in Chinese restaurants; in 1905, the hotel first used a heating system, which was the first heating system in China (Liu & Tian, 1993).

3. CHARACTERISTICS

Isadore Sharp is a classic sample of a founder of a great business. As a member of Jewish immigration family, he had a tough childhood with full of discrimination and unfairness. But working in his father's company broadened his view and ambition. Sharp is not a typical leader because he has no idea about rules, management, either about how to run a company. What he believes is Intuition from his pragmatic experience. Besides, he also believed that detailed individualized service is the key to approaching excellence. All above his life experience construct his golden rule and core value to be a leader. Those personality and leadership characteristics have built uniqueness of Isadore Sharp and have a long and deep impact on his success (Dubé & Renaghan, 1999).

To implement the environment of equality and anti-discrimination among guests and staff, his approach is to refuse setting up a customer service department, but everyone responds to customers according to the golden rule as core principle (Hallowell, Bowen, & Knoop, 2002), because he advocated that every hotel guest is equal. Even if important VIPs arrive, the front entrance of the hotel must still have lanes and passages for daily guests to enter and exit, and they are not allowed to be blocked. In the event of a conflict, Four Seasons Hotel would rather decline important guests but absolutely guarantee the normal service provided to the in-house guests, because in Four Seasons Hotel, "there is no VIP inside", no matter how high the fame or position, including the CEO of the group, they must greet and make way for the hotel guests (Sirkiä, 2013).

For its staff, Four Seasons is the only hotel where employees do not need a meal card. As long as employees wear work uniforms, they can enjoy meals. There is just one restaurant, from the general manager to the temporary employees, they all dine at the same place. There is no hierarchy and everyone is equal, regardless of nationality, skin color, or religious belief, they are all people of Four Seasons (Sharp, 2009).

Sharp likes the comfort and intimacy of small motels, but this kind of hotel is too small, generally the number of rooms is less than 200, and there is not enough revenue to meet the fitness equipment, meeting rooms, restaurants and other leisure facilities that business travelers' value. Similarly, Sharp also likes large-scale traditional hotels to create ample space for customers to enjoy. However, the scale is too large, with at least 750 rooms, which brings a sense of distance to customers and easily loses the warm and harmonious atmosphere. As an entrepreneur, he had to face two choices, either choose a small hotel or choose a big hotel. But Sharp did not accept this choice. He created the Four Seasons Hotel, which combines the warmth of a small hotel with the luxury of a grand hotel, making it the top luxury hotel. During the early time, the

investors doubted Sharp's arrogance, it seemed he was going to shrink the target market. No other company did this, they subdivide hotels into three-star, four-star, and five-star hotels. But Sharp was determined that Four Seasons will focus on building only high-quality mid-scale hotels, no matter where they are built, they must be considered the best (Sharp, 2009).

What differentiated Four Seasons and Astor Hotel is the diverse management philosophy. Isadore Sharp is guided by going the opposite, while John Innocent are more tend to adapt to the history and times.

John Innocent was not a business talent indeed, but a preacher to fulfil his mission in China. His personality was easy to appeal to the Chinese people and he was respected by people who came into contact. "A winning gentleman, without guile, a most influential and impressive personality with his large intellectual head, benevolent features." Those are comments quoted from Edmond Cousins the Consul of Tianjin, and Rev Pike the American missionary (Candlin, 1909). Accordingly, his personal background culture and Asian culture had impacted his leadership style, which was also influenced by his role as the missionary and hotel founder. Because of his special identity and wide network of contacts, many people who were famous on the stage of Tianjin's modern history had invested in Astor Hotel and became its influential shareholders. The shareholders of Astor Hotel had undergone many changes, and the hotel building had undergone many renovations and expansions, without affecting the appearance of the main building. However, the shareholders of Astor Hotel actively introduced advanced Western scientific and technological achievements (Zhang, Zheng, & Wu, 2014). The original "mud house" was expanded into a three-story brick-timber structure with a building area of 6, 200 square meters, a classical luxury hotel, officially opened to the world in 1886. In terms of management, the hotel was even ahead of the times. The Astor Hotel was changed to a limited liability company in 1895 and registered in Hong Kong in accordance with the British Company Law during the market economy and modern corporate management at that special time, it became the first and only first-class hotel in 1904 (Jiantang, 1993).

4. LEADERSHIP CONSTRUCTS

Responsible leadership: It is an ethical principle among leaders and stakeholders who have a higher mission and vision for sustainable values as well as social change (Pless, 2007, p.438). Accordingly, a responsible leader pays attention to corporate responsibility by encouraging active citizenship inside and outside the corporate (Pless, 2007, p.450). Li Shun De Hotel realized its responsibility by making great achievements in surrounding environmental facilities. In 1880, its shareholders raised funds to participate in the construction of the Governor's Hospital. In addition to treating patients, the hospital was also responsible for administering vaccinia and quitting smoking. What's more, the hospital used the expensive first-class ward income to subsidize the poor patients and realize the medical care for the bottom of society. In 1892, it raised fund to build the Tianjin-Yangcun highway to

provide convenience for travelling between Beijing and Tianjin. The reason why it can be recognized by the nation and world is not only because it provides high-end hotel services, but also the well-being for the society and the people while making profits (SANJUAN, 2003).

Servant Leadership: it is defined as a model that serve others, including staff, consumers and community (Greenleaf, 2002). While it not only focuses on service to people, but also be the leading servant (Trompenaars & Voerman, 2010). There are more than twenty features of servant leadership, concluded by Russell and Stone (2002), such as empowerment of employees, vision and mission, honesty and trust, service and pioneering. In Sharp's story (2009), he created a phenomenon for employees, established on integrity and trust. To ensure service, implement the value of "guests pleased by staff, and staff pleased by managers". This is the route that the Golden Rule of the four seasons was born. Today, it has been condensed into the words "treating others as you would like to be treated" as the core value of Four Seasons Hotel, so that guests, employees, partners, and suppliers can enjoy their due respect.

Transformational leadership: this is a leadership to influence employees including several behaviors, for example, setting idealized vision, motivating creativity, innovation as well as inspiration (Felfe & Schyns, 2006). Isadore Sharp is also a transformational leader. In order to realize his vision of the company, he knew that one step, then the next, and all the small steps lead to his vision. That's why in his thought, service is the key to building customer loyalty, people who work for him is the key to genuine service.

Transactional leadership: it focuses on work completion, procedures control, incentives and rewards (Bass, Avolio, Jung, & Berson, 2003). That is, leaders provide followers with more compensation and benefits, rather than burdens and costs. Of course, this is also based on the active exchange of leaders and members to achieve team goals. Monetary or psychological rewards tend to be used while the company targets are achieved, and punishment is for employees who do not achieve the goal (Gill, 2011). Frontline employees are paid the lowest wages, and in most companies, they are also the least motivated group. But it is these people who determine whether the hotel can provide enough five-star service. Profit is not the baton of business decisions, but the proof of the results of business decisions. The service is the link that determines the life and death of the hotel. Sharp believes that in order to achieve the goal of becoming the top hotel, it is necessary to go to the bottom of the pyramid, motivate the employees with the least salary, and let them realize that they are no longer ordinary staff, but represent the company for customers. In the early time of Four Seasons construction, anyone who did not act in accordance with this company's values would be expelled. Later, Sharp had to lay off some senior leaders, such as the general manager of the hotel and senior office staff, although some of them are very professional (Sharp, 2009).

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Analysis on The Current Situation of Swimming Teaching in College of Physical Education

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Abstract: With the continuous development of quality education policy in the domestic education industry, colleges and universities increase the development of swimming course in the process of education development, which can effectively improve students' swimming strength and physical quality, and then realize the diversified development of school teaching activities, so as to realize the comprehensive development of students. On the teaching arrangement of swimming events in Colleges and universities, the school management department pays attention to strengthening the teaching training of students' comprehensive ability, and can carry out professional management for the teaching content of swimming events, which is conducive to promoting the high-quality development of physical education. This paper mainly analyzes the development of physical education in Colleges and universities, which is only for reference.

Key words: Colleges and universities; Institute of physical education; Swimming course; Teaching status

1. INTRODUCTION

Swimming is closely related to people's life, and it is also a survival skill that people can have in society. Through the comprehensive explanation of swimming events by sports professionals, it can be found that the development of swimming activities can effectively improve people's physical quality, and has the role of physical fitness. At the same time, under the influence of the domestic quality education policy, most domestic colleges and universities increase the opening of swimming courses, so as to enhance the scope and influence of swimming activities, and promote people to increase their awareness of swimming I love you very much. In the development of college physical education curriculum, according to the analysis, we can carry out in-depth exploration from the infrastructure, teachers, teaching methods and other aspects, so as to realize the high-quality development of swimming teaching project.

2. ABOUT THE PROBLEMS EXISTING IN THE DEVELOPMENT OF SWIMMING TEACHING IN COLLEGE OF PHYSICAL EDUCATION

2.1 The teaching facilities of swimming course in Colleges and universities are insufficient

Through the investigation of the development of sports in Colleges and universities, it is found that the lack of sports infrastructure in Colleges and universities will affect the teaching of sports, which is not conducive to the high-quality development of college sports. Among them, the

development of swimming education needs to complete the corresponding swimming pool, swimming facilities and other aspects of procurement, which can effectively promote the students to carry out the corresponding training, but there are some colleges and universities in the society affected by funds, resulting in incomplete infrastructure, generally using oral teaching method, which is not conducive to the real improvement of students' swimming strength [1].

2.2 The teaching staff of swimming education in Colleges and universities is relatively low

According to the research on the current situation of the development of swimming course in Colleges and universities, it is found that the teaching staff has a direct impact on the teaching quality. However, due to the relatively small number of swimming teachers, some schools adopt teachers without professional qualifications to make corresponding teaching arrangements, resulting in the lack of professional and systematic characteristics of education.

2.3 The development of swimming education in Colleges and universities is influenced by concepts and methods

At present, the teaching and training of swimming in Colleges and universities is affected by the traditional teaching concept, which makes teachers' pay more attention to theoretical education in the teaching process, thus neglecting the importance of practical teaching, promoting students to master the swimming skills is not standardized, thus increasing students' boredom of swimming, which is not conducive to the effective improvement of students' thinking ability and sports strength.

3. FORMULATE RELEVANT MEASURES FOR THE DEVELOPMENT OF SWIMMING EDUCATION IN COLLEGE OF PHYSICAL EDUCATION

3.1 Increase the investment in the construction of swimming facilities

Swimming education in College of physical education in modern colleges and universities needs to create a good swimming teaching environment, which can help to drive students' enthusiasm for sports, improve the teaching quality of swimming course, and promote students' learning quality and sports strength. Through the investigation of swimming sports teaching in Colleges and universities, it can be found that the teaching of swimming sports in Colleges and universities needs the effective application of relevant infrastructure. Therefore, education and schools need to increase the capital budget

of facilities, purchase advanced education infrastructure, and timely update the quality of swimming sports teaching, so as to ensure the high-quality development of school sports culture [2].

3.2 Strengthen the improvement and innovation of swimming teaching system

With regard to the development of swimming teaching in modern college physical education, teachers can strengthen the reform and improvement of curriculum teaching substitution, increase the specialization and effectiveness of teaching development, and promote students' learning ability and comprehensive quality. Therefore, in the actual swimming teaching process, first of all, teachers need to rationalize the design of the teaching content. In the process of improving the system, we need to carry out all-round management on the objective factors such as sports training venues and weather, which can ensure the healthy development of students' physical fitness, avoid the situation of physical overdraft, and maintain the healthy development of students' body. Secondly, in the teaching process, teachers need to pay attention to the application of teaching evaluation system. At the end of the course, teachers and students can make two-way evaluation of classroom teaching, which provides an important role for the future reform and development of swimming course. Finally, teachers can also increase the teaching setting of the second course in the teaching course of swimming. The purpose of education is to increase the number of students' training. Due to the limited teaching of the course, students' mastery of skills is not strong. Therefore, teachers can further develop by using public elective courses and professional elective courses, which is conducive to improving students' learning initiative So as to realize the development of high quality education of swimming sports.

3.3 Focus on improving the teaching staff of swimming sports education development

For the development of swimming course in college physical education, schools need to strengthen the management and consideration of teachers. In the stage of education development, regular assessment and training management should be added to update teachers' professional system and comprehensive quality in time, so as to realize the innovation and renewal of teachers' teaching thinking, so as to improve the high-quality development of swimming teaching and promote the development of social economy It plays an important role. In the actual development process, the school needs to conduct comprehensive evaluation from the aspects of teaching level, scientific research ability, practical ability, etc., which can effectively improve the overall teaching quality and level of the school, and has an important role in promoting the future development of students [3].

3.4 Using small group learning method to improve the quality of swimming Education

In the teaching process of swimming course in Colleges and universities, teachers need to have a comprehensive understanding of students' learning quality and basic strength, and then conduct in-depth research on the teaching content of swimming, and design a teaching mode with professional and reasonable characteristics for education, which is helpful to improve students' physical quality and swimming strength, and promote students' diversified development. In the modern education industry, teachers generally use the small group learning method for relevant educational arrangements. Because of the large number of teaching groups, teachers can not effectively manage every student. Therefore, the group method is adopted to improve the students' ability of unity and realize the professional interaction with students, so as to promote the all-round development of students.

4. CONCLUSION

To sum up, under the influence of social economy and the rapid development of the times, the domestic education industry strengthens the education and management of students. In the reform and development of modern education development concept, schools pay attention to the teaching and management of students' physique, which can effectively improve students' physical quality and comprehensive strength, so as to promote the modernization of domestic physical education. In view of the development of swimming teaching in Colleges and universities, teachers can strengthen the research on the content of swimming, standardize the swimming, guide students to have a correct understanding of swimming, and master the relevant sports skills, which plays an important role in promoting the future development of students. Therefore, in the development process, we need to strengthen the basic implementation, teachers, teaching system and other aspects So as to ensure the smooth development of swimming course in Colleges and universities.

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Research on The Connection Between National Vocal Music Education and Opera Performance Art

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Abstract: In recent years, with the development of the times and social progress, China's various industries have been booming, especially after the implementation of the education reform policy, China's education level has improved significantly. With the improvement of people's quality of life, more and more people begin to pay close attention to the liberal education, and the teaching of national vocal music has also received more people's attention, in order to further strengthen the teaching efficiency, china's education sector has formulated a number of reasonable and perfect measures aimed at improving the quality of vocal music teaching. Opera performance is an art form that has become popular in China in recent years. It is directly related to the teaching of national vocal music, however, if we want to realize the nationalization of Chinese contemporary opera, and go abroad smoothly, then we need to further broaden the research areas, through the rationalization of vocal music teaching, national opera for a deep integration. Under the background of modernization, in the process of developing national vocal music teaching, the main goal is to improve the students' musical quality, but in a strict sense, opera performance is the core content of vocal music teaching, connecting the teaching of national vocal music and the performing art of opera, on the one hand, we can further innovate the performing skills of national opera, on the other hand, we can improve the teaching efficiency of vocal music.

Key words: National Vocal Music Education; Opera Performance; cohesion; Research

1. INTRODUCTION

Under the background of deepening educational reform, colleges and universities attach great importance to the teaching of national vocal music. In order to enrich and perfect the teaching content of national vocal music, the goal of optimizing education and teaching is to pay attention to practice. On another level, opera is essentially the highest performing art form of vocal music. Compared with ordinary artistic performances, concerts and other art forms, opera has certain performance characteristics, whether in terms of clothing collocation, or in the aspect of setting, they are very rich and colorful, so introducing them directly into the vocal music teaching activities of national students can effectively strengthen students' understanding and cognitive ability, and can also make the vocal music teaching efficiency obtain the remarkable promotion. Under the influence of external factors, great

changes have taken place in China's cultural system, so many universities in China attach great importance to the teaching of national vocal music, therefore, the teaching content of national vocal music must be practiced before it can be further innovated. In the field of vocal music, opera is the highest form of performance. Compared with concerts, it has stronger performance characteristics, therefore, we should link up the vocal music teaching and opera performance effectively through the reasonable way.

2. THE CONCRETE FUNCTION OF OPERA PERFORMANCE IN THE TEACHING OF NATIONAL SOUND

2.1 It can improve the teaching quality of national vocal music and speed up the reform of education and teaching. At present, many college students in China are short of rich music reserve, and even some students have never been exposed to national opera. As a result, they will encounter various difficulties in music study, even have a serious impact on the quality of education and teaching. In China, opera has a very long history of development, among which "the white-haired girl" is the first opera in China. After the opera was performed, it had an important impact on social and cultural development, opera, as a performance form, became popular gradually. In this period, the national opera mainly blended folk songs and operas, and took National Music as an important background, in order to mold and perfect the characters, and fully display the characters' emotions. From this we can see that the national opera has many outstanding advantages. When students study the opera, they can effectively improve their performance ability, and at the same time they can help students better understand the essence of the national vocal music. However, after years of development, there are many problems in modern vocal music teaching, most students have never even been exposed to the national pattern, these problems will seriously affect the quality of vocal music teaching.

2.2 Can strengthen the student's music learning ability. In the teaching process of modern national vocal music, the main aim is to train comprehensive talents with strong qualities for the country, but for the performance of Chinese vocal music, the art of opera is a performance art of the highest form, therefore, the combination of opera performance art and national vocal music teaching can improve the teaching effect of national vocal music and strengthen the students' ability of national vocal music. For the traditional national vocal music class, further enriching the opera performance content, not only can

make the students feel the relatively high music level, but also can make the students more intuitive and comprehensive understanding of the true content of the story, in the process of learning and communication to identify their own shortcomings in order to better improve. Through the above analysis, we can know that, combined with the actual situation, through the rationalization of the opera performing arts, national vocal music teaching effective link, can accelerate the sound development of vocal music students.

3. AN ANALYSIS OF THE PRESENT SITUATION OF CHINESE NATIONAL VOCAL MUSIC EDUCATION

Through the analysis of the present situation of national vocal music education in China, we can find that the teaching of national vocal music in Chinese universities is in the key stage of reform and innovation, but there are also many difficult problems to solve, it mainly comes down to the following two aspects: First, with the continuous reform of the education system, colleges and universities began to expand the enrollment scale, and more and more students began to pursue artistic performance, however, not all the students who take the art examination have a high level of art. Most of them are not good at vocal music because of their lack of solid foundation of professional knowledge and serious lack of understanding. At the same time, there are some students who take the art exam only to get a diploma, so they don't put a lot of effort into studying vocal music in order to get high marks, this kind of crowd will enter the specialized training accelerated class to study, study the vocal music knowledge, the main goal is can obtain the high score in the examination process; Secondly, in the process of carrying out educational and teaching activities, the teaching of national vocal music does not carry out a comprehensive and in-depth explanation. Teachers will only teach students some simple and basic vocal music skills, they do not have in-depth exchanges with students, do not understand the actual needs of students in the study of vocal music, which leads to students can not understand the basic meaning of national vocal music. For Chinese national singing, it has always been the pursuit of a scientific and reasonable way of occurrence and the use of reasonable sound techniques, but some colleges and universities do not pay attention to the teaching of national vocal music, while students learn the sound production techniques, teachers usually recommend students to attend professional training classes, such as learning some foreign songs in the Bel Canto, and will not teach students opera, folk song sound form. The teaching material of Chinese national vocal music is very scarce, and the excellent works are even rarer, which leads to the students'knowledge is relatively narrow, and they can not understand the content of the works deeply.

4. THE LINK BETWEEN NATIONAL VOCAL MUSIC EDUCATION AND OPERA PERFORMANCE ART

4.1 The inheritance of national vocal music

With the development of recent years, national vocal music has gradually become a kind of cultural asset of

China. It not only has more diversified performing art forms, but also has many excellent works, these works have also become more and more popular. Through the analysis of the national vocal music, we can find that the development of Chinese culture and the People's daily life level and other information, the lack of advanced social development concept has seriously restricted the development of Chinese traditional culture. For example, after the implementation of the Chinese economic reform, the famous national vocal artist Ms. Peng Liyuan participated in the party's daughter, which created a typical image of Tian Yumei, a representative of the Times. In the process of performing, Peng Liyuan first of all attaches great importance to the authenticity of the performance, and not subject to the script in the text of the hint, the life of the art of imagination and performance of fusion, thus showing on the stage, make the whole performance more real, and very relevant to life. Therefore, in the process of carrying out the national vocal music teaching activities, we should attach great importance to the training of students'performing ability, and help them participate in the national opera performing art more deeply and comprehensively, on the one hand, it is to inherit the Chinese vocal music technique of expression, on the other hand, it is to train talents for the development of Chinese national opera.

4.2 Opera performance, the deep fusion of vocal music and opera

China is a civilized country that has lasted for thousands of years. Its cultural background is particularly profound. Various art forms are constantly created. After the scouring of time, the essence of which gradually rises to the level of China's outstanding cultural traditions, affects People's aesthetic concept. From a certain point of view, China's resplendent vocal music art is developed from the traditional vocal music system, which is gradually enriched and changed, in which opera plays a very important role, chinese traditional opera is divided into different "professions" according to the different roles of the characters. The performances of each profession are different in body, eyes, hands, steps and movements. And the National Opera? In the course of its singing, its form of expression is extremely simple. In addition, the plot will develop quickly. Artistic treatment is more focused on one word and one tune, which is easier to understand. However, if you want to make the charm of opera known, to create a distinctive character image, the singer, on the basis of mastering the singing technique, must also deeply understand the lyrics, and associate his own experience to accurately interpret the emotions of the characters in the opera, let the opera to a higher artistic realm development.

4.3The creation of the individuality of the performing arts "Individuality creation" mainly displays the artistic characteristics in the creative process. When performing a dramatic performance, the performer's individuality creation is not only a "re-creation" of the characters in the work, at the same time, it is also an important embodiment of the charm of the performing characters. As far as opera performance is concerned, the creation of individuality is also a very important link in the process of

characterization. In the process of opera performance, whether it is vocal singing or stage performance, it is demonstrated through the unique expression of individuality, for everyone, their inner spiritual world is not the same, and there are some deviations in their understanding of social culture, precisely because of the differences between different individuals, only then makes it in the artistic creation, the beautiful pursue and so on many aspects are different. In addition, the major universities in China should attach great importance to practice and provide rich experience for the development of teaching activities of Chinese national vocal music, so as to better improve the quality of education and teaching. At the same time, in the process of developing national vocal music teaching, in addition, we should introduce opera performance activities to strengthen the students' ability of art practice on the basis of completing the basic classroom teaching contents.

5. CONCLUSION

In a word, it is of great significance in improving the quality of vocal music teaching and promoting the development of opera performing arts to make a deep analysis of the connection between national vocal music teaching and opera performance from different levels and dimensions, the combination of vocal music teaching and opera performance in a reasonable way can properly deal with the shortcomings of traditional vocal music teaching

and improve the quality of vocal music teaching.

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Predicament and Outlet of Short Video Communication of National Traditional Sports in 5G Era

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Abstract: Objective Find out the dilemma of short video communication of national traditional sports in 5G era, and explore the way out of short video communication of national traditional sports in 5G era. Methods Using the methods of literature review and logical analysis, this paper studies the dilemma and outlet of short video communication of national traditional sports in 5G era. Result In 5G era, the short video communication trend of national traditional sports has diversified communication modes, interactive communication forms and all-round communication fields; the communication dilemma is concentrated in the impact of foreign culture, the excessive commercialization of the market, and the lack of keeping pace with the times. Conclusion Pay attention to the short video communication forms, excavate the connotation of national traditional sports culture, and strengthen the government's supervision Standardized management of network communication. In the form of communication, we should pay attention to the innovation of methods, and promote the common development of short video communication mode and national traditional sports in 5G era.

Key words: 5G era; Short video; Communication; National Traditional Sports

1. INTRODUCTION

The report of the 19th National Congress of the Communist Party of China points out that "culture is the soul of a country and a nation. Culture prospers the country, the movement prospers, the culture is strong, and the nation is strong." [1] As an important part of Chinese traditional culture, Chinese traditional sports is not only the foundation of Chinese modern sports culture, but also the source of power to realize the great rejuvenation of the Chinese nation. However, with the wave of economic globalization, the emergence of modern "new culture" such as "international vision", "Japanese and Korean", "European and American style" has rapidly attracted young people who pursue fashion, making Western foreign sports such as hip-hop and basketball popular with young people, while China's excellent national traditional sports are gradually marginalized. The reason is that the national traditional sports can not meet the objective needs of the development of the times. According to the 45th statistical report on the development of Internet in China issued by China Internet Network Information Center (CNNIC), as of March 2020, the number of Internet users in China has reached 904 million, and the Internet penetration rate has reached 64.5%; the number of Internet

video (including short video) users in China has reached 850 million, accounting for 85.6% of the total Internet users, of which the number of short video users is 773 million, accounting for 85.6% of the total Internet users Video communication has become an irreplaceable part of information communication in today's society[2]. In view of this, based on the background of 5G era short video, this study discusses the dissemination of national traditional sports, and explores the inheritance and development of national traditional sports in the new media era.

2. THE DISSEMINATION TREND OF SHORT VIDEO OF NATIONAL TRADITIONAL SPORTS IN 5G ERA

2.1 Diversified ways of communication: the logical transformation from "audience" to "audience"

In the 5G era, the communication mode of national traditional sports has broken the restrictions of traditional media such as newspapers, radio and television, and began to turn to a more portable and flexible new media platform. People can use the fragmented time to receive or transmit information without being affected by the site and environment. The dissemination subject of national traditional sports has become more diversified, so that people can have more opportunities to understand national traditional sports, and the status of national traditional sports in the public has been greatly improved. This also makes the "audience" group of watching the national traditional sports video turn to the "audience" group of producing the National Traditional Sports short video. Users can freely produce and disseminate short videos of national traditional sports according to their personal preferences, so that short videos of national traditional sports can be paid attention to in the fragmented time of the public. The change of communication subject also makes the production content of short videos of traditional ethnic sports no longer limited to large-scale traditional ethnic sports events and sports news, but more around the production and life, daily exercise and sports games of ethnic minority people.

2.2 Interactive form of communication: Internet plus communication attributes

Different from the traditional sense of media communication, the Internet is an open platform for all, with the special attribute of "interactivity". This interactive form of communication has greatly promoted the spread of national traditional sports [4]. Due to the relatively closed area of ethnic minorities, in the period of traditional media, the audience of national traditional

sports was only limited within the ethnic group, and the communication form was mainly oral and personal education, which was difficult to be understood by the public. In the new media era, national traditional sports can cross the restrictions of region, nationality and even national boundaries, and let people outside their own nationality understand the traditional sports of ethnic minorities through the Internet. At the same time, based on the interactive communication form, users can comment on the video, and sharers and other users can reply to it. Internet data function can match intelligent content distribution according to user preferences, forming a multi-cultural community [5]. According to the feedback of the public, the sharers can improve and modify the video content in time, so that more people can accept the national traditional sports, have interest and participate in it, and expand the national traditional sports cultural circle.

2.3 All round communication field: cultural blending from the perspective of internationalization

Compared with traditional media, new media has unique advantages in transnational and cross-ethnic Communication [6]. According to the statistics of Yunhe data, during the 2018 Pingchang Winter Olympic Games, we searched for "the 23rd Pingchang Winter Olympic Games" through six mainstream short video platforms in China. There were 4498 related short videos, with a total broadcast volume of 370 million times, and a total of 1.84 million user comments and likes [7]. Tiktok, one belt, one road, one of which is the most popular one. Besides, China's Alipay, WeChat, jitter and other APP are not only popular in China, but also occupy a large market share abroad. The total number of overseas registration of WeChat International Edition We-Chat is 300 million, especially in Southeast Asian countries along the belt and road. It has created a favorable condition for the dissemination of traditional sports culture by means of a more closely related international environment. On the other hand, the development of national traditional sports in China has obvious regional characteristics. Only relying on the local media, the audience is limited. Therefore, in the 5G era, we need to look at the world, learn from western sports, and let our excellent national traditional sports culture go out, create an all-round communication field, and help the development of international sports culture [8].

3. THE DILEMMA OF SHORT VIDEO COMMUNICATION OF NATIONAL TRADITIONAL SPORTS IN THE ERA OF 5G

3.1 The mainstream culture is squeezing, and the national traditional sports are facing the risk of marginalization

Short video creation threshold is low, any user can shoot the national traditional sports content, but in order to attract attention, the screening, production and editing of shooting content need to be carefully considered by the sharers. For example, the production of short videos of sports competitions mostly focuses on hot events and classic clips of competitions, while the number of videos spreading national traditional sports and reflecting sports spirit is small and the popularity is not high. Western

competitive sports are deeply loved by the public because of its ornamental and easy to learn, while Chinese national traditional sports are more likely to be regarded as ornamental content and lack of active learning motivation because of its profound historical and cultural heritage. There are still many deficiencies in the integration of "short video + National Traditional Sports". For example, in the 5G era, the production of short videos of national traditional sports is not only faced with the reality that the audience is narrow and the young generation is not interested in learning, but also with the problem of aging inheritors. The middle-aged and old people are not skilled in using electronic products and can not make videos, while the young people lack creative consciousness. Under the impact of western culture, the network survival of national traditional sports is empty In the future, they will even face the state of marginalization.

3.2 Under the operation of market capital, short video has the characteristics of utilitarianism and entertainment

In the 5G era, the high-speed pace of social life makes individuals lack sufficient time to understand a national traditional sports activity. It has become a social norm to watch videos through short video platform and form personal opinions. In entertainment to death, Neil Boltzmann wrote that "all public discourses appear in the form of entertainment and become a kind of cultural spirit. Our politics, religion, news, sports and business are willing to become the vassal of entertainment, without complaint or even silence. As a result, we become a species of entertainment to death. [10] The over entertaining short video communication environment makes users satisfied with the surface sensory experience rather than understanding the content behind the video. Interest oriented short video production leads to nonstandard video production and imprecise content. After the sensational content dissemination, it will face the desolation of national traditional sports again. In the 5G era, effective use of short video platform, combined with the characteristics of national traditional sports, content creation and transmission of excellent national traditional sports cultural spirit have become the necessary means to change people's cognition of national traditional sports and enhance the dissemination value of national traditional sports. How to avoid the problems of technical innovation and single content under the operation of market capital, and create the short video platform of national traditional sports Value, for the National Traditional Sports short video development has brought new thinking.

3.3 lack of innovation, difficult to attract public attention

Compared with words, images are more intuitive, and compared with images, videos are more vivid. In the context of long-term historical development, text is the main way for human beings to transmit information. The emergence of images and short videos has completely changed the traditional way of media, showing its potential revolutionary [5-12]. However, the arrival of the era of short video also means that people receive a surge in the amount of information every day. It is difficult to generate a solid memory in the mind by pipelined short

video playback, and the fuzzy visual memory can not really achieve the effect of spreading national traditional sports, and it is more difficult for the audience to practice national traditional sports. The ultimate goal of short video communication of national traditional sports in the 5G era is to let more people understand, be interested in, and take the initiative to deeply understand, learn and practice national traditional sports through short video communication, and then spread to more audiences.

4. COUNTERMEASURES OF SHORT VIDEO TRANSMISSION OF NATIONAL TRADITIONAL SPORTS IN THE ERA OF 5G

4.1 pay attention to mining connotation and cultivate cultural consciousness

In the 5G era, the short video transmission mode of national traditional sports is a powerful weapon to break the narcissism of national traditional culture and combine the traditional content with modernization. Facing the invasion of foreign culture, we should strengthen the correct guidance and deal with the relationship between local culture and foreign culture. First, the short video transmission of national traditional sports is not only the need to inherit and carry forward national culture, but also the need to enhance cultural confidence and national identity. The development of national traditional sports must keep up with the pace of the times, conform to the new media trend of 5G era, and correctly guide the public to know national traditional sports, so as to avoid the fate of national traditional sports disappearing in the long history [11]. Second, we should establish the initiative of national traditional sports communication, cultivate cultural consciousness and cultural self-confidence. To improve the awareness of cultural communication among young people, to find effective ways to stimulate the production of short video, to explore the innovative perspective of traditional national sports, and to enhance the attractiveness of traditional national sports have become the common exploration contents of inheritors of traditional national sports and relevant social organizations.

4.2 The government should strengthen guidance and standardize the order of short video transmission

By analyzing the communication experience of foreign national sports, it is found that policy intervention and business guidance are essential to promote the effective communication of national traditional sports, and the promotion of school sports and other social groups is the key. In the 5G era, short video communication has a strong ability to guide public opinion, and the speed of transmission is fast and the radiation area is wide. In order to pursue utilitarianism, creators may have the phenomenon of sensationalism and entertainment communication under the operation of market capital. In this context, we must pay attention to the market order of national traditional sports short video communication. In the process of national traditional sports short video communication, the government has the responsibility and obligation to strengthen the guidance and management. First of all, we should improve the legal norms of national culture communication, and create standardized

conditions for the transmission of Minority Traditional Sports short video in 5G era. Secondly, we should encourage the popularization of traditional national sports culture by using new media, promote the cultural exchanges among different nationalities, reduce the occurrence of bad behaviors in the cultural communication of ethnic minorities, prevent the excessive commercial speculation in the communication process of traditional national sports, stop the spread of vulgar information, and create a harmonious and orderly communication environment for traditional national sports.

4.3 Focus on methods and skills to improve communication efficiency

In the dissemination of national traditional sports culture, we should clarify the historical logic and practical value of national traditional sports, and narrow the distance between the people and national traditional sports. It is true that innovation is the source of the motive force for the transmission and development of traditional sports. The innovation of the traditional form of national sports can help the traditional sports culture keep the times and the advanced nature and demonstrate its vigorous vitality. In the 5G era, in addition to large-scale national traditional sports festivals and events, we should also create a simple version of national traditional sports suitable for the public in combination with the characteristics of the times, and learn from the experience and Enlightenment of national traditional sports into the campus, so that the audience in front of the screen can learn National Traditional Sports anytime and anywhere, and improve the communication efficiency. Therefore, the contradiction between inheritance and innovation can be solved. Inheritance is the cornerstone of innovation, while innovation is for better inheritance.

5. CONCLUSION

The communication dilemma of national traditional sports is essentially the problem between the communication elements and the communication rules. Therefore, we should start from the sports elements and the cultural communication rules, sort out the communication obstacles, and take targeted measures to solve them. Measures, in order to make the national traditional sports better solve the problem of short video communication. Under the short video mode of dissemination, we should gradually explore the way of dissemination of traditional ethnic sports suitable for the public, so that the short video mode of dissemination and traditional ethnic sports in 5G era can be integrated, promoted and developed together.

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Improvement of Rural Tourism through Immersive Experience: An Application of the Perceived Value Theory

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Abstract: With the advent of the experience economy, tourists' awareness of participation is gradually increasing, and the rural tourism mode of all-round immersion experience is becoming more and more popular. This research takes Shitang Village in Jiangning District, Nanjing as an example, and designs a questionnaire based on the perceived value theory and the four elements of "experience" to improve the rural tourism experience. The results showed that tourists' overall perceptions of rural scenery experience, infrastructure experience and emotional experience tended to be ideal, while entertainment experience and education experience basically met tourists' needs and cost perception was generally high. In this regard, this paper put forward the suggestions of enriching scenic tourist activity items according to different age groups: digging deeper into the educational nature of tourist activities, and reducing tourists' tour costs, as well as the suggestions of improving the participation of entertainment items, providing more historical and cultural activities especially for young people, and improving the traffic of scenic spots.

Keywords: Immersion experience; Rural tourism; Perceived value theory

1. INTRODUCTION

Immersive experience first originated in the field of theater, which immerses people in a carefully created atmosphere from the senses of hearing, sight, smell and touch. In recent years, the trend of personalized tourism consumption demand and the gradually increasing awareness of participation of tourism consumers have brought the development of tourism into the era of experience. The tremendous pressure of urban residents and their deep-seated pursuit of novel experiences have prompted them to yearn for a peaceful and beautiful country life, and tourists' pursuit of participation and experience has made immersion experience a new trend in the development of rural tourism bodies.

Immersive rural tourism refers to a process based on the unique resources of rural areas, the tourism activities of which focus on tourists' participation and personal experience. Most scholars have studied on immersive rural tourism in terms of its experiential product development and design, experience marketing, problems and countermeasures, and sustainable development. The researchers study experiential rural tourism mainly from the four elements of "entertainment, education, escape and aesthetics", and propose the focus of rural experiential tourism development. Most of these perspectives start

from rural tourist attractions, but few of them start from the perspective of tourists' experience. Rural tourism itself is an experience activity, and the experience process runs through the tourism consumption behavior, and the tourists' experience is the evaluation standard of rural tourism products. Therefore, based on the perceived value theory, we can find out the advantages and shortcomings of the scenic spots by understanding the positive and negative perceptions of tourists, and on this basis, we can make different analysis for different age groups, so that the scenic spots can meet the "experience" needs of tourists in a targeted way, and thus provide relevant suggestions for the development of experiential rural tourism in the scenic spots. This has certain significance for enriching the theoretical research of the perceived value theory, and also has certain reference value for the development of experiential tourism in rural areas [1-15].

2. STUDY DESIGN

2.1 Study area

Shitang Village is one of the first "Five Golden Flower Villages" built by Jiangning District, Nanjing, which is known as "China's Most Beautiful Countryside" and "China's model village of rural tourism". The scenic spot is surrounded by mountains on all sides, and is dominated by bamboo forests and Hui-style architecture. The main attractions include the Wooden Inn Road, Jiu Li Street, Tian Yuan e Station, Jiu Long Lake, Wang's Ancestral Hall, Wang's Ancient Well, etc.

2.2 Perceived value dimension index design

Perceived value, first proposed by Zeithaml in 1988, refers to the overall evaluation of the utility of a product or service after measuring the perceived benefit of the customer against the cost paid for the product or service. Based on the theory of perceived value, this paper designs 6 secondary indicators and 19 tertiary indicators based on the two aspects of perceived benefits and perceived losses, combining the four elements of "experience" (entertainment, education, escape and aesthetics) and the characteristics of scenic spots. The quantitative scoring of the three-level indicators in the perceived value is based on Likert's five-point scale; perceived benefit is positive perception, so its three-level indicators are assigned 1, 2, 3, 4, 5, and perceived loss is negative perception, so they are assigned 5, 4, 3, 2, 1, respectively. The mean value of the survey results was calculated, with 3 being the baseline, 4 being the ideal, and 5 being the best.

3. STUDY RESULTS

The survey was combined with online publication and field distribution. The researcher collected 300

questionnaires and got 283 valid questionnaires, with the 94.3% return rate . The Cronbach's alpha coefficient of the questionnaire data was 0.952 and the KMO value was 0.931, which referred the data had good reliability and validity.

According to the survey statistics, the proportion of male and female travelers participating in the questionnaire is equal. From the viewpoint of age distribution, 83.39% of the 18-59 years old, is the main body of the tourist source

Table 1. Visitor Perceived Value Dimension Indicators

Tier 1 Indicators	Tier 2 Indicators	Tier 3 Indicators
Perception of benefit	Idyllic experience	Q1 Fresh air
		Q2 Natural scenery
		Q3 Building construction and style
	Infrastructure Experience	Q4 Food and accommodation conditions
		Q5 Well-distributed and hygienic toilets
		Q6 Parking setup
		Q7 Signboards
	Emotional Experience	Q8 Hospitality of local people
		Q9 Friendly staff
		Q10 Strengthened relationships with families and friends
	Educational Experience	Q11 Learned about farming, history and culture
		Q12 Tourism activities have educational significance
	Entertainment Experience	Q13 Recreational activities are abundant
Q14 High level of participation in recreational activities		
Q15 Recreational activities are attractive		
Perception of loss	Cost Experience (money, time and physical strength cost)	Q16 High transportation costs
		Q17 High cost of food and accommodation
		Q18 High cost of shopping
		Q19 High total cost

3.1 Analysis of the perceived value of the tourism experience

According to the analysis of the mean value of tourists' experience, except for the perceived cost, tourists' perceptions in other aspects have reached the basic level (3 points). The experience of idyllic scenery, infrastructure experience and emotional experience all tend to be at a desirable level (3.5-4 points), among which the tourists' recognition of the fresh air of the scenic spot (4 points) is higher because the scenic spot is about 35 kilometers away from the city center, which is less polluted by car exhaust and industry, and surrounded by green hills and 30, 000 mu of bamboo forest, with rich and diverse vegetation and excellent natural environment.

Visitors' perception of entertainment experience and educational experience are both low (scoring between 3 and 3.5 points), which is due to the fact that there are fewer types of entertainment programs in the scenic spots, and the existing entertainment programs are not unique and participatory, resulting in visitors not being able to experience rural life in depth. The tourism activities are mainly sightseeing, which cannot expand the knowledge of tourists, so that tourists know little about the history and culture therein and lack education.

The perceived costs include economic costs, time costs and physical costs, with higher perceptions of accommodation and shopping costs (below 3 points) and average perceptions of transportation and total costs (3-3.5 points). On the one hand, the overall price level in the scenic area is high, only the average value of transportation cost is greater than 3, which indicates that

market of the scenic spot. From the viewpoint of education, 65.37% of the respondents were with a high level of education. In terms of occupation, government agencies or institutions, company employees and students account for more, 17.67%, 31.45% and 16.61% respectively. In terms of average monthly income, 32.51% of the respondents had an average monthly income of RMB 4, 000-6, 000 and 19.79% had an average monthly income of less than RMB 2, 000.

tourists' perception of transportation cost is moderate; the average values of accommodation and shopping cost are less than 3, which indicates that tourists' overall perception of accommodation and shopping cost is high. On the other hand, the long waiting time and crowded scenic spots during the peak season increase the tourists' perception of non-economic costs. As the off-peak season of the scenic area is more obvious, the crowd in the scenic area is high during the peak season, and visitors have long and very crowded waiting time in line for food and entertainment items. Most of the tourists in the scenic area are residents of the surrounding cities, and the scenic area is about 35 kilometers away from the city center, with a long driving time; the scenic area tourist line is less frequent, with fewer stops, a longer drive and an earlier closing time, and the tourists respond that they feel more tired and less enjoyable in terms of transportation.

3.2 Analysis of Variance (ANOVA)

Differential analysis of demographic indicators and perceived value indicators identified "age" as one of the factors affecting the perceived value of tourism. Different age groups showed significant differences (p<0.05) for the following 7 items: "Q11 Learned about farming, history and culture", "Q12 Tourism activities have educational significance", "Q14 High level of participation in recreational activities", "Q16 High transportation costs", "Q17 High cost of food and accommodation", "Q18 High cost of shopping" and "Q19 High total cost".

The results indicated that the elder groups were more satisfied with the educational experience and

entertainment experience than the youth group, which means that the youth have higher requirements for educational and entertainment activities in the scenic spots. As for the money cost, time cost and physical strength cost, young people generally perceived much more than the elder groups.

3.3 Suggestions for Immersive Rural Tourism Development

The theme is the basis and soul of the experience, and a distinctive theme can mobilize visitors' senses and leave a deep impression on them. There are 2,000 ha of bamboo forest in Shitang Village, making it famous for "bamboo sea". So we take "bamboo" as the theme of Shitang Village, designing tourism activities and products around "bamboo".

3.3.1 Enrich the tourism activities and products

Seasonal rural tourism resources is one of the very valuable resources, spring plowing and autumn harvest are the characteristics of rural life, for which scenic spots can use existing resources to hold corresponding activities to allow visitors to experience rural life. For example, in the spring, tourists can be organized to experience sowing; tea picking festival and rape flower exhibition can be held; in the autumn, tourists can be organized to experience harvesting grain and picking fruits and vegetables. In addition to farming activities, recreational activities such as kite flying competition, barbecue party and Meixi River rafting race can be held regularly. Winter is the low season of tourism, the village can set up some indoor entertainment projects, which can relatively reduce the problem of low season of scenic spots. For example, the establishment of "bamboo" culture exhibition hall, agricultural tools exhibition hall, etc.

As young tourists have a relatively higher demand for recreational activities than other age groups, scenic spots need to develop corresponding entertainment programs for young tourists. The village can open a special shooting archery, orienteering competition, cycling activities, barbecue areas, etc. The important motive for young tourists to choose rural tourism is to experience the folk customs of the countryside, for which the scenic spot can organize tourists to understand the tea culture and participate in the whole process of tea picking, tea making and tea tasting; tourists can learn the preparation of bamboo products from villagers and make bamboo products as tourist souvenirs.

3.3.2 Design more educational tourism activities

For city dwellers, the countryside is a place where there are many novelties. Carrying out some farming activities in the countryside is both an experience of country life and also has some educational significance. For example: appropriately expand the range of vegetable picking areas; open up seeding areas, grazing areas, and agricultural product processing areas; organize visitors to find bamboo shoots and mushroom.

The demand for educational experiences is higher among middle-aged tourists as well as young and middle-aged tourists. In this regard, the scenic spot can increase the number of interpreters in sightseeing attractions, so that tourists can understand the history and culture of Shitang

Village in depth rather than just stay on the surface of the sightseeing tour; provide tea tasting area for tourists to enjoy the idyllic scenery while tasting tea; open up the "bamboo" cultural corridor, regularly held about the "bamboo" cultural folk performances, etc. "Bamboo" culture corridor, regular folklore performances about "bamboo" culture, etc. Most of the young and middle-aged tourists are traveling with their children, hoping that tourism activities can have some educational significance for their children. So they prefer more educational activities for children. For example: opening up mini farms, the fields in the farm to rent the way to sell, and fielding station in the vegetable picking area set up vegetable knowledge popularization board. Regular parent-child competition activities are also popular, such as bamboo products making activities, "Idiom Solitaire" and "You Draw, I Guess". For young people under 18 years old, the educational aspect of the tour is very important. The curiosity of primary and secondary school students, practice and strong desire for knowledge, the scenic spot can cooperate with schools to make it an educational base for primary and secondary schools, for the psychology of primary and secondary school students to carry out both participatory, entertaining, educational tourism activities. For example: simple farming activities, agricultural knowledge and "bamboo" culture class, biological experimental base, etc.

3.3.3 Improve service quality constantly

Tourists of different income levels have different spending power and different perceptions of economic costs. Therefore, scenic spots can strengthen staff training and improve the overall service level of staff so as to enhance the positive experience of tourists; in addition, scenic spots should develop tourism products and tourism activities with scenic characteristics to enrich tourists' experience and make them perceive value for money so as to reduce their perception of economic cost. Young tourists' perception of economic cost is relatively higher than that of other age groups. As most of the young tourists are students or newly employed workers, they do not have stable income or their income level is low, so they are more sensitive to the price of goods. Therefore, the price is often the most important factor they consider when choosing tourism products. In this regard, the scenic spot should build special lodging for young tourists to choose, such as: youth hotels, small bamboo houses; sell some good price and has the characteristics of the tourist souvenirs.

On the other hand, improve the scenic traffic, strengthen the management of scenic spots, reduce the perception of non-economic costs of tourists. Bus is one of the important travel tools for young tourists, scenic spots should appropriately extend the closing time, so that tourists can enjoy themselves; at the same time, increase the frequency and stopping points of the direct tourist bus, so as to reduce the tiredness of tourists due to waiting for bus transfers, thus reducing the perception of non-economic costs. In addition, the scenic spots need to further improve the management system to avoid crowding and long queues due to tourist overload during the peak season.

4. CONCLUSION

This research took Shitang Village as the case and designed a questionnaire based on the perceived value theory and the four elements of "experience". By investigating the positive and negative perceptions of different age groups, the paper gave relevant suggestions for the improvement of rural tourism through immersion experience. It is conducive to the further expansion of the application of the perceived value theory, and on the other hand, it also provides reference for the improvement of experiential tourism in rural areas.

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The Preventive Effect of Life Education on Bullying and Suicide of Middle School Students

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Abstract: With the increasing attention of middle school students' bullying and suicide behavior on campus, it is particularly important to face up to the current situation of bullying and suicide behavior in middle school students and to clarify its main influencing factors. Life education can edify students and parents from the perspectives of life safety, life health, and life value, so as to effectively prevent middle school students from bullying and suicide.

Keywords: Life Education; Middle School Students; Campus Bullying; Suicide; Prevention

1. INTRODUCTION

In recent years, there have been frequent incidents of bullying and suicide among middle school students. Every time such incidents are exposed, they can always arouse intense social discussion and the attention of the mass media. Campus bullying can cause irreversible damage to the body and mind of the victimized students, and it is also challenging the moral bottom line of mankind. At the same time, the suicidal behaviors of middle school students are also a kind of campus incidents with complex causes and extremely negative effects. Sometimes campus bullying and suicidal behaviors are still connected.

2. THE STATUS QUO OF BULLYING AND SUICIDE BEHAVIOR OF MIDDLE SCHOOL STUDENTS

The so-called "campus bullying" means that a student is exposed to negative behaviors by one or more students on campus for a long time. Currently, campus bullying has been recognized as a non-incident, long-term and frequent incident. In China, due to the large number of students, it is difficult for teachers and leaders to detect some forms of bullying that are not very intense, such as interpersonal crowding and verbal intimidation. Moreover, parents and teachers tend to view such incidents in the minds of adults and past experience, and they tend to ignore the fact that middle school students' mental development is not sound and their tolerance is far lower than that of adults, so they think these are just small frictions. That's it, but it is precisely these things that have brought huge physical and psychological damage to the current children. According to incomplete statistics, in the seven years from 2014 to 2020 alone, the Chinese news media reported about 102 major campus bullying incidents, among which the worst bullies led to the death of the bullied. These incidents also proved enough that the communication between children is not as pure and beautiful as parents and teachers thought. However, our country's special regulations on campus bullying are mostly guidelines or governance plans, and there are no special laws and regulations to scientifically rectify.

Therefore, the current situation of middle school students' campus bullying is less optimistic, with hidden, frequent and long-term nature. And it is not easy to identify and deal with the characteristics. [1-2]

According to the "Suicide Situation and Countermeasures in China" released by my country, suicide is the number one cause of death for people aged 15 to 34 in my country. At the same time, suicide ranks fourth among the causes of death among adolescents aged 10 to 19 in our country. The physical and mental development of middle school students in adolescence is not yet complete. Faced with the current greater learning pressure, family expectations and social competition, if there are various problems Without timely guidance and effective solutions, extreme ideas such as self-harm, suicide, etc. can easily occur, and they can even be put into behavior. A meta-analysis result showed^[1] that the reporting rate of suicide ideation among Chinese middle school students was 17.7%, the reporting rate of suicide plans was 7.3%, and the reporting rate of suicide attempts was 2.7%.

3. CAUSES OF BULLYING AND SUICIDE AMONG MIDDLE SCHOOL STUDENTS

From the perspective of bullies, the reasons for the formation of campus bullying behaviors of middle school students can be divided into two major categories: their own reasons and external reasons. Own reasons mainly include: genetic factors, personality defects, distortion of values, etc. External reasons include: physical and mental characteristics of the bullied person, poor family environment, parental instigation, instigation by collaborators, improper school discipline, poor guidance in violent movies and games, insufficient social attention, and incomplete relevant laws and regulations, etc.

The reasons for suicidal ideation and suicidal behavior of middle school students are more complex and diverse. The common ones are: family relationship tension, parents' strange personality, high learning pressure, despair of the future, withdrawn personality, and campus bullying.

4. BASIC SITUATION OF LIFE EDUCATION IN CHINA

The training course "Life Education Mentor" launched by the Ministry of Human Resources and Social Security of China pointed out that life education is an education that directly faces the issues of life and human life and death. \The relationship between me, learn to live actively, live healthily and develop independently, and through mutual care, recording, gratitude and sharing of life, so as to obtain harmony of body and soul, success in business, and happiness in life. Realize the greatest value of self-life. Therefore, the purpose of life education is to enable students to have a healthy body and mind, love life, reverse

life, and be kind to life, thereby shaping a noble soul.

The main contents of life education include: life safety education, life health education, life value education, life philosophy education, life attitude education, etc. The main forms of life education in middle schools in China include: life safety education theme activities, life education theme classes or public classes, and biology and language classes that penetrate life education. Affected by test-taking thoughts, schools in various places blindly pursue scores and ignore the physical and mental health of students. At present, life education in the Chinese school system is rarely set up with special courses or organized activities. The degree of emphasis on life education is still seriously inadequate.

5. THE PREVENTIVE EFFECT OF LIFE EDUCATION ON BULLYING BEHAVIOR OF MIDDLE SCHOOL STUDENTS

First of all, life education can change the attitude of middle school students towards life, and prevent bullying behavior from within the thoughts of each role in bullying events such as bullies, bullies, coordinators, and bystanders. Life education can use teaching, experience, lectures and other educational methods to make students feel awe and love for life, and nourish their originally impoverished hearts to produce a deep empathy experience. In this way, students can recognize and respect the physical and spiritual rights of others, and can actively protect themselves or their classmates when encountering bullying incidents.

Secondly, life education can improve the quality of the family environment to improve the physical and mental conditions of middle school students. At present, the educational background and ideological level of middle school parents are uneven. Many parents don't have extra energy to think about how to respect and treat their children well. Some families are even full of domestic violence, which is extremely disrespectful to the children's young lives. Children who are treated badly at home are likely to imitate the violence of their parents and bully other students on campus [2]. Life education for parents can guide parents to respect their children, understand children, change communication strategies, and try to empathize with their children, so that children will grow up in a positive family in the future, and school bullying will naturally decrease.

Finally, life education can integrate biological and legal knowledge to educate students on life, health and life safety, and make them aware of the serious harm that bullying behavior will bring to the physical and mental health of the bullied. This is extremely inhumane and touching. The behavior of hitting the moral bottom line. Moreover, it is necessary to make bullies and their coordinators aware that bullying may violate laws, laws and regulations and be punished as a result. Such educational activities are very helpful in reducing bullying.

6. THE PREVENTIVE EFFECT OF LIFE EDUCATION ON SUICIDE BEHAVIOR OF MIDDLE SCHOOL STUDENTS

At present, middle school students generally pay too much attention to coping with paper and pencil examinations, and lack understanding of life, social responsibility, and a positive and optimistic life attitude. When they encounter some setbacks and injustices from school, family, society, etc., they are easily injured impulsively to end their young lives by suicide in a state of confusion and confusion, these children desperately need the intervention of life education.

Therefore, we need to integrate as much life education as possible into education to prevent suicidal tendencies and behaviors of middle school students. First of all, build a profound concept of "life is precious" in the values of middle school students, telling children that since they are alive, they should be responsible for themselves, their family and friends and work hard for the enjoyable experience of their lives. Secondly, middle school students should be actively guided to think about the meaning of life. If conditions permit, they can be led to experience nature or visit philosophers, etc., when they find the meaning of life, find the things they love in their lives, suicidal ideas naturally left. Finally, because of being bullied on campus, middle school students who are bullied are extremely prone to social fear, feelings of loneliness, and helplessness. These experiences are an important factor in adolescent suicidal ideation. Therefore, life education is used to reduce campus bullying. At the same time, it can also effectively prevent the suicidal behavior of middle school students.

7. CONCLUSION

The incidence of school bullying and suicide among Chinese middle school students is increasing year by year. Educators from all over the world should pay attention to the school bullying and suicide behavior in local middle schools in time. Because these behaviors have a great impact on middle school students, they must be vigilant and active. Only in this way can we effectively prevent the occurrence of local campus bullying and suicide by establishing a complete life education system in middle schools.

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Analysis of the Influence of Geographical Features on Landscape Planning and Design

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Abstract: The sustainable and healthy development of China's social economy has brought more possibilities to the construction of urban landscape architecture. Geographical features in the process of urban landscape construction planning have also been more and more attention. Different regional characteristics can directly affect the style of urban landscape, so it is necessary to combine the differences of regional factors to carry out the design of landscape architecture.

Keywords: Geographical features; Landscape architecture; Landscape planning

1. INTRODUCTION

Urban landscape planning is very important for urban construction projects, which can directly affect the scale and quality of urban construction and development, and also has great significance for improving the living standards of local people. When planning and designing landscape architecture in many areas, they do not combine the local regional characteristics, but simply copy other works, so that the landscape can not be fully integrated into the local natural environment, and it is difficult for viewers to have enough sense of identity. In order to improve the overall value of landscape architecture, it is necessary to re combine the regional characteristics for planning and design, carry out more in-depth and comprehensive investigation and research on the regional characteristics involved, and carry out urban landscape design on the basis of fully understanding the regional characteristics and culture. It aims to highlight the advantages of regional characteristics and give full play to the role of landscape architecture in the city development.

2. THE RELATIONSHIP BETWEEN REGIONAL CHARACTERISTICS AND LANDSCAPE ARCHITECTURE DESIGN

Regional characteristics are the product of the integration of nature and humanity. There are obvious differences in regional characteristics between different regions. Therefore, when carrying out landscape planning and design, we need to fully understand the local regional characteristics. On this basis, combined with the characteristics of the times, we can better achieve the concept of landscape design in this region, so that landscape planning and design can help promote the development of landscape architecture and dynamic urban culture. [1]

2.1 Land features

Land features can directly affect the landscape design, and it is also one of the most intuitive factors. All landscape design needs to be carried out under the condition of fully understanding the land characteristics, so as to avoid all

kinds of problems caused by geological factors. Due to the vast territory of China, the topography of different urban areas are also very different. In the process of landscape planning and design, we should fully consider the impact of land characteristics on landscape architecture. It is also necessary to pay attention to the impact of land features on landscape planning and design. In addition to the construction, the selection of plants and sea water design should also be fully considered.

2.2 Climate and environment

Climate also has a very far-reaching impact on landscape planning and design; the main impact is the selection of building materials and the planting of all kinds of plant landscape. Due to the huge differences in precipitation and temperature in different areas, the selection of building materials should be based on the actual situation of the local. For example, in some areas with long-term humid climate and frequent rainfall, wood materials should be avoided in the process of selecting building materials, so as to avoid wood decay in humid and rainy environment. At the same time, in this kind of humid and heavy rainfall climate environment, we also need to focus on the construction of good drainage measures to prevent the garden waterlogging caused by a large amount of rainfall in a short time. In terms of plant landscape selection, we should try our best to select some plant species that can match the local climate types. According to the local climate conditions, we should select some species that are easy to survive, so as to reduce the death of plant landscape caused by climate conditions. In addition, on the basis of adapting to the local climate conditions, we can also select some plants that are more suitable for the garden planning and design style, so as to improve the aesthetic degree of the whole garden. [2-4]

2.3 Vegetation characteristics

The main purpose of landscape architecture construction in the city is to have a better ecological and livable natural environment. To achieve this goal, it is necessary to improve and enhance the natural vegetation. First of all, we should further optimize the function of natural vegetation, expand the scale of natural vegetation, and design natural vegetation with ornamental value in combination with local natural conditions. After fully understanding the local vegetation, we should integrate the understanding of natural vegetation into the landscape design and planning. For example, the different changes of deciduous forest in different seasons can be applied in landscape design, and different tree species can be matched. In addition, we need to increase the proportion of evergreen tree species under certain conditions to prevent the phenomenon that the natural landscape in

spring and summer is too lush, but in autumn and winter is too depressed. The natural landscape should not only contribute to the improvement of ecological environment, but also have a certain ornamental value. Therefore, in the process of planning, we should design from the aesthetic point of view, highlight the ornamental of plants, and enhance the beauty of the whole garden. For example, on the basis of combining with the local vegetation, we can appropriately introduce some alien plant species to enrich the landscape vegetation types, so that visitors can enjoy more diversified landscape beyond the local vegetation. [3]

2.4 Human environment

In the course of the passage of time in each city, there are some cultural imprints in the context of the city. These cultural histories are constantly precipitated, which also form the unique charm among the cities. No matter historical figures or events, natural features or ancient buildings, all show the characteristics of the city. Many cities also retain some landscape architecture that can show urban culture. Therefore, in the process of landscape design, we can also consider integrating some urban cultural elements into the design, so that the designed landscape can show the charm of the city, and enable the viewers to have a more vivid memory of the characteristics of the city and have a more profound impression. There are many ways to integrate humanistic characteristics into landscape design. In the process of landscape planning and design, some elements such as folk history, representative figures and architectural style can be integrated into the designed landscape. For example, more ethnic elements, such as stilts, bamboo buildings and drum towers, can be appropriately added to the landscape design in combination with the local ethnic groups, so that tourists can have a deeper impression on the local cultural characteristics in the process of sightseeing. [4] In addition, we can combine some local allusions to design the corresponding landscape, which is also a way to enhance the humanistic characteristics of landscape architecture.

3. LANDSCAPE PLANNING AND DESIGN BASED ON REGIONAL CHARACTERISTICS

3.1 To Design according to the characteristics of natural environment

First of all, we should combine the geological and land characteristics of different areas. Land features will have a profound impact on landscape design, so in order to ensure the rationality of landscape design, designers should carry out in-depth investigation and analysis according to the land features of the involved area, so as to ensure that the landscape design will not have a negative impact on the land features of the area, maintain the original ecological environment as far as possible, and reduce the negative effects caused by landscape. Land features is the infrastructure of the whole landscape architecture design, and it is also an important part of the landscape elements. Therefore, designers need to combine the land features in the design process to make reasonable vegetation layout, and give play to the ornamental value of landscape architecture. Such as in the design of some areas with mountainous land characteristics, trees with

developed roots can be used to reduce the proportion of turf, so that these trees with developed roots can take root in the soil, and then achieve the effect of water conservation. In addition, according to the developed arbor plants, they can also play the effect of shading, which has a certain cooling effect for some hot areas. Generally speaking, in the landscape planning and design, we should deeply understand the climate, vegetation, landform and other characteristics of the area, and combine these factors to make a more reasonable and scientific design.

3.2 Integration with cultural characteristics

At the present stage, the urban landscape design in China appears the same situation. Many cities in the garden landscape design is only the design elements and design techniques simply piled up, did not show the regional characteristics. Therefore, in order to better highlight the regional characteristics, it is necessary to change the previous design ideas, deeply excavate the cultural and historical content of the region, and organically integrate with the landscape, and finally form the landscape style with local characteristics. Generally speaking, any city in the process of development and evolution will produce extremely rich historical and cultural characteristics, and these cultural characteristics belong to the city's unique imprint, which not only symbolizes the cultural treasures of the whole city, but also reflects the local people's spiritual outlook. It has a great significance for the cultural exchange and cultural development between the city and the outside world. Therefore, in the process of landscape design, we need to consider the organic integration of these elements and landscape to show the city's cultural heritage. For example, when carrying out landscape architecture design, it can be combined with the local residential style with strong style, and integrated into the landscape, showing the local unique cultural style, so that the landscape can be derived and changed by relying on the urban culture, and better show the cultural characteristics of the city through the way of complementary combination, becoming the "cultural card" of the whole city. [5] In addition, some local elements can be used to integrate with landscape architecture. For example, Shanghai is an international metropolis, so when carrying out landscape design, some elements such as exotic customs or humanistic characteristics can be appropriately added; while Xi'an is an ancient city with strong historical culture, and some architectural styles similar to historical relics can be adopted to highlight the cultural heritage and humanistic characteristics of the city. In general, excellent landscape design can enlarge the characteristics of the city, increase the ornamental value of landscape, and enhance the image of the whole city.

3.3 Considering the practical value of landscape architecture

In addition to the ornamental value and humanistic value of landscape architecture, its practical value should also be properly considered to ensure the unity of economic and social benefits of landscape architecture. According to today's social development, landscape architecture is not

only an entertainment place for urban residents, but also an area for foreign tourists to enjoy tourism. Therefore, in the process of landscape design, we should consider all aspects of leisure, entertainment and economic needs of the public, which can create certain social benefits and promote the development of local economy while having ornamental value. In addition, landscape architecture design should also consider the practical application characteristics. For example, the ultimate goal of designing cultural square is to build a place for leisure and entertainment for the general public. Therefore, in the process of landscape design, we should consider whether it can meet the leisure and entertainment needs of the public. On this basis, we should try our best to improve the vegetation coverage and plant diversity, so as to improve the ecological environment. For some basic urban environment landscape design, we need to give priority to the ecological benefits of landscape, in order to improve the ecological value of landscape. In different purposes of landscape design, we need to consider different landscape design needs to ensure that landscape design can achieve its due value. Of course, when carrying out landscape design, we also need to fully respect the regional characteristics of the city, and use more scientific design concepts to plan and design the landscape of the city, so as to help the city get better development.

3.4 To follow the concept of sustainable development

Sustainable development strategy has been integrated into all aspects of China's social and economic development, and urban landscape design should also follow the concept of sustainable development, so that the designed landscape can live in harmony with the local ecological environment. Therefore, when designing, we must consider the combination of natural environment and landscape, emphasize the ecological value and natural aesthetics of landscape, which is also the trend of landscape design in the future. In the specific design process, we should take the ecological environment protection as the foundation, reduce the waste of resources and improve the utilization rate of resources. For instance, in the design, we should consider the landscape of land and water, reduce the use of resources, improve the role of landscape in the ecological environment. Especially in some parts of artificial landscape which need to consume a lot of human and material resources, we should carefully

consider the necessity, and try to use more environmentally friendly ways to replace. In general, in the city to carry out landscape planning and design must be based on two aspects of ecological environment protection and environmental beautification, balance these two points in the design, so that urban residents can feel the beauty of landscape, but also let the natural environment be improved.

4. CONCLUSION

With the deepening of urbanization in China, people's requirements for environmental quality are constantly improving. Landscape design is an important way to improve people's quality of life and meet people's aesthetic needs for landscape architecture. In the process of landscape design, we should consider the local land characteristics, climate environment, vegetation characteristics and other factors as much as possible, and carry out the design planning according to the different styles of different regions. In the whole design, we should adhere to the design concept of balance between ecology and art, and the harmony between humanity and nature, so as to ensure that the landscape can realize its due value and promote the development of the city.

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On Ancestral Spirits Culture in Chinese Civilization--Taking the Movie *Seediq Bale* as an Example

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Abstract: In the cultural system of Han nationality and so on, "ancestral spirits (Zuling) culture" is often manifested as patriarchal culture, sacrificial culture in memory of gods and the dead. However, no matter what kind of form it displays, its spiritual core and cultural gene remain unchanged. To dig out the cultural gene of this spirit, we must return to the original ecology of "ancestral spirits culture". The film *Seediq Bale* is to explore the source of culture as the core issue of the text.

Keywords: Chinese civilization; Ancestral spirits (Zuling) culture; *Seediq Bale*

1. INTRODUCTION

Seediq Bale is a film directed by Taiwan Director Wei Desheng after *Cape No.7*. The film is adapted from the "Wushe incident" in the period of Japanese occupation in Taiwan. In the film, the Director Wei Desheng carefully depicts the "ancestral spirits culture" of Seediq nationality, which also makes this primitive belief form known to the public through the film. This paper attempts to restore this "barbarism" from the perspective of the film through the analysis of the original ecological "Zuling culture". It analyzes the "Zuling gene" engraved in the cultural form of Chinese civilization, and finds out the root of the civilization trouble.

2. THE ORIGIN OF "ANCESTRAL SPIRITS (ZULING) CULTURE" AND THE DIFFERENCE OF CULTURAL PARADIGM

As for the origin of "Zuling culture", Feng Tiance, a researcher of Philosophy Research Institute of Shandong Academy of Social Sciences, studied the origin, classification and essence of belief noumenon in his national social science fund project *Research on Emotional Changes and Values of Contemporary Chinese Mainstream Beliefs*. In his research paper *On the Origin, Classification and Essence of Belief Noumenon*, Feng Tiance pointed out that belief is a kind of spiritual activity and cultural phenomenon gradually produced and independent from their production, labor and social life after human beings entered the stage of Homo sapiens, and then gradually divided into three systems: primitive belief, religious belief and philosophical belief. Among the three systems, the primitive belief is a belief form with the soul concept as the core and the natural worship, ancestor worship and totem worship as the main content and manifestation; the philosophical belief takes the human being as the core and the behavior characteristics of respecting and practicing the ideological truth or doctrine. According to the principle of humanity or science, the

main content is to plan and implement the nature, society and life. It represents the development direction of human belief. [1] After the emergence of "Zuling belief", its culture has been divided with the economic and cultural development of different ethnic groups. For those ethnic groups that still maintain the original mode of production, their "Zuling belief" paradigm still presents the original form. For example, the democratic culture of the Seediq ethnic group in Taiwan and the Yi ethnic group in Liangshan Prefecture in mainland China are both original "Zuling belief". Because of the development of economy and culture, the Han nationality and other minorities have been separated from the original mode of production, which leads to the division and evolution of cultural paradigm. In the culture of the Han nationality, the division and evolution of this cultural paradigm is mainly reflected in the transformation from the initial worship of ancestors and strong consciousness of ancestral spirit return to a symbol of ancestral spirit culture. In the specific culture of the Han nationality, "ancestral spirit culture" is gradually evolved from the initial primitive form into patriarchal culture and sacrificial culture in memory of gods and the dead. What it involves is the recognition and follow of the hierarchical order, customs and ethics in the development of feudal society for thousands of years.

3. AN ANALYSIS OF "ZULING GENE" OF CHINESE CULTURE FROM THE ORIGINAL ECOLOGICAL CULTURE OF *SEEDIQ BALE*

The first is the strong cultural influence. In the film *Seediq Bale*, the Director Wei Desheng shows the internal culture of many nationalities, among which the ancestral culture of Seediq nationality is depicted and written in great detail. The primitive "ancestral spirit pursuit" embodied in the film, like the primitive beliefs of many tribes in the world, has a similar spiritual background, that is, the pursuit of soul. They believe that everything in the world is spiritual, that the soul can be reincarnated after death, and that the soul can get together with the ancestors. The author thinks that this kind of primitive "ancestral spirit return" presents the following characteristics: respecting for patriarchal authority; having strong sense of sacrificial territory; with unswerving will of ancestral spirit return. At the same time, these belief characteristics became the beginning of "ancestral spirit gene" in the later Chinese civilization. In feudal society, the father is the absolute authority of the master, has the right to decide everything in the family unit. Because of the male image of father, this kind of patriarchy derived from the patriarchal culture. The

highest form of patriarchal worship is the establishment of monarchy consciousness. In addition, patriarchal worship also produced the clan culture based on clan concept, which is the embodiment of family ethics in social relations and gradually internalized into a ritual worship of clan. In places with strong patriarchal belief, the patriarch has absolute authority. In many villages, the patriarch's rights are often superior to all laws and morality, and the patriarch's reverence has a sense of sacred ceremony. They dare not have different ideas from the patriarch. They can only accept everything arranged and decisions made by the patriarch as they accept orders. As Hegel said, "all kinds of moral laws of the Chinese people, like natural laws, are external positive orders, compulsory rights and obligations, or mutual laws of propriety and righteousness." [2]

The second is the strong consciousness of sacrificial territory. Almost all the nationalities that produced ancestral spirit culture have myths about the origin of ancestral spirit, while the ancestors personified themselves as gods. The origin and living place of the ancestors often became the holy land in their mind. This holy land is the place where they keep in touch with their ancestors. Therefore, many ethnic minorities have stuck to the places with poor natural and production conditions for thousands of years and are unwilling to migrate, among which there are strong ancestors. It's the root cause of keeping ancestral holy land.

In the movie *Seediq Bale*, in the sacred mountain area of "Bnuhun", the Seediq keep in touch with the original perfect and sacred ancestral world, break through the limitations of the secular world and touch the eternal reality, share the transcendence of the high mountains, integrate with their environment and become a part of the Holy Spirit.[3] This kind of pursuit of ancestral myth makes ancestors become the basis to solve all the problems of happiness and misfortune in their lives, deeply integrated into the social life and customs of Seediq people, and become an extremely stable cultural thinking. At the same time, what's more important is that the Seediq people's national thinking of integrating the sacred "Bnuhun" mountain with themselves makes them have a strong "territorial consciousness". This exclusive hunting ground is the ancestral holy land that the Seediq people will defend to the death. Therefore, when outsiders (mainly against the Japanese invaders in the film) invade this hunting ground, they will arouse their resistance.

4. REFLECTION ON THE INFLUENCE OF NATIONAL CULTURE FROM THE EXTENSION OF SACRIFICIAL PLACES

In fact, the Seediq people's protection of the hunting ground left by their ancestors, which corresponds to the hunting ground behind the rainbow bridge, is relatively consistent with the worship of the sacrificial place in the Chinese civilization. In the culture of the Chinese nation, sacrificial places come into being with the development of sacrificial culture. In Chinese civilization, there are mainly two kinds of sacrificial places: one is the temples and Taoist places for sacrificing gods, and the other is the cemeteries, family temples and ancestral temples for

sacrificing the dead. For the worship of gods, it is combined with religious belief. Therefore, according to the requirements of various religions, different forms and specifications of sacrifice and worship places have been established, such as various temples and towers of Buddhism, various Taoist temples of Taoism, and various churches of Christianity. At the same time, there are many places of worship derived from traditional Taoism, such as temple of the god of earth, Mammon Temple and so on. This kind of sacrificial place is a place established by the Chinese nation, which hopes to communicate with the gods and seek protection. There must be statues or portraits of gods in the sky in the place, and it is stipulated that the place is a sacred place in the hearts of worshippers. In the place, it is necessary to strictly abide by various regulations, and it is not allowed to be infringed by outsiders. And in the sacrificial place of sacrificing the dead, it reflects the territorial consciousness of sacrificial place. In the process of the development of Chinese civilization, the patriarchal culture developed with the patriarchal culture, which produced the national culture of ancestral graves and ancestral temples. Until now, the Chinese nation's territorial consciousness of ancestral graves is still deep-rooted. The concept of ancestral temple is a kind of temple built on the basis of ancestral tombs to worship ancestral tablets. Before liberation in 1949, the ancestral temple is the most sacred place of a clan, and all clan affairs should be solved in the ancestral temple. The biggest penalty for those who violate the ancestral rules is that they can never enter the ancestral temple and return to the ancestral spirit system. The expansion of this kind of ancestral temple is the birth of Royal ancestral temple, the Imperial Ancestral Temple, Temple of heaven, terrace and other places of sacrifice. Royal family sacrifice to ancestors, heaven and earth, and pray for their own happiness, and also pray for the happiness of all people. Similarly, these places are places to communicate with ancestors and the gods of heaven and earth, and the gods are inviolable.

In the movie, it is the arrival of the Japanese that stops the headhunting of the Seediq, making them unable to tattoo their faces and get the qualification to pass the rainbow bridge. From the perspective of our modern civilization, it is bloody and barbaric for the Seediq people to get the qualification to pass the rainbow bridge through the headhunting ceremony, but for the Seediq, this kind of ceremony is very important. Because of the cancellation, they lost the way to return to the ancestral land. They could only get this kind of return qualification by killing their ancestors. The paper holds that the essence of this return to ancestral spirit is that Seediq people must remember who they are, where they come from and where they want to go. Just like the climax stage of the movie, when the whole army was destroyed, the protagonist Mona Rudo asked: "Children, do you remember where our ancestors came from?"

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Pragmatic Features of Translating Lingnan Customs in *Chinese Repository*

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Abstract: Columns on Lingnan customs in *Chinese Repository* (1832-1851) have adopted several pragmatic strategies, including smart adoption of person deixis, semantic vagueness, cooperation principle, presupposition etc. Analysis and summary of their pragmatic features and strategies help people learn how foreigners in China have translated and introduced Lingnan customs during the first half of 19th century. Additionally, those features, and strategies can serve for overseas promotion of Chinese culture.

Key words: Lingnan customs; Translation; Pragmatic features; *Chinese Repository*

1. INTRODUCTION

In the first half of 19th century, with the further development of the Great Awakening and the elimination of monopoly trading powers of British East India Company, more and more foreigners have come to China. Due to the foreign trade and diplomatic policy by the Qing Dynasty, Guangzhou has become the center for foreigners in China at that time. Missionaries, businessmen, military officers from west and western government agencies have established Chinese and Foreign Language newspapers in Guangzhou, Macao and Hong Kong for spreading religious doctrine, business and cultural communication. At the beginning of the 19th century, under the support of Robert Morrison, the missionary from London Sermon, and David W. C. Olyphant, a foreign businessman in Guangzhou, in May 1832, Elijah Coleman Bridgman from the American Congregational Mission established *Chinese Repository* in Guangzhou, an encyclopaedical English newspaper introducing China's social situation to western readers. The original intention for the establishment of newspapers in China for foreigners is to offer Chinese social situation to foreigners in China and foreign readers. It is natural that the most popular content was customs in Guangzhou and Shanghai where there were many foreigners. 6 basic columns were set up in *Chinese Repository*, that is, Review, Selection of Publications, Miscellanies, Religious Intelligence, Literary Notices and Journal of Occurrences. Special columns dedicated to introducing Guangzhou and Shanghai have also been established. *Chinese Repository* was mainly issued in Guangzhou, occasionally transferred to Macao and Hong Kong. In the newspaper, complete and full reports on Lingnan customs account for a huge part, since Guangzhou served as the window of Chinese foreign trade and diplomacy. [1-14]

2. PRAGMATIC FEATURES OF TRANSLATING LINGNAN CUSTOMS IN *CHINESE REPOSITORY*

The writers were mainly foreign missionaries,

businessmen, travelers, diplomats, military officers in China and a few christianised Chinese local translators, for instance, Morrison, Bridgman, Williams, Legge, etc. They have collected, written, and translated topics on Lingnan culture especially in the column called Walks about Canton, like the thirteen (factory) street, cupping, the tea shrub in Honan, circulating libraries, etc. In this way, the editors offered most reliable and valuable information to western readers, who can know more about "mysterious" China. The translated texts and introduction in *Chinese Repository* have formed their typical pragmatic features.

2.1 Smart adoption of person deixis

Deixis reflect the relation between discourse and context. In pragmatics, it is called pragmatic indication. Deixis can be divided into five categories, that is, person deixis, time deixis, place deixis, discourse deixis and social deixis.

As a monthly newspaper in the late Qing Dynasty, reports on Guangzhou customs in *Chinese Repository* were mainly long descriptive and argumentative passages and aimed to offer information about the oriental city, Guangzhou, to foreign readers, so they were not as time-efficient as hard news. The writers and editors have made a lot of efforts to write reports themselves and select some from personal travel journals. Proper adoption of deixis is helpful for the communication.

In the reports, the writers and editors usually adopted the first person or the second person to narrate stories, which made readers immersed in the stories. Moreover, the usage of "I", "we", "you" showed the certainty of the writers and also increased the credibility of the texts among western readers.

In the special column named "Description of the City of Canton", writers usually adopted "we" to indicate different objects. In the sentence "In giving a description of this people, therefore, or of anything that belongs to them, we are not to estimate either it or them by the criterion of European taste and usage.", "we" referred to the author or the standpoint of the newspaper. Here is another example, "We pass now to notice the *government* of Canton.", "we" brought the readers into the story and narrowed the distance between the readers and the author. Furthermore, the article read more smoothly.

In the articles in the column "Walk about Canton", the writers adopted the second person "you" to indicate the readers in the texts introducing Guangzhou streets, scenery and travel routes. Here are two examples, "From this place, after quitting your ship, you continue on without changing your course, and leaving the city close on your right, you soon reach the foreign factories." and "On the north and northeast of the city, the country is hilly

and mountainous. In every other direction a wide prospect opens before you.” Actually, the authors and the readers didn’t have face-to-face communication, but when reading “you”, the readers had the feeling of walking about Guangzhou. In speech communication, the communication between the first party and the second party proves to be much closer than that between the first party and the third party. It turns out that the indicators “the one”, “the person” widen the distance between readers and authors.

2.2 Semantic vagueness

In the texts of *Chinese Repository*, there appeared many pragmatic phenomena of semantic vagueness. In fact, during speech communication, there are phenomena of pragmatic vagueness, so are in news communication. In the actual use of language, vagueness does not mean unclarity. Appropriate adoption of pragmatic vagueness makes the text more proper.

In the texts introducing Lingnan customs, the writers used a lot of adjectives. For example, “In 1300, an ‘abundance of vessels came to Canton;’ and not long afterwards the ports of the provinces of Chekeāng and Fuhkeēn were also opened for the reception of foreign ships.” In this sentence, words and phrases like “abundance”, “not long” belong to lexical vagueness. The sentence was adopted from the passage introducing Guangzhou history, therefore, it was not necessary to describe the history exactly. The main purpose of the passage was to briefly introduce the history of Guangzhou, so the adjectives have already achieved this purpose. To be specific, in a long passage, too many specific statistics may make the passage less readable.

In the same passage, there are some other examples, for example, “It is said, that in the old city only one house, built before the sacking of the city, is standing at the present time.” “According to some foreign, as well as native books, the northern part was once ‘composed, as it were, of three different towns’...” In this example, the exact source was not given, instead, the author used “it is said” and “according to some foreign, as well as native books”. Although semantic vagueness, to some extent, may create doubts in readers and influence the credibility, the vagueness is beneficial to the flexibility of the passage. The main reason is possibly the writing style, hiding their opinions or unavailability of references.

2.3 Cooperation principle

In 1970s, Grice, an American linguist, proposed the Cooperation Principle. The theory includes four maxims, namely, quantity, quality, relation and manner. As an authoritative newspaper, *Chinese Repository* should not violate this principle, otherwise, the value and credibility would disappear.

As for quality maxim, the authors should not tell lies or present opinion without enough evidence. In articles introducing Guangzhou, there were a lot accounting for the vagueness. For instance, not enough evidence, different writing style, being asked to be anonymous, etc. Additionally, there were no lies in the passage, but it was the reader’s duty to appreciate the author’s point of view. In the column named “Walk about Canton”, the author adopted the way of travel journal, so usually what was

recorded was what was observed.

As for relation maxim, the every part in *Chinese Repository* was focused on its key points. For instance, in the column “Walk about Canton”, some brief passages with several lines were also created based on the theme.

As for manner maxim, it is a must to be brief and easy to understand. For example, in the volume in July, 1834, the author introduced the Chinese classics. At the beginning of the passage, there was a brief introduction to it: “ART 1. The Chinese Classics: estimation in which they are held by the Chinese; divided into two parts: the Sze shoo and Woo king; nine subdivisions, with remarks concerning each.” And then in the passage, the author introduced them orderly and made it easy to understand.

The quantity maxim was controlled by the editors and authors. In the passages from August to October 1833, the editors have written 80 pages to introduce and translate the information about Guangzhou, including geography, landscape, history, government officials, temples and towers, etc. On some occasions, the writers offered some extra information and omitted some information on purpose. It seems that this violates the quantity maxim, but it offers space for readers to deduce something.

In the passage introducing the eight lions in Canton in *Chinese Repository* in August 1837, the editor obeyed the quality maxim, relation maxim and manner maxim. By reading it carefully, we can find out that only 1/3 of the passage was about the exact introduction of the eight lions in Canton. The first half was the criticism on the Fengshui View of Chinese people, with the direct quotations about the criticism on Fengshui View from Davis, one certain foreigner. In this case, the author violated the quantity maxim. It is mostly because the editors didn’t comprehensively understand Chinese culture or boasted different values, which caused the subjectivity of the passage.

2.4 Presupposition

In the discourse, the writer would pass on his/her own presupposition to the readers unconsciously. The articles in *Chinese Repository* usually started with the elements and standards of western civilization and then came to the main theme. For example, in September, 1833, the passage was about the fact that demands brought progress of some countries, like ancient Egypt and Greece, so should China follow. “but seldom have they ventured or desired to step beyond the limits which circumscribed the efforts of their remote ancestors; and they have been equally slow and unwilling to adopt or imitate the usages and improvements of ‘distant foreigners’”. This is a prominent characteristic of the Chinese, and one too in which they glory.” At the beginning of the passage, the author made his own comment on Chinese people, who observed all rules and regulations and conservative, and didn’t want to learn from others. In this way, the readers may not speak highly of Chinese people in their mind. In the later part of the passage, the author introduced the house design in China, which read “...affirmed that all the building of the Chinese are ‘without elegance or convenience of design, and without any settled proportion, mean in their appearance, and clumsy in their

workmanship.” Via careful analysis, the presupposition here is that the author thought western architecture was more superior than China. With some praises but more criticism, the readers may not have great impression on Chinese people and China.

It is acceptable to write in this way in news writing, but this writing style instills the point of view of the author. Although the readers may realize some new report is not objective, as long as they start to judge, they have already accepted all the presupposition unconsciously.

3. CONCLUSION

The translation and introduction of Lingnan customs in *Chinese Repository* reflects the living situation of foreigners in China during the 1st half of 19th century and their cognition of cultural differences between China and western countries. Based on the analysis and summary of the pragmatic features in the texts, the article figures out its cross-cultural communication strategies and offers a new perspective of cultural communication between China and western countries in the late Qing Dynasty and the beginning of the Republic of China. Furthermore, it helps promote China's national image and Lingnan culture.

Because of the profound cultural connotation in cross-cultural communication, western and Chinese culture must exist huge difference. To spread culture, first of all, we should truly understand the culture with an objective point of view. Then it is a must to consider the feeling of the readers when writing or translating and express the author's opinion in a proper way, so that the source culture mode can be spread to the target readers without losing cultural connotation during the communication or causing misunderstanding.

Just like the way in introducing and translating Lingnan customs in *Chinese Repository*, we should try our best to make use of foreign media and Chinese people overseas to introduce and translate Chinese traditional culture, especially the people whose ancestors were from Lingnan. In this way, with the help of modern new media technology, Chinese culture including Lingnan culture can go out into the world stage successfully.

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Research on the Harmonious Construction of Teacher-student Relationship Oriented by Happiness Education in Universities

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Abstract: In recent years, the relationship between teachers and students in universities has become a hot topic in the society. Such as indifferent relationship, lack of teachers' ethics and weak legal concepts are particularly prominent in universities. This paper attempts to propose a scheme for the harmonious construction of teacher-student relationship from the perspective of happiness education, with the purpose of improving teacher-student relationship, achieving harmony and building a happy future through the joint efforts of teachers, students, parents and the society.

Key words: Happiness education; Teacher-student relationship; Construction of research

1. INTRODUCTION

Happiness is our eternal topic, and the pursuit of happiness is the source of motivation for the development of human society. Under the concept of happiness education, teachers actively guide students in the teaching process, teacher-student interaction, employment guidance, etc., and form a healthy and harmonious teacher-student relationship, so that college students have the ability to create and enjoy happiness, and finally form the happy society we yearn for.

Nell Nodding, a world-renowned caring ethicist and educator, first proposed happiness education abroad. She believed that happiness refers to the psychological state of joy, happiness and stability when one's needs are satisfied. [1] And then on Happiness Education by Liu Zhilin, [2] a professor of Nanjing Normal University further elaborated the theory of happiness education. With the enrichment of material life, Chinese scholars put forward higher requirements for the spiritual pursuit of education, and happiness education as the subject of research.

Given that emotions and relationships strongly influence learning (2018, Linda Darling-Hammond and Channa M. Cook-Harvey), [3] a positive school climate is at the core of a successful educational experience. Teacher-student relationship (2019, Shadrack Agyekum) is one of the factors that promotes students learning. [4] Positive interaction creates peaceful learning environment, however negative interaction leads to instability. The concept of happiness education is not an empty slogan, nor does it form a specific educational model, but it is an educational concept, teacher's pursuit, teacher's thought and even educational ideal of our educators. Happiness is the feeling of the students' subjective, and it is relatively stable, so how as university teachers and students form a

good relationship between teachers and students, with a positive, healthy, optimistic attitude toward life, to guide the student to obtain studies of happiness, master the skills to make a living, create future happiness in life.

2. THE CONNOTATION OF TEACHER-STUDENT RELATIONSHIP IN UNIVERSITIES ORIENTED BY HAPPINESS EDUCATION

Happiness education is not empty talk, it is profound education in new era, but also our education targets and education concept embodied in the field of pursuit. Happiness education oriented the relationship in universities refers to the teachers and students in their respective roles in the process of education practice, function, value, the activities of the state of each other and their interaction, It takes teachers' teaching and students' learning as intermediaries are the most basic interpersonal relationships in universities, and the cornerstone of the realization of educational functions. In the end, students have the happiness of learning, the happiness of life, and even the happiness of future work. In the few years of college life, both teachers and students can find comfortable positions in their roles and have the power of happiness, which lays a good foundation for college students to enter the society.

3. PROBLEM ANALYSIS OF THE RELATIONSHIP BETWEEN TEACHERS AND STUDENTS IN UNIVERSITIES

In recent years, teachers and students are faced with many problems, such as indifferent relationship, backward educational concept, lack of moral and legal concept, etc., and even a lot of negative social influence, and analyze the reasons, to lay a foundation for the construction of harmonious teacher-student relationship in universities.

3.1 The indifferent relationship seriously affects their harmonious and healthy relationship

In recent years, the indifference in the relationship between teachers and students in universities in China has become more prominent, which has seriously affected the harmonious and healthy relationship. Sometimes the instructor takes part in the step-by-step class on the podium. The following students look down at the mobile phone, and some even fall asleep. Such scenes are also used to teachers and students, the teacher left after class, and the students could not see him until class again. The special teaching mode of the university makes most of the communication opportunities between teachers and students stay in the classroom, and the indifference of the teacher-student relationship becomes more serious.

3.2 The conformism of educational concept affects the harmonious development of teacher-student relationship. It is difficult to cultivate college students with original spirit and critical thinking characteristics by inculcating educational ideas and teaching methods, which only focus on imparting knowledge in traditional higher education. Efficient teachers can only abandon the old-fashioned educational concept, let students take the initiative to participate in classroom teaching, encourage college students to enter social enterprises in their spare time, delve into professional knowledge and skills, make them grow up in learning and improve their innovative spirit in practice. However, many teachers' classroom teaching still stays in the traditional way, copying teaching materials and even using the same PPT courseware for several sessions.

3.3 Lack of teachers' morality and style, the image of teachers loses its due brilliance and charm

That is teachers' ethics, teachers' professional ethics; Teachers' style, that is, teachers' behavior style. A truly outstanding teacher must be a person who leads by example and sets an example. Teachers shoulder the heavy responsibility of training and educating the next generation and laying a solid foundation for the future of the motherland. This requires teachers to have the necessary personality charm, and this personality charm shows that teachers must have professionalism, healthy values and noble moral sentiments. If college teachers can't set an example, be irresponsible to students, follow the script in class and even read PPT, then students won't appreciate, respect and love teachers from the heart. Without taking the lead in setting an example, the image of college teachers will lose its brilliance and charm.

3.4 The weak legal awareness is the internal motivation for teachers to violate students

Teachers have a weak sense of the legal system and do not have strong control over their emotions. They punish students who violate discipline by corporal punishment, so as to make an example. This method hurts the students' body and mind, and the contradiction between teachers and students is escalating, which is not conducive to the construction of a harmonious relationship between teachers and students. What's more, sexual assaults on female students by male teachers in universities have occurred frequently in recent years, and the problem of sexual harassment by students from University. It is reasonable to punish teachers and deserve crimes, and teachers and students must strengthen their knowledge and cultivation of law and morals and raise vigilance.

3.5 Insufficient learning motivation and unclear goals

College students are a brand new environment, learning and life are faced with some new situations, and major changes have taken place in thinking and heart. The most prominent of these are unclear learning goals and insufficient motivation to learn. After more than ten years of hard study, I have been eager to become a talent after entering the university, hoping to learn something, but there is generally a lack of clear goals for struggle. Some people do not listen to the class, do not study after class, do not pay homework, do not take the test, sometimes do

not take the initiative to contact the teacher, sometimes the teacher or counselor cannot contact the student, the problem is difficult to remedy in time, it is difficult to communicate effectively, teachers and students. The relationship was at a standstill.

3.6 Do not respect teachers, and intensify the contradiction between teachers and students

In recent years, there have been many incidents of disrespecting teachers and valuing teachers, and there have been endless cases of confrontation with teachers, and even beating teachers. When hearing the relevant information, many teachers were deeply indignant. Most people also believes that children's environment at home is relatively relaxed, from small to large; parents pay attention to their children's feelings, and do their best to follow them, which makes them uncomfortable after entering the school. The shackles of the school and even some children mistakenly believe that the status of the teacher is low and has no power, and the school and the teacher should serve them if they have paid the tuition.

4. THE THEORETICAL BASIS FOR THE CONSTRUCTION OF HARMONIOUS TEACHER-STUDENT RELATIONSHIP

4.1 Policy basis

The teacher-student relationship in the legal sense, also known as the teacher-student legal relationship, reflects the will of the people, including teachers and students, contains certain rights and obligations, and has a mandatory nature. It is adjusted by the current education laws and regulations such as Education Law, Compulsory Education Law, Higher Education Law, Teacher Law and civil laws. With the rights and obligations of schools, teachers and students as the content and legal responsibilities should be investigated for violations of the legitimate rights and interests of education subjects and non-performance of legal obligations. We must establish the idea of equality between teachers and students, comprehensively promote and improve the legal relationship between teachers and students from the perspectives of changing concepts, acting legally and implementing relief, strengthen students' dominant position, form a new harmonious relationship between teachers and students, and promote the all-round development of education.

4.2 Theory of happiness education

Happiness is the dialectical unity of human physical happiness, psychological happiness and ethical happiness, and it is the subjective feeling when human nature is affirmed. Then, it is pointed out that happiness and education have a natural internal relationship, happiness is the ultimate goal of education. However contemporary education forgets, violates and hurts students' happy life, and makes a rational reflection on some educational reform experiments with the concept of happiness education; We pursue the improvement of students' academic achievements, professional skills and specialties, and more often ignore students' inner happiness feelings. We put forward the concept of happiness education, and deeply discussed the orientation of happiness education from the aspects of intellectual education with unified

knowledge, physical and mental unity, moral education with self-expansion, happiness ability, harmonious co-construction between teachers and students in universities.

4.3 Student-oriented

Students are the main body of school education, and the relationship between teachers and students is the center of universities. At present, the problems of mechanization, utilitarianism and alienation of the psychological relationship between teachers and students in the relationship exist. From a human-oriented perspective, we focus on establishing a democratic and equal teacher-student relationship, student-oriented, practical implementation of the talent training goal, strengthening teacher-student exchanges, and achieving full communication and understanding between teachers and students.

4.4 Philosophical theory of universal connection

Teachers and students are an integral part of universities. Each part is Mutual influence, mutual restraint, and the teacher-student relationship universities will affect the school and society, and in turn will be affected by the school and society. As an organic part of universities and society, on the one hand, the teacher-student relationship in universities is restricted by this society, and it will also react to society and universities; On the other hand, teachers and students are important parts of the same whole, they also have close connections, mutual influence, and mutual restraint. The relationship between teachers and students in universities is actually the basis for their joint construction.

5. THE HARMONIOUS CONSTRUCTION STRATEGY OF TEACHER-STUDENT RELATIONSHIP ORIENTED BY HAPPINESS EDUCATION

With the development of the society, we deeply realize that the purpose of teachers to teach students, the purpose of students to learn, and the purpose of parents to cultivate children at the highest level is to cultivate children with the ability to be happy. Good teacher-student relationship is an important factor contributing to students' ability to create happiness.

5.1 Update the educational concept and implement happiness education to cultivate good teacher-student relationship

Education in the new period is based on comprehensively developing human potential and improving human quality. To be student-oriented, teachers must change the style of simply imparting knowledge. From being an indoctrinator and commander of knowledge to students, he becomes a mentor and friend of students, establishing a democratic and equal partnership with students and guiding students' learning, life and social practice. The teacher can guide them to realize their potential, lead to a better future, have full confidence in the future, and have the ability to create happiness.

5.2 Strictly control teachers' morality and ethics to lay the foundation for cultivating happy teacher-student relationship

In the process of teaching in universities, teachers adhere to the dual inspection of ideological and political quality

and professional ability, including teachers' morality and ethics and whether they can maintain good teacher-student relationship into the scope of teachers' daily work inspection, And as an important content of job title evaluation, position hiring and period evaluation. Maintain a good teacher-student relationship as an important part of assessing teachers, and strengthen the supervision of teachers' teaching activities and teaching practice. In the teacher-student communication, set a good example for others, it is difficult to train students to master professional skills, focus on good ideology and moral character, and have the ability to create happiness.

5.3 Creating a harmonious teaching atmosphere is the only way to cultivate a good teacher-student relationship

When people are in a relaxed and harmonious atmosphere, the mood is relaxed and happy, and the efficiency of study and work will be greatly improved. Harmonious classroom teaching has prominent and rich content, the weakening of the teacher's dominant position, strengthening the dominant position of college students in the classroom, creating a harmonious teaching atmosphere, teachers have a sense of happiness, and college students have a sense of satisfaction and achievement. For example, a college English lesson, tasks and requirements are distributed in advance and completed in small groups. College students can use traditional teaching methods or new ideas to complete the teaching method, and the teacher can become a student and sits down to appreciate the student's work, there are flash points to confirm, and deficiencies are added in time.

5.4 Promoting respect for teachers and teaching is an important aspect of fostering a happy teacher-student relationship

In order to build a good teacher-student relationship in universities, it is suggested that college students should start from the following aspects: First, respect and safeguard the legitimate rights and interests of teachers, respect their personality and respect their labor. Second, strictly demand yourself, be self-disciplined, self-respecting, self-loving, self-strengthening, strive to complete the learning tasks, and master and improve self-professional skills as required. Third, actively communicate and exchange with teachers, and strive to maintain a good relationship with teachers. No matter what difficulties you encounter in your study and life, find a teacher to communicate and discuss in time to avoid unnecessary tragedies.

5.5 Enhance the legal awareness of security and provide legal guarantee for cultivating harmonious teacher-student relationship.

Enhance college students' legal awareness of security and improve their ability of self-protection. As we all know, the prerequisite for using legal weapons is to know and understand the law first, and then to protect rights in accordance with the law. Since college students mostly focus on the study of professional knowledge, they often neglect the daily common sense of legal safety. For this reason, college teachers can regularly carry out some lectures on safety and the legal system, slowly infiltrating the legal knowledge into the campus and permeating the

hearts of every college student. When facing the threat of unlawful infringement, in addition to taking precautions with their own power, they must promptly report to the public security department Report to the police and deal with it in accordance with legal procedures.

5.6 Parents and society actively participate in building a harmonious relationship between teachers and students

As far as parents are concerned, parents are the first teachers of children, and their influence on children's life is very important. Parents guide their children to establish an equal relationship from an early age, and often have a heart-to-heart talk, which will inevitably produce democratic ideas in the children's minds, which will be of great benefit to him in strengthening interpersonal communication. In addition, parents should often communicate with teachers to understand the students' situation. From the social aspect, it is necessary to promote the improvement of the relationship, and form an atmosphere of caring for students in the whole society. The development of students is the expectation of parents and the hope of the motherland in the future.

The cultivation of a good teacher-student relationship is not a one-off effort, which requires the joint efforts of college teachers, students, parents and society. Contribute to the reform and development of China's higher education, improve the relationship between teachers and students, build a harmonious campus, better implement the educational concept of happiness education, and finally form students' ability to create happiness.

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On the Innovation of Packaging and Printing Enterprises

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Abstract: With the development and progress of society, China's science and technology is in rapid development. All industries in modern society are actively adjusting their own development mode. In order to adapt to the fierce competition in the market environment, modern enterprises need to innovate their working ideas, working modes and methods to cope with the changing market environment. Innovation driven has become an important development strategy in China. After the financial wave of 2008, the economic pattern of the whole world has been deeply shaped. The trend of economic globalization has been irresistible. Under the financial background of economic globalization, China has formed a diversified market environment, and the market potential has been stimulated. In modern society, the opportunities and challenges of enterprises coexist. From the perspective of innovation of packaging and printing enterprises, this paper aims to find a suitable development path for packaging and printing enterprises, so as to promote the development and progress of packaging and printing industry.

Key words: Packaging and printing enterprises; The road of innovation; Economic globalization

1. INTRODUCTION

If modern enterprises want to survive in the fierce market environment, the most important development concept is innovation. Through innovation, we will continue to explore the future development of packaging and printing enterprises. At present, innovation has become the propeller and the only way for the future development and reform of enterprises. Packaging and printing enterprises must abandon the traditional mode of economic development, innovate and adjust in accordance with the requirements and changes of the market environment. Facing unknown risks and challenges, the first one is to carry out innovative development. In the one belt, one road development strategy put forward by China, we must regard innovation drive as the support of development strategy. Innovation has laid the foundation for further development of our economy. Under such circumstances, printing and packaging enterprises must keep a clear head and seize this rare development opportunity through innovation and development [1-4].

2. INNOVATION STATUS OF PACKAGING AND PRINTING INDUSTRY

The diversification of domestic market environment caused by the current economic globalization. This leads to the traditional development mode of packaging and printing industry has not adapted to the current market environment. For the packaging and printing industry, in order to survive in the fierce market environment, we must

take innovation as the driving force of enterprise development. Packaging and printing enterprises only grasp the innovation, in order to achieve twice the result with half the effort. In order to meet the challenges of all aspects, packaging and printing enterprises need to put innovation in an important development position, so as to help enterprises reverse the situation of limited development.

How about the innovation and development of packaging and printing enterprises at this stage? As we all know, packaging and printing enterprises, as a sunrise enterprise, are developing rapidly. Packaging and printing enterprises will be innovative ideas throughout the whole process of development. Technological innovation, material innovation and design innovation have become a part of the development of packaging and printing enterprises. From the beginning to the end, the pace of innovation of packaging and printing enterprises has never stopped.

Driven by the concept of technological innovation, packaging and printing enterprises break through the shackles of traditional packaging and printing technology. The current packaging and printing enterprises continue to improve packaging machinery. Through the continuous improvement of packaging machinery, modern packaging and printing machinery has been rapidly popularized in various industries. China's packaging and printing technology has basically realized the development direction of mechanization, automation, electrification, linkage and digitization.

Moreover, the new materials are applied in various packaging production, and the innovation of new materials gives consumers more choices. At the same time, in the selection of packaging and printing materials, it is necessary to choose the green packaging materials that are harmless and non-toxic to human body. This method undoubtedly speeds up the development process of green products, and this innovative concept of material work provides a guarantee for green printing.

Finally, packaging and printing enterprises should follow the pace of the times, the current world is integrated. Diversified cultural ideas are also providing opportunities for the development of packaging and printing enterprises, facing the new historical pattern of letting a hundred flowers bloom and a hundred schools of thought contend. Packaging and printing enterprises have to constantly bring forth the new, design more attractive packaging and printing products, so as to get more consumers' favor.

At present, the packaging and printing industry has a wide range of products, and a variety of product forms are dazzling. Rich product styles embellish the whole commodity market, thus creating a new packaging world. The reason why the current market environment can be

formed is mostly due to the dividend of innovation and development. The development results brought by innovation will guide the development of packaging and printing industry, and also become the foundation of the development of packaging and printing enterprises.

3. INNOVATIVE ELEMENTS OF PACKAGING AND PRINTING INDUSTRY

Innovative development means that the packaging and printing industry needs to break the traditional way of thinking. From a new perspective and level, multi angle thinking often has a surprising effect. Innovation tells packaging and printing enterprises that they should not ignore the changes of market environment and follow the traditional development mode all the time. Packaging and printing enterprises need to start from five aspects in order to become innovative enterprises.

The first point is that the decision-making level of packaging and printing enterprises should have a pair of insight to observe the development direction of enterprises from the changes of market environment. If you want to develop this insight, you must study hard and practice hard. In the business operation, you should always keep a clear mind. Only in this way can you see the essence of things through problems. The innovation and development of an enterprise needs to have a clear goal and direction. When the company leaders look at the development process of the enterprise, they need to learn to think from multiple perspectives. Looking at the same problem from different perspectives often leads to different results. Training a pair of wise eyes can help the leaders make correct judgments.

The second point is that we need to think. Today's market environment is changing rapidly. Whether we can make correct judgments and decisions mostly affects the success or failure of enterprises. In the process of enterprise development, enterprises need to decide which way of development to participate in the market competition, which is related to the rise and fall of enterprises. With the rapid development of society, people often need to have advanced thinking to make correct judgments.

The third point is to lay a good foundation. Modern packaging and printing enterprises need to arm themselves with innovation from the aspects of machinery and equipment, employees, operation and management. Only when they have the industrial foundation matching the market operation, can they seize the dividend brought by the development of science and technology.

Fourth, cultivate talents. Talent is the cornerstone of innovation and development. Enterprises need to adjust

the talent structure, adjust the talent according to the market environment, and create an innovative talent team to meet the talent needs of digital printing and other advanced fields.

The fifth point is to be aware of the overall situation. Modern enterprises carry out activities under the unified deployment of the state. In the development concept, we should have the overall situation consciousness. In order to use the changes of the new normal and implement the development concept of green and environmental protection, we need to achieve green printing and environmental protection production.

4. INNOVATIVE WAY OF PACKAGING AND PRINTING ENTERPRISES

China is a big manufacturing country, and the products made in China are now all over the world. The packaging and printing industry has entered a new era with the change of technology. In order to make the traditional book printing industry out of the downturn and usher in hope. We need to find a new way of development. Only when enterprises have the ability of innovation, can they constantly adjust the industrial structure according to the changes and requirements of the market. Digital printing, network printing and other new technologies have become the normal development of the printing industry. People need to carry forward the spirit of innovation in order to seize the opportunity of development.

5. CONCLUSION

Generally speaking, the development of packaging and printing enterprises needs both internal and external development. At the same time, we should innovate technology and business model, so as to truly implement the innovation drive.

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Research on the Construction of Financial Security Index System in China

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Abstract: With the rapid development of global economic integration, the development of financial industry is gradually booming, and it occupies an increasingly important position in the world economic system. There are many unstable factors in the financial industry where the greater the income and the greater the risk, which leads to the great risk of the financial industry. In order to deal with the financial crisis and ensure the security of China's financial industry, China should establish China's financial security index system and relevant policy recommendations. The following will be a brief analysis of China's financial security index system.

Key words: Financial security; Financial risk; Financial security index; Construction system; Analysis and research

1. INTRODUCTION

In the global economic integration development trend, in order to develop and expand rapidly, the financial industry of each country gradually increases the development and opening up of the market. In the case of high income, it also brings more uncertain factors and security risks in the financial industry. A country or region has a financial crisis which will have a certain adverse impact on the interconnected countries, and will affect more countries, and then lead to the risk of global financial crisis. Similarly, the risks of financial crisis will have a certain impact on China in many ways, and have a huge adverse impact on China's financial industry and China's economic development. Therefore, in order to face the adverse effects of the financial crisis, China has constructed the financial security index system and relevant policy suggestions to ensure the security of China's finance [1-3].

2. THE CONCEPT AND CONTENT OF CHINA FINANCIAL SECURITY INDEX CONSTRUCTION SYSTEM

With the continuous development of the integration of international financial industry and global economy, there will be more and more adverse factors to financial security, and real-time changes occur constantly. Therefore, there is no fixed and unified guarantee method for financial security in China. Therefore, we can only guarantee the financial security of China from different angles of macro economic security and financial market economic institutions, and produce a study on the construction system of financial security index in China.

In 2000, Li huaizhen believed that the relative stability of financial security can only be guaranteed under the condition of the overall stable operation of the country. Through the national government's laws and relevant policy planning, the supervision and control of regulatory departments and the adaptive adjustment of the main body

of the financial industry, we can prevent the unstable factors in the financial industry. In the national government, regulatory authorities and the main body of the financial industry to cooperate to build China's financial security defense mechanism.

In 2006, Han Bing made in-depth and detailed research and Discussion on financial security, financial risk and financial crisis, and constructed China's financial security index system from three aspects of macro, financial institutions and external finance, as well as banking, securities and insurance of financial institutions. There are also many domestic financial scholars published a variety of literature on the research and analysis of China's financial security index system, which has practical inspiration and suggestions, and has made a great contribution to the research of China's financial security index system.

3. THE CONSTRUCTION OF CHINA'S FINANCIAL SECURITY INDEX SYSTEM

3.1 Selection of China's financial security index construction system

The construction of China's financial security index system is the guarantee of China's financial security, in order to prevent all kinds of adverse effects of the financial industry leading to the retrogression risk of China's social and economic development. It is a complex and huge system, which has a very important preventive role. Therefore, the selection of China's financial security index system must be scientific, reasonable, objective and systematic, and follow the relevant national government laws and policies. The selection of China's financial security index construction system is analyzed from different angles and indicators according to various literatures published by many domestic scholars, and the research is carried out according to the actual situation of China's financial industry, so as to ensure the accuracy and efficiency of the selection standard, which will improve the prevention quality of China's financial security index construction system.

3.2 Origin and supplement of China's financial security index

All kinds of original basic indexes in China's financial security index system are selected from China Securities and futures statistical yearbook, China Financial Yearbook, Asian economic database and World Bank Database. For some basic data that cannot be obtained, other known stable data are processed and analyzed for prediction calculation.

3.3 Specific methods of building China's financial security index

In accordance with the principles of scientificity, rationality, objectivity and systematicness, we can select

the corresponding financial security index from the macro, meso and micro stability perspectives of the financial industry, and use the principal component analysis method to conduct practical research and Analysis on the construction system of financial security index. Through technical analysis to determine the weight of China's financial security index construction system, we generally use the weighted average method to calculate according to various original index data combined with relevant background knowledge, and calculate the number of original basic indexes to get the comprehensive index. AHP is used to decompose the complex and huge financial problems into multi-level and multi-element aspects. The above methods are subjective and lack of relatively objective analysis and research. Finally, the principal component analysis method is used to evaluate and calculate the basic and comprehensive indexes scientifically, reasonably and objectively.

4. RELEVANT MEASURES OF CHINA'S FINANCIAL SECURITY

4.1 Macro control of national government

To adjust and control the development of China's financial and economic environment from a macro perspective is of great significance to the stable and sustainable development of China's financial industry, and plays a great role in avoiding and preventing financial risks. It increases the transparency of the financial industry and enhances the supervision of the regulatory authorities on financial risks. It can take effective defensive measures against financial risks and financial crisis, provide impetus for the development of China's financial industry, and strengthen the ability of China's financial security index system.

4.2 Strengthen the supervision of foreign financial enterprises and foreign financial enterprises

In the trend of economic globalization, the financial risks of other countries will also have a certain impact on China, and even one of the reasons leading to the global financial crisis. Therefore, under the condition of stable domestic financial and economic supervision, the regulatory authorities need to strengthen the supervision of foreign-funded financial enterprises and foreign-funded financial enterprises. Under the improvement of the supervision system of China's international financial institutions, it promotes the development of foreign cooperation of China's financial institutions, and helps China to

understand and deepen the real-time situation of the global financial industry.

4.3 Attach importance to the development of financial risk prediction and warning supervision system

In order to better avoid and prevent financial risks and financial crisis. It is necessary to establish a perfect multi-level and multi-faceted financial risk prediction and warning supervision system. We should also pay attention to the cultivation of talents and in-depth study of financial knowledge, so as to create a more efficient and accurate China's financial security index. In the continuous development of the global financial economy, there will be a variety of financial risks and financial crisis, China's financial security index system needs to adapt to the needs of the financial industry and constantly improve and update, to provide a more powerful guarantee for China's financial security.

5. CONCLUSION

In the process of internationalization of China's financial industry, the external development of the financial industry continues to expand, which has brought more impact and risk to China's financial security. The above research on the construction system of China's financial security index preliminarily reflects the accuracy and practicability of China's financial security index. The academic research on finance should be paid attention to by all walks of life in order to respond to China's financial security in a more effective and accurate way.

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Research on the Status quo and Countermeasures of Physical Training in College Basketball

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Abstract: The content of physical education is rich, in which basketball course will be loved by students in the specific teaching process, and affects the overall development of students. This course will require higher physical fitness of students. Therefore, in the teaching of college basketball, whether to improve the students' comprehensive quality level or to promote the further development of basketball, we need to think about training students' physical ability in the process of college sports basketball training, so that students have more rich skills. But there are some problems in the teaching process of College Physical Education basketball course, which leads to the unsatisfactory effect of physical training. This paper analyzes this and discusses the corresponding physical training measures, hoping to further guarantee the actual effect of physical education in University.

Key words: University education; Physical education; Physical training

1. INTRODUCTION

As an international sport, basketball itself has competitive characteristics and is widely loved by young people. At the same time, this project reflects entertainment, which can make college students organize teams to carry out corresponding activities, promote people's emotional exchange and meet the rich physical sports needs. As an important course in college sports, the development of basketball can improve the students' physical quality, help them to strengthen their physical fitness and make them develop comprehensively. But there are still some problems in the process of basketball physical education in China, which leads to the deficiency of students' basic physical training and lack of training consciousness. In the process of learning, middle school students may lack enthusiasm for participation because of the lack of specific content of physical training, and teachers do not fully understand the actual needs of students, which affect the effect of basketball teaching, which leads to the value of physical training is not obvious. Therefore, it is of great value to analyze the specific teaching situation and specific countermeasures in physical training of college physical basketball course. The following mainly focuses on the physical training of College Physical Education basketball course to carry out a simple analysis and discussion.

2. SPECIFIC SITUATION OF PHYSICAL TRAINING IN COLLEGE PHYSICAL BASKETBALL COURSE

First, the physical fitness level of students is limited in

physical training of college basketball. Under the influence of current exam-oriented education, the learning achievement is the most important content in the process of cultivating students. Ignoring the physical training of students leads to the relatively lack of time used in physical exercise in the process of growth and development, and the physical quality will be relatively poor. In the course of College Physical Education basketball, if we take the high-intensity physical training method to the students, it will cause the students to adapt to it. Over time, there will be a kind of resistance and conflict psychology, which seriously affects the teaching effect of basketball in the University, hinders the long-term development of basketball, even causes the students to be injured accidentally during the process of basketball physical training, which is seriously in violation of the physical training The essence of physical education [1].

Secondly, the training conditions of physical training in college basketball course are relatively limited. The sports training places arranged in Universities in China are generally imperfect. Due to the lack of funds, only some outdoor basketball courts are set up, and there are no complete physical training equipment, which leads to the lack of the overall training venues for students, which further improves the risk of students' injury. Usually, the training equipment is not advanced, and the total number is relatively small, which can not meet the actual needs of students. The environmental conditions of universities are relatively inadequate, which hinders the orderly development of physical training in university courses.

In addition, the physical training of College Physical Education basketball course teachers is not professional enough. Because of the reasons of teachers, the teaching form of basketball major is more superficial, which makes students only practice freely in the course of classroom learning, but not combined with some corresponding physical training guidance content. This results in the poor teaching effect in physical training, which can not reflect the specific training value, which affects the physical fitness of students Training results [2].

3. THE EFFECTIVE COUNTERMEASURES OF PHYSICAL TRAINING OF COLLEGE BASKETBALL

3.1 Provide more abundant basketball training conditions
In the process of physical training of sports basketball course carried out by universities, it is necessary to provide students with some relatively safer basketball venues to meet the objective requirements of sports equipment in the process of basketball training. Schools

should pay attention to the development of students' physical quality, and strive for more abundant funds for students, so that they can fully match and integrate with the long-term development of sports. In this process, if the amount of government funding provided by the state is relatively limited, the school can build its own campus basketball team, so that it can participate in a variety of College Students' basketball games, win some qualification of the game through strength, and obtain commercial financial support, so as to solve the problem that the university campus itself is used for basketball physical training places and facilities. We should pay attention to the shortage of funds in the construction.

3.2 Further improve the physical training mode of college sports basketball course

In the teaching mode of college basketball, teachers need to combine the situation of students to improve it. Through the integration of theory and practice, we can effectively guarantee the actual effect of basketball teaching, effectively improve the effect of physical training in the teaching process of college sports basketball course, and fully exercise students' endurance and persistence. This requires the coaches and teachers of college sports basketball to formulate the corresponding basketball training plan based on the actual needs of students, innovates some relevant training forms, open up new training ideas, improve students' interest, and build a more complete basketball training mode [3].

3.3 Improve the construction of basketball professional teachers

The physical training teaching of college sports basketball course needs to pay attention to the professional quality level of teachers. Through the correct guidance of teachers and the long-term practice of students, we can help students have a more comprehensive understanding of the relevant content in the process of basketball, master some professional knowledge learned in time, and master some

skills in basketball. On this basis, the school should provide teachers with rich learning and exchange opportunities, so that different teachers can discuss the specific action and theoretical knowledge, and analyze some tactics and action principles in the process of basketball, so as to effectively improve the comprehensive quality of college basketball coaches [4].

4. CONCLUSION

From the above, we can know that in the process of college sports basketball teaching, physical training is a very important content, which can enrich college students' sports knowledge, exercise their strong will and unremitting spirit. But in this process reflects some specific problems, affecting the orderly development of physical training teaching, this paper analyzes this, understand the relevant countermeasures, hoping to further promote the comprehensive development of students.

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Analysis of The Optimal Economic Growth in Response to Climate Change

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Abstract: IPCC points out that the main reason for global warming is the large amount of greenhouse gas emissions, which is not conducive to the progress of society. At present, the intensity of CO₂ emission has become the core index of climate change control, and its policy meaning is self-evident. Based on the constraint index, the paper combines emission reduction control rate into production function, and builds the optimal growth model to obtain the corresponding growth rate, hoping to provide strong support for the establishment of low-carbon consumption structure and economic development in the future.

Key words: Emission reduction control rate; Economic growth model; Climate change

1. INTRODUCTION

Low carbon economy has become the main development trend with the emphasis on reducing greenhouse gas emissions. Low carbon economy can be understood as taking reducing CO₂ emissions and energy consumption as the main means to make environmental protection and economic development go hand in hand through the establishment of scientific consumption structure. It can be seen that the focus of future research will still be on how to reduce CO₂ emissions on the premise of sustainable economic development, which is also the focus of this paper.

2. BUILD THE MODEL

According to the theory of economic growth, the core input factors for economic growth are labor force and material capital, and the power for sustained economic growth is provided by technological progress. With the continuous development of science and technology, the importance of energy as a strategic resource is gradually known by people. The community has reached a consensus that "energy is one of the indispensable elements of production".

This paper takes Solow model as the core, based on the integration of existing research results, puts forward the hypothesis that "whether it is energy factors or other factors, their elasticity of substitution is limited". By incorporating labor and capital related factors into the production function, it ensures that the internal relationship between economic output and energy can be directly reflected [1]. Assuming that both energy and capital are returns of constant scale, and taking technological progress into consideration, the corresponding model is obtained by combining the above theories:

$$Y(t) = A(t)K(t)^\alpha E(t)^{1-\alpha} L(t)^\beta, 0 < \alpha, \beta < 1$$

In this model, $y(t)$ represents the actual output of the economy at time t . $A(t)$ represents the level of technology at time t . $K(t)$ represents the capital invested at time t . $E(t)$ represents the amount of energy consumed at time t . $L(t)$ represents the labor input at time t . α represents the corresponding output elasticity of capital, and $1 - \alpha$ represents the actual output elasticity of energy. β is usually used to refer to the relevant parameters of labor output elasticity.

Based on this, the corresponding control rate of CO₂ emission reduction is incorporated into the above function, and the researchers plan to use $\mu(t)$ to represent the decline of annual emission intensity:

$$c(t) = C(t)/N(t)$$

$$\dot{K}(t) = (1 - \delta)Y(t) - C(t)$$

Among them, $n(t)$ represents the number of population at time t ; $C(t)$ represents the per capita consumption data. Considering that the simplified analysis can ensure the accuracy of the analysis to the greatest extent, it is decided to treat the economic output other than depreciation and consumption expenditure as capital accumulation, representing depreciation coefficient.

3. MODEL DATA CALCULATION

This paper focuses on the analysis of the state of the economic system which has been in a stable growth level for a long time. Its essence is to calculate the maximum solution of the functional integral in a specific period. It belongs to the problem of system optimization, usually considering the state and control variables. According to the optimal control theory

$$H = U[c(t), N(t)] + \lambda \{ (1 - \delta) [(1 - \mu(t)) \cdot A_0 e^{vt}]^{\frac{1}{\alpha}} K(t) \tau(t)^{\frac{1-\alpha}{\alpha}} [\omega(t) N_0 e^{nt}]^{\frac{\beta}{\alpha}} - C(t) \}$$

In the above expression, C represents the control variable; K represents the state variable; λ represents the shadow price formed by the capital at t time. To make λ reach the maximum value, the following conditions must be met:

$$\frac{\partial H}{\partial C} = U'(C) - \lambda = 0$$

The corresponding motion equation of λ is as follows:

$$\dot{\lambda} = - \frac{\partial H}{\partial K} = -\lambda(1 - \delta) \cdot \frac{\partial Y}{\partial K}$$

Considering that the steady-state growth is characterized by the same growth rate of economic output and consumption, the optimal growth rate can be obtained by incorporating the corresponding CO₂ emission reduction control rate into the corresponding growth path:

$$g_Y = \left(n - \frac{\rho}{\sigma}\right) + \frac{1 - \delta}{\sigma} \cdot [(1 - \mu(t))A_0 e^{vt}]^{\frac{1}{\alpha}} \cdot \tau(t)^{\frac{1-\alpha}{\alpha}} [\omega(t)N_0 e^{nt}]^{\frac{\beta}{\alpha}}$$

4. DETERMINE THE OPTIMAL GROWTH RATE

4.1 Estimating function parameters

The conventional methods used in the diagnosis of multicollinearity are: variance ratio, tolerance and expansion factor

Table 1 results of collinear test based on Vif

Variable	Standard deviation	Average value	Expansion factor
t	9.96	17.51	68.88
ln L	0.22	1.83	24.17
ln K'	0.31	8.29	19.30
ln Y'	0.34	6.92	-

It can be seen from the information transmitted in Table 1 that the inflation factors of variables are all greater than 10, which indicates that the independent variables have a collinearity relationship, and the corresponding estimated value of the least squares regression will be affected. Even the conclusion of the model may not conform to the reality, and the model interpretation will lose its use value.

The researchers decided to get a component based on the partial least squares method and DPS system through regression analysis + cross test [2]. The results of data processing are as follows: the sum of squares of residual error is 9.33, the sum of squares of error is 9.03, the determination coefficient is 0.73.

The equation that can be used for regression analysis of the original variables is as follows:

$$\ln Y' = 3.42 + 0.01t + 0.29 \ln K' + 0.52 \ln L$$

4.2 Establishment of strength model

In this paper, the energy intensity is assumed to be exogenous. According to the existing research and conclusions, the energy intensity tends to change exponentially with the passage of time. Therefore, the preferred method to predict the future value is to fit the existing data:

$$\tau(t) = \tau_0 e^{bt}$$

Combined with the relevant data of energy consumption and economic capacity over the years, the time series is calculated. On the basis of logarithm, through regression analysis, the following conclusions are drawn:

Table 2 regression analysis results

Variable	p	t	Standard error	Regression coefficient
b	0	106.19	0.06	-6.40
ln τ ₀	0	9.47	0.01	-0.03

According to the analysis of Table 2, if the value of α is 0.05, the corresponding test value of T meets the significance test condition, and the F test value and P value also meet the significance test condition. If the judgment coefficient is 0.74, the model can show a good fit. Based on this, the model for energy intensity should be as follows:

$$\tau(t) = 0.02e^{-0.03t}$$

5. FUTURE DEVELOPMENT SUGGESTIONS

5.1 Technical level

Energy industry is characterized by technology intensive. To achieve sustainable development, the key is to improve the innovation ability. On the one hand, on the basis of protecting coal production geology, the value of coal production can be fully exerted through rational development + efficient development; on the other hand, the efforts to develop new energy sources should be strengthened to develop other energy sources under the premise of making full use of conventional energy, and the world will be united to build a win-win situation.

5.2 Economic level

At present, China is in the critical period of economic development and transformation, a large number of energy is exploited and consumed, which leads to the increasingly serious problem of resource shortage. With the trend of economic globalization becoming increasingly clear, it is a trend to optimize and upgrade the industrial structure. This can not only speed up the adjustment of strategic structure, but also shorten the time it takes to form and promote new development mode, which meets the requirements of coordinated development.

5.3 Energy supply and demand

Based on the international and domestic markets, the security mechanism in line with the current situation of domestic energy is established, and the funds used to support the exploration and development of energy are increased as appropriate, so as to improve the infrastructure. In addition, the work of issuing relevant laws on energy reserves should be put on the agenda, which provides theoretical basis for the establishment of reserve system.

6. CONCLUSION

At present, countries around the world have focused on "how to ensure the economic level to reach the expectation and provide all-round protection for the environment by reducing CO2 emission on the premise of stable and sustainable economic development". To achieve this goal, the key is to clarify the relationship between climate change and economic development, and calculate the economic growth model and the optimal growth rate according to the characteristics of climate change.

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Research on The Design of Teaching Activities Based on Deep Learning

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Abstract: The so-called deep learning can also be understood as a design mode that respects the teaching law, meets the new curriculum reform trend and adapts to the personalized needs of students' development. The idea of deep learning will take cultivating students' core literacy as the starting point, and promote teachers to change teaching methods and ideas in time and carry out more professional teaching activities design. Students create targeted learning tasks and improve high-level thinking, which has a profound impact on achieving the ideal teaching effect and promoting the overall development of students. Therefore, this paper will focus on the design of teaching activities based on deep learning as the theme of the analysis, through a detailed understanding of the importance of this teaching activity design, and then put forward the feasibility of promoting the smooth development of the teaching activity design based on deep learning.

Key words: Deep learning; Teaching activities; Design

1. PROBE INTO THE CLASSROOM CONSCIOUSNESS

In-depth learning is to require teachers to strengthen the guidance to students, to enable students to explore the targeted and challenging learning topics, stimulate curiosity and curiosity, actively integrate into each learning link, experience success and achieve their own development. In this process, students are required to master the concept knowledge of the subject, and understand the whole learning process deeply, be good at grasping the essence and thinking methods of the subject, and have the internal learning motivation.

Under the background of the new curriculum reform, teachers should have a lifelong learning consciousness, be good at reflection, summarize teaching experience, actively learn the modern teaching concept, realize the curriculum consciousness, what kind of curriculum consciousness teachers will have, so the curriculum consciousness and teaching consciousness correspond with each other. The so-called curriculum consciousness is directed to the development of students, while teaching consciousness refers to the various concepts and knowledge that students have. If teachers can integrate the teaching materials and point to the curriculum, the development of students will also be directed from the original passive fragment learning implementation to the overall development. The starting point of deep learning is to realize the curriculum concept and goal in daily teaching work, and "teaching based on curriculum consciousness is the key requirement to the core quality". Therefore, teachers should understand the curriculum

more deeply and comprehensively, and implement the teaching design work guided by curriculum consciousness [1].

2. RESEARCH ON THE DEVELOPMENT OF STUDENTS' CORE LITERACY AND SUBJECT CORE LITERACY

It is very important to cultivate students' core literacy. However, due to the far-reaching influence of traditional teaching concepts, some teachers do not know where to start and implement in the face of the problem of developing students' core literacy and improving subject core literacy, and deep learning will point out the direction for teachers. The purpose of deep learning is to make students grow up healthily and develop in an all-round way and become masters of social and historical practice in the future. That is to say, adhering to the core literacy as the guiding principle to carry out teaching work does not put the key point of teaching on the subject knowledge itself. As a qualified modern teacher, in the process of teaching students to explain the key theoretical knowledge, but also to strengthen the practical design work, to avoid students rote key knowledge, to grasp the theoretical knowledge applied to practice. Therefore, teachers should enable students to master the essential attributes of disciplines, acquire discipline literacy, smoothly complete the core tasks of various disciplines, and master the thinking methods of disciplines. Only in this way can students truly understand the characteristics of various disciplines and the impact of various disciplines on their own development [2].

3. RESEARCH ON THE SUBJECT CURRICULUM STANDARDS

Subject curriculum standard is not only the standard of subject training, but also the basic requirement. In carrying out the teaching design of deep learning, we should comprehensively consider whether the choice of topics and curriculum standards have a higher degree of fit, and study the curriculum standard repeatedly. Only when teachers fully grasp the basic requirements of cultivating students, can they better complete the teaching work and avoid deviation from the track. It should be noted that the scope of studying the curriculum standard is extensive. It should not only be limited to the teaching period, but also be studied to the above periods. Because for the structure of knowledge system, teachers need to implement the overall grasp of knowledge system and students' development. If teachers can keep in mind the basic requirements and overall requirements of their own subject learning, they will also better promote students' development [3].

4. RESEARCH ON LEARNING OBJECTIVES

The idea of unit subject teaching makes it different from the conventional teaching design. For the conventional teaching, more attention should be paid to determine the main learning objectives of students according to the contents of the textbooks, and it can be understood that the learning objectives of students are to master the key knowledge in textbooks. For unit theme teaching, we should insist on the selection and organization of teaching content around the unit theme, and form a functional knowledge structure, so that students can improve their core literacy while mastering the concept knowledge.

In the routine teaching design, the setting of teaching objectives is generally based on the content of class hours, starting from the perspective of teachers, taking three-dimensional objectives as design dimensions, while in-depth learning requires that students should start from the perspective of students, surpass three-dimensional goals and pay more attention to the whole. Therefore, it is called "learning objective". When teachers carry out learning goal design, they should have a The overall target of the subject of the standby unit is supported by the implementation of the goal of the class hours. Only with clear and clear learning objectives and correct logical sequence can we ensure that the unit theme activities will not encounter other problems or deviate from track when they are carried out. It is important to note that there are likely to be inconsistencies in the implementation of deep learning. Teachers should be good at thinking and carry out the evaluation of sustainability in the whole teaching. In depth learning, more attention should be paid to the use of sustainability evaluation. Sustainability evaluation requires that students adhere to the direction of students' literacy and deep interaction. Effective realization of learning objectives is the foothold of evaluation. Learning objectives are the starting point. Therefore, teachers should have clear and clear evaluation objectives and open and professional evaluation standards, so that students can receive all links before and after the activities Section direct feedback. Generally speaking, teachers should be good at learning and have lifelong learning consciousness. They should carry out teaching activity design based on deep learning, and provide more professional teaching for students.

5. CONCLUSION

Through the analysis of the above problems, we fully

realize the importance of implementing the design of teaching activities based on deep learning. No matter which idea, only in the continuous practice and understanding can we implement and verify whether it has a promoting effect on the development of students. As a qualified teacher, he should have correct working attitude, improve teaching ability, be good at understanding, practice, acceptance and summary. Only oneself really understand deep learning. Only in order to design more efficient classroom. Therefore, this requires that students' comprehensive ability can be considered comprehensively under the background of deep learning, so as to make the design of teaching activities more targeted and adaptable, which is also the guarantee for the smooth development of all teaching work, and lay a solid foundation for achieving the ideal teaching effect and promoting the overall development of students.

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The Penetration of Chinese Culture in College English Teaching

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Abstract: The purpose of English Teaching for students in university is to improve their English application ability and enable them to speak English as their native language. English application means that communication is needed, and communication is bidirectional. Through communication, we can learn the culture, thought, science and technology of other countries, but in this process, we should also spread Chinese culture. Therefore, in the process of College English teaching, English teachers need not only introduce the western culture to students, but also strengthen the penetration of Chinese culture so that students can use English to introduce Chinese culture.

Keywords: College English teaching; Chinese culture; Penetration

1. INTRODUCTION

Language not only represents a certain culture, but also is the main way of cultural inheritance. Therefore, in the daily process of College English teaching, it is very necessary to strengthen the connection between language and culture, which can not only effectively improve college students' cultural communication ability and interpersonal skills, but also promote the Curriculum Optimization of College English Teaching in China to a certain extent. But at present, most universities only pay attention to the learning of English cultural knowledge, ignoring the learning of Chinese culture.

2. BASIC CONCEPTS

It is necessary to infiltrate Chinese culture into College English teaching. Among them, Chinese culture not only includes the excellent traditional culture inherited from China for 5000 years, but also includes the current basic national conditions of China. The infiltration refers to adding Chinese culture related teaching content to English teachers' college teaching, but it does not mean that special Chinese culture courses need to be cancelled or the teaching objectives of English teaching courses need to be changed directly. On the basis of cultivating students' English expression ability and cross-cultural communication ability, students should learn to use English to introduce Chinese traditional culture, Confucius and Confucianism, language expression with Chinese characteristics and Chinese classics to western countries. Adopting this teaching method can not only enhance students' knowledge of Chinese traditional culture Knowledge, but also can effectively improve students' interpersonal skills [1-7].

3. THE SIGNIFICANCE OF INFILTRATING CHINESE CULTURE INTO COLLEGE ENGLISH TEACHING

3.1 Contribute to the realization of the fundamental goal of College English Teaching

According to the "College English teaching requirements" implemented by the Education Bureau, the learning needs of English courses can meet the needs of the country and Society for the comprehensive quality of talents. In order to truly realize this demand, we should first improve the country's cultural soft power. Although China's economic strength has been effectively improved, the comprehensive national strength has not been significantly improved. Culture is the standard of testing comprehensive national strength, so it is very necessary to enhance the country's cultural soft power, which can enhance a country's comprehensive competitiveness to a certain extent. In the report of the 17th National Congress of the Communist Party of China, it is pointed out that the promotion of cultural soft power should be promoted to the same position as the formulation of national strategy, and then the dissemination of Chinese excellent traditional culture should be the responsibility of every Chinese. Therefore, we should use English, the most widely used language in the world, to introduce China's excellent traditional culture and China's basic national conditions to foreigners, so as to truly enhance China's cultural soft power [2].

3.2 It helps to improve students' intercultural communication ability

According to the requirements of College English curriculum, students' English application ability and intercultural communication ability should be emphasized in the process of College English teaching. The cross-cultural includes excellent Chinese traditional culture and English western culture. In the study of English western culture knowledge, we need to have a full understanding of their own culture. Although there are some differences between English culture and Chinese culture, the differences between them can also lead to cultural transfer. In order to make cultural transfer develop in the right direction, first, English should lead students to learn the factors that affect cultural transmission in the process of College English teaching, and then make a comparison with Chinese culture. Only by comparison can we find out the differences and find the factors that affect language learning. And through the comparison, it can help students find the key and difficult knowledge of traditional Chinese culture teaching, so as to study in daily learning, to some extent, improve the learning efficiency and classroom teaching efficiency. Finally, only when they fully understand Chinese culture can they understand western culture accurately. In this process, students must avoid flattering others and feel deeply inferiority to their own culture, but to complete the study of western culture with an equal attitude.

3.3 Measures to penetrate Chinese culture in College

English Teaching

3.3.1 Strengthen the penetration of Chinese culture in policy making

From the policy making of our country, we can see that our country attaches great importance to the Chinese culture penetration in College English teaching. In order to effectively fulfill the requirements of College English curriculum teaching, students should not only meet the requirements of three levels of English ability, but also need to translate articles related to China's national conditions in terms of translation ability. However, the formulation of the requirements for College English curriculum is not consistent with the national conditions of our education. At present, the real social life in China has been expressed in English when teaching English in senior high school. Senior high school students have introduced Chinese traditional culture and basic national conditions to foreigners by using simple English sentences, but this teaching task has not been effectively implemented in the university period. Therefore, China should strengthen the penetration of Chinese culture in College English Teaching in policy[3].

3.3.2 Strengthen academic research in related fields

In order to effectively infiltrate Chinese culture into College English teaching, we should first strengthen the research on College English textbooks. The purpose of the research is to skillfully insert the learning of traditional Chinese culture in the process of College English classroom teaching. Chinese culture is broad and profound, Chinese history has a long history of 5000 years of civilization, various ideas emerge in endlessly, the corresponding literary works are numerous, science and technology and medical research are far more fruitful than other countries, so in the University It is impossible to learn these excellent traditional cultures in English class. Therefore, College English teachers should choose to talk about the corresponding Chinese culture according to the relevant knowledge in English textbooks, and then establish the same criteria. In addition, due to the rich connotation of Chinese culture, everyone's understanding of Chinese culture has certain differences, which eventually leads to great differences in Chinese translation. This kind of difference can be divided into two situations. The first is the Chinese culture translated by western countries themselves. This kind of translation method is based on the understanding of Chinese culture in western countries, so it is easier for people in western countries to understand, but the meaning expressed by this kind of translation method is often not accurate enough. The second way of translation is the translation made by Chinese people. Although this way of translation can express the clear meaning, people in western countries can't understand it. Therefore, the effective integration of the two translation methods has become the core task of College English teaching. In order to unify the way of English expression in College English teaching, teachers should lead students to strengthen academic research in related fields, enhance students' English application ability, so as to better introduce Chinese culture [4].

3.3.3 Teaching materials, teaching and extracurricular

activities

College English textbooks as the main tool of College English teaching, in order to effectively infiltrate Chinese culture in the textbooks, we should adjust the content of English classroom teaching in time when compiling College English textbooks. English teachers can put Chinese culture and Western culture into English textbooks through comparison in this process, and then carry out the process of classroom English training Let students express Chinese culture in English. Not only that, English teachers should also infiltrate the learning of Chinese culture in every teaching link of College English teaching process, not only cultivate students' application ability of English language, but also enhance students' understanding of language knowledge. In this process, teachers can use the way of contrast to let students master the cultural differences between English and Chinese, so as to effectively improve the quality of classroom teaching. Of course, teachers can also lead students to visit museums and exhibition halls that collect Chinese cultural relics, enhance students' understanding of Chinese culture, and teach students English expression of Chinese culture in the process of visiting, so as to help students better master the corresponding English knowledge [5].

3.3.4 Create a good social environment

In order to enhance the enthusiasm of college students in learning Chinese culture, College English teachers should create a good social environment for students in the daily teaching process [7]. Only when students are willing to learn the corresponding knowledge can they really understand, apply and convey knowledge. Therefore, English teachers should respect students' dominant position in the process of teaching, and use rich teaching methods to stimulate students' interest in learning, so as to effectively improve the classroom teaching effect. In order to effectively stimulate students' interest in learning, first of all, College English teachers need to let students clearly know the significance of infiltrating Chinese culture learning in College English teaching, and then create a good social environment for students to help them better understand Chinese culture. For example, college teachers can add some topics containing Chinese culture in classroom tests. Of course, English teachers can also hold debates on Chinese culture, so that students can actively participate in them [6].

4. CONCLUSION

Although it is urgent to infiltrate Chinese culture into College English teaching, we must pay attention to the principle of moderation and balance in the process of infiltrating Chinese culture. Moderation means that in the process of College English teaching, we need to pay more attention to the improvement of students' English expression ability and cross-cultural communication ability instead of changing the learning objectives of English teaching classroom. If the English teacher excessively imparts the corresponding Chinese culture to the students in this process, it will make the opening of College English classroom meaningless. Therefore, College English teachers should infiltrate Chinese cultural knowledge on the premise that English can help students

communicate with foreigners smoothly. In the process of infiltration of Chinese culture, teachers should guide students to form a correct attitude, not exaggerate Chinese culture excessively, nor belittle Chinese culture.

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Research on The Development Status and Prospect of Blockchain Technology

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Abstract: The rapid growth of modern social economy and the rapid development of science and technology is an important factor to drive social progress and the development of the times, and in this context, the development of the financial industry is bound to change. Nowadays, blockchain technology is not a strange concept, but with the change of financial development, what challenges blockchain technology is facing is worth pondering. Therefore, from this point of view, this article explores the current situation and development prospects of blockchain technology under the social background of the new era, so as to promote the financial industry to achieve new innovative development and solve financial problems.

Key words: Blockchain technology; Current situation; Development prospects

1. INTRODUCTION

Under the background of economic globalization, the development of market economy is constantly impacted, and the financial market in China has been affected to varying degrees. In the environment of increasing competition, we try to innovate and change. From the perspective of economics, the birth of blockchain technology is the product of the times, and it is an important measure of innovation and practice of e-cash system from the perspective of network science and technology, data encryption technology and time cut technology, and has been a symbol of financial operation tools. The application of blockchain technology can be traced back to 2009. After more than ten years of development, the technology still has a very broad development prospect in the future.

2. ANALYSIS OF BLOCKCHAIN TECHNOLOGY AND ITS DEVELOPMENT PROCESS

2.1 Definition of concept

Blockchain technology is a computer application mode with bitcoin as the core. It is to center trust network data, use unique nodes for distributed storage, data verification, information transmission and communication. Some professional scholars have thought that blockchain technology is a new network technology integrating network with data encryption, time interception and consensus from the perspective of technology application. In the narrow sense of the public, blockchain technology can be regarded as a computer technology to help the society realize its value and promote the transmission of internet protocol. The computer information data processing center believes that blockchain technology is a

chain data structure which can promote the division of data modules, and it is connected in time sequence.

2.2 Development process

Blockchain technology is constantly improving in the background of the rapid development of bitcoin. Under the joint research of many scholars at home and abroad, the development of blockchain technology has shown different leapfrog progress, which makes the current scholars think that blockchain technology has achieved worldwide changes to some extent. And it has promoted the industrial revolution. With the in-depth exploration of blockchain technology, the application scope of this technology has been expanding. Now, it has been extended from the initial information technology field to the fields of finance, insurance, education, etc., and gradually become the applied concept of various fields. In the past ten years, blockchain technology has made substantial breakthroughs.

3. BRIEF INTRODUCTION OF THE DEVELOPMENT STATUS OF FIVE CHAIN TECHNOLOGY

3.1 Transaction process

As far as the current application of blockchain technology is concerned, its practical application can be divided into the following contents: first, help to create new transactions; second, promote the wide spread of information in the network technology platform; third, help new transactions realize network verification and information verification; fourth, promote the passing of network verification results; fifth, promote the completion of entry of new transactions. Specifically, the blockchain technology makes use of the correlation between the nodes to promote the completion of the creation of transactions and the production of transaction orders, and forms new transaction data and data records through the sending of this content to each transaction point, so as to promote the spread in the whole network platform, and promote it to accept the network inspection of the nodes, so as to ensure the data result algorithm for the received information Consensus, so as to complete the data recording of the entire Internet node [2].

3.2 Infrastructure

The infrastructure of blockchain technology includes data layer, network layer, consensus layer, incentive layer, contract layer and application layer. Each layer corresponds to independent individual. The main function of data layer is to ensure the traceability of data information, but it can not be changed; the network layer is to promote the establishment of a complete transaction

channel; the main function of consensus layer is consensus algorithm to ensure the effective achievement of data of each node; the key role of incentive layer is to promote the technical integration of economic elements, including distribution and distribution mechanism; the key role of the contract layer is to promote the network feet This, information algorithm and other intelligent implementation, promote the programming and data block to achieve certain results; finally, the role of the application layer is to promote the application of scenarios, namely programming currency, programmable finance, programmable society, etc.

3.3 Characteristics analysis

From the analysis of its development process, blockchain technology has the characteristics of decentralization, trustworthiness, openness and independence. Among them, decentralization refers to the application of technology no longer relies on any other organization or hardware; the deintertrust expression is not completely untrusted, but the unique information data algorithm of the block chain is supported by mathematical algorithm, which is relatively to remove the trust of other ways before; the openness is relatively simple, mainly reflected in the form of user participation The characteristics of independence are that blockchain technology does not rely on other management agencies or hardware facilities, and maintains relatively independent operation.

4. THE DEVELOPMENT PROSPECT OF BLOCKCHAIN TECHNOLOGY

4.1 Promote the realization of system centralization and complementarity

The application of any new technology shows strong characteristics of the times. Blockchain technology is based on network technology and information technology. According to the analysis of the advantages of the current application of this technology, its features of dereliction, traceability and collective maintenance promote the reduction of resource rate to a certain extent, solve the problem of low efficiency, and promote the realization of the system the goal of center complementation. The central complementarity of blockchain technology can be said to provide power for its own development prospects [3].

4.2 Impact of safety risk control

Strictly speaking, security risk control is the key to the development of all walks of life in the society. To a certain extent, the controllability of blockchain technology has realized the safe operation, promoted the access rights of the effective code of the application, improved the security, promoted the financial innovation, and realized the risk control and welfare improvement within the

controllable range. This fully demonstrates the security of blockchain technology, which is the key to the development of the society It is an important factor for its broad development prospects.

4.3 Focus on mutual cooperation

From a sociological point of view, the development of everything in the world needs mutual cooperation. In the application of blockchain technology, the integration and refinement of resources of all parties improves the functionality of data information processing and data information encryption to a certain extent, and promotes the effective strategic cooperation between all walks of life in the use of blockchain technology. This can be said to strengthen the social cooperation and expand the market It widens the development path of blockchain technology [4].

5. CONCLUSION

In a word, in terms of the current development status of blockchain technology, the development of financial market in the new era needs blockchain technology as a breakthrough, and this technology is also an important driving force for the development of the current financial industry. Recognizing the development advantages and disadvantages of current blockchain technology can promote the financial industry to find the gap in the development process and make up for it in time, so as to ensure its continuous practice and research center to seek effective innovation ways, so as to promote time technology innovation and concept innovation, which also proves that the development prospect of blockchain technology in the future is very considerable.

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Research on Practical Teaching Reform of International Economy and Trade Major in Higher Vocational Colleges Under the Background of Cross Border E-commerce

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Abstract: With the development and progress of society, China's science and technology is in the stage of rapid development. The application and development of science and technology in the field of education has changed the pattern of traditional education industry. The idea of rejuvenating the country through science and education makes people pay more attention to the development of education industry. Modern society has entered the era of information network. Under the background of information society, the whole social trade is developing in the direction of cross-border e-commerce. At present, China is in urgent need of talents in this field. Therefore, higher vocational colleges have opened the major of international economy and trade, which meets the talent gap of cross-border e-commerce trade. From the perspective of practical teaching reform of international economy and trade major in Higher Vocational Colleges under the background of cross-border e-commerce, this paper aims to put forward reasonable teaching reform suggestions for international economy and trade major in higher vocational colleges.

Key words: Cross border e-commerce; Higher vocational international economy; Trade Major

1. THE CONNOTATION AND DEVELOPMENT OF CROSS-BORDER E-COMMERCE

The development of information technology promotes the development of e-commerce industry. The number and number of electronic transactions across the border are also increasing. According to the current trend of e-commerce development, a large number of financial and trade talents are urgently needed in the society. Cross border e-commerce is a new education mode developed under the background of Internet society. It mainly completes the trade of goods through e-commerce platform, and then delivers goods through transnational logistics. Cross border e-commerce breaks through the constraints of traditional trade area and time, which makes cross-border trade exchanges more efficient.

Our government also attaches great importance to cross-border e-transactions. Under the policy of one belt, one road, the state leads our enterprises to go abroad to trade with other countries' economies. This move has promoted the rapid development of cross-border e-commerce in China, and accelerated the transformation and upgrading of enterprises in China. It also broke the restrictions of traditional transaction on the development of enterprises.

At present, the cross-border e-commerce in China is developing rapidly, and the number of domestic cross-border e-commerce platform enterprises is also increasing. Experts predict that the next ten years will be the rising period of cross-border e-commerce industry development. At this stage, there is a huge demand for cross-border e-commerce talents [1-3].

2. POST SKILL DEMAND OF CROSS BORDER E-COMMERCE TALENTS

2.1 International trade skills

Cross border e-commerce is a new type of national trade mode which is formed by information technology. Therefore, the talents engaged in cross-border e-commerce industry must have basic international trade skills. It mainly includes looking for customers, skillfully using international communication software, communicating with customers freely, independently tracking projects and signing contracts, understanding various transportation knowledge of international logistics, understanding international business laws, etc. Only with these can we become a qualified cross-border e-commerce talent.

2.2 Business English skills

Cross border e-commerce customers come from all over the world, and the world uses English as a common language for international communication. As a cross-border e-commerce talent, they need to understand the needs of customers, which requires them to have fluent oral and writing skills in English. At the same time, they need to master some popular small languages according to their work scope. It's like French, Spanish, etc. It also needs to be able to complete international business negotiation independently, which requires the staff to master certain writing ability. In the process of customer communication, it also needs to communicate around documents, which requires professional reading ability.

2.3 E-commerce platform operation skills

Cross border e-commerce cannot do without computer operation. It is a way of international trade under the background of the Internet, and computer technology as the Internet carrier is a necessary ability for cross-border e-commerce talents. Such as the ability to skillfully use word and other office software. At the same time, it also requires employees to have the basic ability of online store operation. Like PS, photography, etc.

2.4 Comprehensive vocational skills

In addition to the above abilities, as a qualified cross-

border e-commerce talent, they also need to have solid foreign trade knowledge and overseas marketing knowledge. As the customers they face come from all over the world, they also need to grasp the time of interview and pay attention to the time difference. In order to meet the needs of customers, e-commerce talents also need to learn to jet lag, reasonable arrangements for sleep and work time. In order to complete the product promotion and contract signing, we need to be familiar with and understand the culture and consumption concepts of different countries, follow the principle of specific analysis of specific problems, and formulate scientific overseas marketing strategies.

3. THE CURRENT SITUATION AND PROBLEMS OF INTERNATIONAL ECONOMY AND TRADE TEACHING IN HIGHER VOCATIONAL COLLEGES

3.1 The current situation of international economy and trade curriculum

International trade is highly comprehensive, so students majoring in national trade need to master many skills. Such as independent writing English letters, independent tracking project ability. According to the different responsibilities of cross-border e-commerce, students majoring in international economy and trade also need to master the knowledge of import and export trade, customs process and other abilities.

Among the courses offered by international economy and trade major in higher vocational colleges, international trade practice is a necessary course. It contains the most basic knowledge and skills of national trade, and is also an introductory course for students to enter the cross-border e-commerce industry. In addition to mastering this skill, we need to strengthen students' English writing and speaking ability.

3.2 Problems in Teaching

The goal of talent training is not clear. At present, the development of cross-border e-commerce is very good, but the Vocational Colleges in China have not yet established a complete curriculum system. It is only scattered to explain some knowledge related to cross-border e-commerce. At present, China is in the first stage of international trade transformation. According to the direction of cross-border e-commerce development, higher vocational colleges need to formulate clear talent training and establish cross-border e-commerce The major of affairs, combined with international cross economic and trade law teaching, increases the relevant courses.

Cross border e-commerce teachers are short. As a cross-border E-Commerce teaching teacher, he must have a high professional quality, and he needs to have a deep understanding of business English, international trade and cross-border e-commerce professional knowledge, so as to meet the requirements of higher vocational education. At present, teachers who are in cross-border e-commerce are all part-time teachers in international economy and

trade. Because of the lack of relevant experience, the teachers can not implement the curriculum into practice.

4. SUGGESTIONS ON TEACHING REFORM OF INTERNATIONAL ECONOMY AND TRADE MAJOR IN HIGHER VOCATIONAL COLLEGES

4.1 Strengthen cooperation between Higher Vocational Colleges and cross-border e-commerce enterprises

Vocational colleges mainly train professional talents, and their teaching tends to cultivate students' practical ability, help students to grasp professional skills quickly and solve employment problems better. The purpose of higher vocational colleges is to improve the students' operational ability. But the capital and resources of higher vocational colleges are limited, which lacks cooperation with large companies. Therefore, higher vocational colleges need to strengthen cooperation with enterprises and provide more practical platform for students.

4.2 Reform of curriculum system

At present, cross-border e-commerce courses in vocational colleges are all set up in accordance with international economic and trade courses. This course is lack of purpose and pertinence, and it can not cultivate and improve students' professional ability. In order to improve the students' professional skills, higher vocational colleges need to strengthen the study of basic courses. For students of cross-border e-commerce, they need to strengthen their study of relevant theories and practical skills of cross-border e-commerce. At the same time, we should improve the students' business English ability and deepen their understanding of e-commerce process.

5. CONCLUSION

Generally speaking, the development of information technology has promoted the development of e-commerce. Under the background of globalization, trade exchanges between China and other countries in the world are becoming more and more frequent. In order to transport the required professionals to the society, higher vocational colleges need to strengthen the cultivation of students' professional skills.

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On Extracurricular Sports Activities in Colleges and Universities and The Cultivation of Students' Innovative Quality

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Abstract: As an important part of the modern education industry, colleges and universities affect the growth and development of students; under the influence of the new curriculum reform standards, quality education occupies a key and stable position in the teaching work of modern colleges and universities. Therefore, the relevant teachers need to use the organization of Extracurricular Sports activities to cultivate students' own innovative quality, consciousness and ability, and at the same time, the relevant teachers should pay attention to it Teachers need to innovate teaching mode and activity form, enrich activity content, encourage students to actively participate in extracurricular sports activities, strengthen and improve their professional quality and comprehensive quality level, so as to ensure their healthy and stable growth and development. The following mainly analyzes and explores the extracurricular sports activities and the cultivation of students' innovative quality.

Key words: Colleges and universities; Extracurricular sports activities; Students' innovative quality

1. THE SPECIFIC CONCEPT OF EXTRACURRICULAR SPORTS ACTIVITIES IN COLLEGES AND UNIVERSITIES

Usually, in the process of modern college physical education, extracurricular sports activities occupy a key position, which together with the classroom teaching process constitute the overall structure of college physical education work; in this process, students can use extracurricular practice to cultivate and improve their own physical education knowledge and skills, improve their own health level and literacy ability, and do not need to worry about it There are different ways of training with students; the common forms of modern extracurricular sports activities can be divided into morning exercises, recess exercises, extracurricular training and competition and family sports, which effectively improve the physical quality of students [1-3].

2. THE SPECIFIC CONCEPT OF STUDENTS' INNOVATIVE QUALITY

The students' innovative quality mainly refers to the knowledge and accomplishment obtained by innovation on the basis of the original basic knowledge. Through the investigation and understanding of a large number of extracurricular sports activities in Colleges and universities, the innovative quality can be divided into innovative consciousness, innovative personality and innovative ability. Among them, the innovative consciousness is the students' own thirst for knowledge

and curiosity; the innovative personality is also known as innovative quality and personality, while the innovative personality is also known as innovative quality and personality Innovation ability mainly refers to the ability of thinking and imagination, practical learning and so on, which occupies the key core position of innovation quality; the three interact, interact and promote each other, which provides great convenience and guarantee for the healthy growth of students themselves.

3. THE SIGNIFICANCE OF CULTIVATING STUDENTS' INNOVATIVE QUALITY IN EXTRACURRICULAR SPORTS ACTIVITIES IN COLLEGES AND UNIVERSITIES

3.1 Cultivate students' innovative consciousness

Research shows that innovation consciousness plays a very important role in the process of cultivating modern students' innovation quality, which determines the students' thirst for new knowledge content; in modern high school extracurricular sports activities, by cultivating students' own innovation quality, we can use the application of modern technology and equipment to comprehensively collect knowledge materials in this aspect, enrich the content of activities, and expand the scope of activities At the same time, through the cultivation of students' innovative quality, we can also cultivate students' questioning ability, so as to promote the improvement of students' self-confidence in learning, and strengthen the improvement of the level and quality of extracurricular sports activities in modern colleges and universities.

3.2 develop students' innovative personality

At the same time, through the organization of extracurricular sports activities, it can also cultivate and educate students' own will quality and other innovative personality; because some sports activities are competitive, students need to get a certain place through competition. Therefore, relevant students need to fully adjust their own emotional state before the actual competition, so as to ensure the emotional stability and avoid competition Some phenomena lead to problems in the whole process of the competition, so as to promote the progress and improvement of students' psychological quality, and provide sufficient convenience and guarantee for later learning and development.

3.3 Improve students' innovation ability

In addition, by strengthening the development of extracurricular sports activities in Colleges and universities, we can also cultivate and improve students' own innovation ability; in practical activities, students can

cultivate their own independent thinking and cooperation ability with the help of the characteristics of self-discipline and autonomy of sports activities; at the same time, because extracurricular sports activities can not be unified and standardized, students need to be based on their own majors Quality and experience, technology, etc., to accurately control the rhythm process of competition activities, cultivate their own innovative thinking ability, in order to obtain excellent ranking; finally, students can accumulate a lot of extracurricular sports experience, combined with their own professional knowledge and cultivation ability, improve their own innovative practice ability, in order to strengthen extracurricular sports activities in Colleges and universities To promote the healthy growth and development of students themselves[2].

4. THE SPECIFIC COUNTERMEASURES TO STRENGTHEN THE OPTIMIZATION OF EXTRACURRICULAR SPORTS ACTIVITIES AND THE CULTIVATION OF STUDENTS' INNOVATIVE QUALITY

4.1 Actively changing educational ideas

In order to make full use of the characteristics of the traditional physical education teachers, we need to make the best use of the students' psychological quality At the same time, the relevant teachers can also enrich the forms of sports activities, make them develop in the direction of flexibility, diversity and social personality, and carry out comprehensive cultivation and education of students' Sports literacy, so as to lay a solid foundation for the improvement of the overall teaching level of modern colleges and Universities in China.

4.2 Optimize the organizational form of sports activities

Usually, the form of activities affects the level and quality of extracurricular sports activities in Colleges and universities to a great extent, and also affects the cultivation of students' innovative quality. Therefore, in the process of actual activities, relevant teachers need to comply with the requirements of the new curriculum reform, follow the principles of autonomy, health and innovation, and promote their own development while cultivating students' innovative quality Personalization and improvement of health level.

4.3 Establishing modern management mechanism

At the same time, in the extracurricular sports activities, in order to ensure the normal activities, the relevant teachers also need to develop a strict and standardized management mechanism, to standardize the memory management of students' activities and behaviors, to avoid the occurrence of bad problems due to operational errors while completing the activities and exercise items; at the

same time, the physical education teachers can cooperate with the physical education teaching department to manage the students' activities In order to promote students' healthy and stable growth and development, we should create a certain club to promote students' self-management.

4.4 Strengthen the innovation of evaluation mode

In addition to the above measures, in the process of extracurricular sports activities in modern colleges and universities, the relevant teachers also need to improve and innovate the evaluation mode and system, solve the problems caused by the traditional unified standard evaluation of students, create a diversified evaluation system according to the core goal of cultivating students' innovative quality, and optimize and innovate the evaluation ideas and methods, so as to realize extracurricular teaching in class In order to promote the healthy development of students' own quality, we should evaluate the development level of students' comprehensive quality and give corresponding incentives to students according to the evaluation results.

5. CONCLUSION

To sum up, extracurricular sports activities occupy a very important position in modern college education. In the actual teaching process, relevant teachers and school administrators need to strictly follow the new curriculum reform standards and the policy requirements of the education department, actively innovate the educational ideas and methods, enrich the content and form of activities, and promote students to actively participate in extracurricular sports activities, At the same time of cultivating innovative quality, we should strengthen the improvement of their own physical quality, so as to promote the progress and development of modern college physical education and the whole teaching work.

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Innovation of The Development Mode of College Physical Education in The New Period

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Abstract: Physical education is one of the compulsory courses in Colleges and universities. We need to pay enough attention to it, improve and innovate the teaching mode, and make it more suitable for the development of education in the new period. Based on this, this paper will analyze the ways to innovate the development mode of College Physical Education in the new period from the five aspects of teaching hours, teaching ability, sports concept, curriculum and management system, so as to make college physical education have a good teaching level.

Key words: New era; Colleges and universities; Physical Education

1. INTRODUCTION

College students need to have a healthy body, so that they can better invest in life and learning. Therefore, colleges and universities need to innovate the development mode of physical education, so that physical education can give full play to the role of physical training students, so that students' physical quality can be constantly improved, so as to ensure the better development of the physical education teaching model [1-2].

2. THE IMPORTANCE OF INNOVATION OF THE DEVELOPMENT MODE OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

In the new era, physical education in Colleges and universities pay more and more attention to the actual teaching effect, and it is necessary to improve the physical quality of students as the teaching goal. Therefore, it is necessary to innovate the development mode of physical education, so that the physical education course can play a role in training students' body. The importance of innovation of the development mode of physical education is as follows: first, it can make the physical education course more perfect, and enrich the content of the physical education course, make the teaching content more suitable for the physical education teaching, and effectively improve the students' physique. Secondly, we can better convey the concept of sports to students, make them aware of the importance of physical training, actively invest in the study of physical education courses, and strengthen their own exercise in daily life, so that the concept of lifelong sports can be better implemented. Finally, it can make the physical education system more perfect, enhance the effect of physical education, effectively guide the health of students, and make the students have a healthy body. Therefore, it is very important to innovate the development mode of physical education, which can better reflect the effect of physical

education and improve the physical quality of students [1].

3. THE WAY TO INNOVATE THE DEVELOPMENT MODE OF COLLEGE PHYSICAL EDUCATION IN THE NEW PERIOD

3.1 Increase PE teaching hours

There is a lack of PE teaching hours in Colleges and universities. In the limited time, it is difficult for students to get enough exercise, which leads to the physical education teaching can not fully exercise the students' body. Therefore, colleges and universities need to increase the amount of PE teaching hours, fully guide the students' interest in teaching in the teaching process, so that they can better carry out the study of PE courses. On the one hand, with the increase of class hours, teachers can arrange more teaching contents, so that students can better grasp sports knowledge, give full play to the learning role of sports teaching, and improve students' sports learning level. On the other hand, with the increase of class hours, students' sports practice time will increase, which can effectively increase the proportion of College Students' sports practice. It can not only make students better master sports skills, but also make students' body fully exercise.

3.2 Improving teachers' teaching ability

In the process of physical education teaching, teachers need to have good teaching ability, so that physical education can play a better role. First of all, teachers need to have a wealth of sports knowledge, so that sports teaching content can be carried out smoothly, improve the efficiency of sports teaching. For example: in the teaching of table tennis, the teacher quoted the deeds of Deng Yaping, the Olympic champion, in order to stimulate students' interest in learning table tennis, so that students can better participate in the study of table tennis. Secondly, teachers need to have innovative teaching ideas and combine innovative ideas with physical education, which can make the physical education teaching content more perfect, ensure the smooth completion of physical education teaching tasks, and students are willing to accept innovative teaching methods. Finally, we need to strengthen the training of teachers, so that teachers can establish a correct concept of physical education, so as to better focus on improving the physical quality of students to carry out teaching, so that students' sports knowledge and physical quality can be improved simultaneously.

3.3 Establish the concept of lifelong sports

Physical exercise needs to have a certain degree of continuity, need to continue to adhere to, so as to play the role of physical exercise. First of all, teachers need to guide students to establish the concept of lifelong sports, so that students can take the initiative in physical exercise, so that physical exercise can give full play to the role, and

then improve the physical quality of students. Secondly, we need to enrich the teaching content, guide the students' interest in learning, so that students can love physical exercise more, regard physical exercise as a kind of fun, so that students can persist in long-term physical exercise, avoid students giving up in the middle, so that students can develop the habit of physical exercise. Finally, we need to guide students to choose their own physical exercise projects, so that students can continue to exercise, and better apply sports knowledge in daily exercise, so that students can take the correct way of physical exercise, and avoid students' physical injury in physical exercise [2].

3.4 Enrich the physical education curriculum

Teaching content is the key point of physical education curriculum, which needs effective teaching arrangement to improve the quality of physical education. Physical education curriculum mainly includes the following aspects: first of all, we need to pay attention to the individual development of students, add some current popular sports curriculum projects, so that students can more actively participate in physical exercise, so that they can have more learning opportunities. Secondly, we need to have rich physical education teaching content, so that students can not only learn sports knowledge, but also can carry out physical exercise to improve students' physical quality. For example: before physical education, teachers can let students do some warm-up exercises, such as running, squatting and so on, in order to increase the amount of exercise of students. In physical education teaching, we need to increase the proportion of physical education practice, so that students' body can be fully exercised, to ensure that the physical education curriculum is more reasonable. Finally, we need to hold regular sports activities, such as campus sports meeting, sports knowledge competition and so on, to effectively guide students' physical exercise, so that they can continuously improve their sports ability.

3.5 Strengthen the teaching management system

Teaching management system can provide an important

guarantee for students' physical education learning effect, improve the efficiency of physical education teaching, and effectively test students' physical education learning results. Teaching management system needs to include the following contents: first of all, we need to pay attention to teaching students in accordance with their aptitude, and ensure that students can freely choose physical education courses, so as to improve students' initiative and ensure that students have good learning effect. Secondly, we need to establish a sound curriculum management system, forbid students to be late and leave early, and ensure that students can seriously carry out physical education in class, so as to ensure the smooth realization of the effect of physical exercise. Finally, we need to build a reasonable evaluation standard to evaluate the students' sports performance, and make a comprehensive evaluation for the students' classroom performance, exercise effect and learning ability, so as to make the evaluation mechanism more reasonable.

4. CONCLUSION

To sum up, physical education is an important part of college curriculum. In order to make the physical education curriculum better adapt to the development of the new era, we need to innovate the development mode of physical education, constantly improve the teaching level of physical education teachers, make the physical education curriculum more perfect, so as to ensure that students' body can be effectively exercised.

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Design and Application of Intelligent Temperature Control Children's Clothing

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Abstract: Based on the development status of intelligent temperature-controlled clothing, research and design are carried out according to the needs of consumers in different dimensions and the physiological structure of children. The feasibility of intelligent temperature-controlled children's clothing in the future market is discussed, and the development of intelligent clothing in the children's market is complied with.

Key words: Intelligence; Temperature control; Children's clothing

1. DEVELOPMENT STATUS OF INTELLIGENT TEMPERATURE CONTROL CLOTHING

In recent years, the development of smart clothing technology is very rapid, the company and research groups have launched smart clothing, positioning, waterproof, remote monitoring clothing, etc., but today's clothing market will be intelligent temperature control high-tech technology and clothing combination of smart clothing is less, the vast majority of them are not mature, the market vacancy is large. According to the market survey, most of the intelligent temperature changing clothes on the market are intelligent heating clothes. Only heating can not achieve the purpose of temperature control, and the style is single and only for adults, with a low safety factor. It relies on the battery to store electricity for heating, and its battery life is poor. Children because of the particularity of body and mind, is a relatively weak group, on the clothing of temperature control of high technical content, clothing on the market at present already had the existence of the intelligent temperature control children's clothes, but because of various aspects reason clear enough, temperature control in the existing market children's clothes are mostly have not accepted by parents faults, such as low security, design is single, difficult to clean, high cost, take off the inconvenience, and so on, so the intelligent temperature control children's clothing on the market there is a big gap. In the future, the intelligent development of the garment industry is mainly to change and improve the functions of traditional clothing by using high and new technology and information technology, which are mainly reflected in the research and development of intelligent clothing. Intelligent temperature control technology is becoming the ascending the development direction of garment industry value and market value, one of China's clothing production country in the world and keep up with the development of intelligent garment rhythm, pay more and more attention to research in smart clothing, such as the famous clothing brand peacebird has launched adult intelligent temperature

control clothing, this also for the development of intelligent temperature control children's clothes laid a solid foundation [1].

2. RESEARCH PURPOSE OF INTELLIGENT TEMPERATURE CONTROL CLOTHING

Children's problem has always been the hot topic in society, compared with adults, in both mental and physical weakness, also make children intelligent technology development, at the same time, compared with the ordinary children's clothing, intelligent temperature control more children's wear from the child's physical structure and the habit of thinking, to meet consumer convenience, comfort, safety considerations.

In children's clothing is not related to the use of new and high technology, study is given priority to with children's wear down in the fall and winter, cotton-padded jacket, USES the existing new fabrics and modern science and technology of black thermostat reasonable combination, in children's clothes down to the preliminary design, make the garment to the outside of the corresponding response, thermal stimulation can achieve a certain range of temperature control, can make heating or cooling to the temperature change of the response, has the function of automatic absorption storage allocation and gives off heat, two-way temperature control, improve the micro environment, to achieve the purpose of improving children's clothing comfort. Add color textile clothing material at the same time, in the clothing in the chest area or easy to receive the children's body temperature, and the further research on children's body temperature change and automatically change color, can directly let parents understand children's body temperature and constant temperature to adjust the garment itself, make the garment not only suitable for older children, also can use in young children, on the other hand can also make the garment look more interesting, for the purpose of fashion, novelty and personality. Grasps the multi-dimensional needs of children's wearer, carries on the preliminary design to the intelligent clothing. According to the function index, the intelligent components are selected and reformed reasonably, and the combination mode of components and intelligent clothing is explored to design the information interaction mode of the intelligent clothing system with "functionality, beauty and comfort" in the product. Including intelligent clothing and analysis of one-to-one information interaction design, on the basis of improving the controllability, security and utilization of information, through the data storage and computing technology to improve the decision-making accuracy and efficiency of the intelligent clothing system. The intelligent clothing

developed and obtained by the functional and comfort of the two aspects of verification. Finally, the smart children's clothing will be marketized and commercialized to meet the needs of consumers for clothing products.

3. DESIGN AND APPLICATION OF INTELLIGENT TEMPERATURE CONTROL CHILDREN'S WEAR

The design bureau of intelligent clothing is limited to clothing materials and lines, so it is difficult to find a balance between fashion and functionality. However, based on the multi-dimensional needs of consumers, it is necessary to balance the above two points.

The structure of children's clothes are the key factors that affect children's clothes are comfortable, and hooded winter coat is the most common style, thus combining design children's physical structure and the characteristics of living habits, will comfort as the foundation, fashion beautiful direction, on garment design, combined with animal element, add a children's interesting.

Children's wear fabrics are made of micro-elastic, waterproof and soft fabrics. Children lively and active, the use of elastic fabric, so that children's activities more comfortable. The temperature control element is the core of intelligent clothing. The use of waterproof fabric can guarantee the safety of consumers and the service life of temperature control element.

4. FEASIBILITY ANALYSIS

4.1 The growth of children's base has brought huge consumer groups to the children's wear market. At this age, children's clothing will have higher requirements for comfort, ductility, wear resistance and dirt resistance. Intelligent temperature control children's clothes in helping children wear well and wear warm, adults for children's clothes on the basis of a single practical demand mode gradually shifted to the "combination of beauty and practical" mode, in "warm" on the basis of the requirement of "wear effectively". Intelligent temperature control children's clothes are thinner and warmer than ordinary warm children's clothes. Wearing a piece of intelligent temperature control can be equivalent to two or three thick ordinary children's clothes. At the same time affected by the current environment, more suitable for the current needs of children's clothing.

4.2 There is a big gap in intelligent temperature-controlled children's wear on the market. At present, there are temperature-controlled children's wear on the market. But it's obviously not widespread enough, and fewer children are wearing it. In terms of intelligent temperature control technology, the safety and portability of heating devices and temperature measuring devices are a major

consideration for consumers. When buying intelligent temperature-controlled children's clothes for children, there are more concerns about the safety of intelligent temperature-controlled children's clothes, which is one of the main reasons why there are relatively few intelligent temperature-controlled children's clothes on the market.

5. CONCLUSION

The rapid development of science and technology and material technology in today's society has accelerated the combination of science and technology with traditional clothing. It can be predicted that the clothing market will usher in an era of intelligent revolution. The research and application of intelligent temperature control children's wear is the general trend of the society.

How to make the charging, storage and heat generation devices more portable, safe and reliable is the focus of further research on intelligent temperature control children's wear. At the same time, taking into account the children's young age, lively and active characteristics, but also to the heating plate and button installation position for many times to design. At present, the heating sheet still depends on the mode of external connection to the power supply. The waterproof material of the outer garment, the twisting ability of the heating element, the power storage, the time of heat generation and the charging time are also of great importance. In addition to the above factors, the material, style and color of children's clothing is also a major focus of the study, so that clothing can better reflect the vitality of children. While considering the external conditions and internal technological content of clothing, the production price of intelligent temperature control children's clothing should be reasonably controlled to make the sales price "accessible", make ordinary families can afford to consume, and make intelligent temperature control children's clothing have higher cost performance. As a big country of clothing production in the world, China is also paying more and more attention to the research of intelligent clothing. I believe that in the near future, China's intelligent temperature control equipment will be further deepened.

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Research on Classroom Teaching Strategy of NC Machining Technology in Higher Vocational Colleges

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Abstract: This paper analyzes and discusses the classroom teaching strategies of mechanical numerical control processing technology in higher vocational colleges, which can help teachers to better carry out teaching work, in order to improve the teaching efficiency and quality, and then improve the teaching level. This paper analyzes and discusses the classroom teaching strategies of mechanical numerical control processing technology in higher vocational colleges, so as to provide reference for relevant personnel.

Keywords: Higher vocational education; Mechanical numerical control; Processing technology; Classroom teaching; Strategy research

1. INTRODUCTION

In the context of the current education situation, higher vocational college CNC machining technology and teaching work has received positive attention and attention. Due to the different schools, there are some differences in the teaching methods of mechanical numerical control specialty. For different teaching environment, teachers should be able to change the traditional teaching concept and teaching mode, apply effective teaching methods, in order to meet the students' learning habits and learning methods, and ultimately improve the students' core literacy. There are some problems in the specific teaching process, in order to better promote the normal development and implementation of the teaching of mechanical numerical control processing technology in higher vocational colleges, then it is necessary to formulate effective solutions to the problems [1].

2. THE CURRENT SITUATION AND PROBLEMS OF CLASSROOM TEACHING OF NC MACHINING TECHNOLOGY IN HIGHER VOCATIONAL COLLEGES

2.1 Teachers are weak

In the specific teaching work, the teaching ability level of teachers is related to the quality of students' learning. Therefore, in the classroom teaching of NC machining technology in higher vocational colleges, teachers need to improve their teaching ability level, and give students correct guidance and good guidance in teaching, and timely solve the problems of students, which requires teachers to actively improve their teaching level. Through the analysis of the current teaching status of NC machining technology in higher vocational colleges, it can be seen that the teaching team teaching level is not ideal because of the weak faculty strength, and the teaching

environment of Higher Vocational Colleges limits the development of teachers, which finally makes the teaching work difficult to carry out normally and effectively. In addition, some teachers, although they have rich professional knowledge, are less concerned about the practical teaching, which leads to the poor agreement between theoretical knowledge and practical application, which affects the normal teaching work.

2.2 Pay attention to theoretical study and lack of practical practice

The teaching work of the mechanical NC machining specialty in higher vocational colleges needs to clarify the current social development situation for the teaching work, so as to carry out the teaching work targeted and purposefully, and gradually cultivate and train the students' practical application ability. But in the specific teaching, some students only pay attention to the theoretical study, but they are relatively sparse in practice, and the chances of practice are relatively small. Some schools are lack of opportunities for practical practice because of the imperfect hardware facilities and equipment due to the restrictions of conditions, which makes students lack opportunities for practical practice. Therefore, students are stranger to mechanical equipment related to NC machining Students, even stay in books, will seriously affect the master and application of their professional knowledge, and ultimately affect the quality of students' learning. Over time, students only talk about the paper, but can not practice.

3. SPECIFIC STRATEGIES OF CLASSROOM TEACHING OF NC MACHINING TECHNOLOGY IN HIGHER VOCATIONAL COLLEGES

3.1 Reasonable and effective application of teaching time
The combination of teaching and practical application of NC machining technology is difficult to control, which requires students to be able to apply them to practice correctly after mastering their professional knowledge. For some students, most of the knowledge they have can only stay in the theoretical level, and can not combine theory with practice organically. At this time, teachers should fully grasp the students' actual situation and learning methods, revise the students' learning methods, and guide students to combine the knowledge theory and practice, and apply teaching time reasonably and effectively. Then we must make students grasp knowledge quickly in limited teaching time. For example, teachers can divide classroom teaching time into different classes, and allocate teaching content in each class hour. First, students should have a certain understanding and

understanding of the knowledge to be learned, and then they need to explain professional knowledge, and let students carry out the knowledge in the remaining teaching time Practice operation, in order to improve students' application ability, and teachers in classroom teaching to let students master the key and difficult points of knowledge, in order to allocate time pertinently [2].

3.2 Actively cultivate and improve students' work application ability

The process and programming teaching of mechanical numerical control processing technology in higher vocational colleges need to integrate practical application organically, so as to cultivate and improve students' work application ability. Moreover, students' work application ability and actual operation need to be completed independently by students, and students also need to have good comprehensive ability. Therefore, teachers should purposely cultivate students' ability to operate machinery and teach students how to use it In order to avoid the problem of students' lack of professional ability in practical work, it will affect students' understanding of professional knowledge. Therefore, it is extremely critical and important to actively cultivate and improve students' work application ability. In the specific teaching, it can be divided into three stages: first, we should make rational use of the school's teaching practice base, let students master and apply the most basic operation methods according to professional knowledge, and let students directly face professional knowledge training in the teaching practice base, so that students can realize the key problems and difficulties in the actual operation This requires students to master the specific operation methods and skills in the practical operation, as well as the process and standard requirements of the practical operation; Secondly, teachers should guide students to visit other related practice bases, so that students can have a more in-depth and comprehensive grasp of the current development status, technical level and development prospects of the mechanical numerical control processing industry in this working environment; Finally, the scientific design of targeted teaching programs. After the students have mastered the theoretical knowledge of mechanical numerical control processing technology, they can be recommended to practice in relevant professional companies, so that the students can master more practical professional knowledge and skills in this process. Here, we need to realize that there is a certain difference between the actual operation in the process of practice and the actual employment, which is mainly reflected in the actual operation in the process of

practice is to improve students' application ability, and the actual employment is to improve students' working ability [3]. For students to participate in practical learning, the teacher can be divided into different learning groups according to the actual situation and learning ability of students, so that students can directly enter their own professional practice base. In this process, the teacher should give positive attention and care, patiently guide students' practice, and give scientific and objective evaluation for students' practice report after the students' practice In this way, students can master the actual situation of their internship, help students change their learning methods, make up for their own learning defects, lay an effective foundation for students' future employment, and provide favorable conditions.

4. CONCLUSION

In a word, under the background of rapid development of science and technology, some enterprises and institutions are also increasing their demand for talents in mechanical NC machining, and the requirements for students are also improving. Because of the mechanical NC machining not only pays attention to the accumulation of students' professional knowledge, but also pays more attention to the practical application ability of students. Therefore, the importance of NC machining requires teachers and students to pay attention to it. Teachers should be able to apply teaching time reasonably and effectively, and actively cultivate and improve their working and application ability. In the process, schools and enterprises should reach an educational agreement to jointly train more professional technical talents for the society to work together, so that students have more opportunities to practice, and finally improve the practical application ability of students.

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On the Educational Administration Under the Course Process Assessment Management

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Abstract: With the continuous advancement of the current school teaching reform, the process assessment management has become a widely used assessment mode. Practice has proved that the process assessment management has positive significance in stimulating students' learning initiative and enthusiasm, improving teaching quality and so on. Under the process assessment management of curriculum, the school educational administration management is also undergoing all-round changes. The school educational administration management staff should actively follow the law of educational development, constantly update the management concept and innovate under the process assessment management of curriculum Management content and methods, the implementation of more refined, scientific management and evaluation.

Key words: Curriculum process assessment management; Educational administration management

1. INTRODUCTION

The process assessment is different from the traditional assessment, which pays more attention to the comprehensive performance of students in the course of learning. Through the course process assessment, it helps to strengthen the control of teaching process, further update the concept of education and teaching, improve teaching methods, and improve the quality of teaching. Under the promotion of the current process assessment management mode, the school educational administration management has gradually changed. To explore the new situation and changes of the educational administration management under the process assessment management of curriculum will help to improve the level of school educational administration management in the new period and better boost the education and teaching reform.

2. ANALYSIS OF THE NECESSITY OF EDUCATIONAL ADMINISTRATION REFORM UNDER THE COURSE PROCESS ASSESSMENT MANAGEMENT

In the new period, school administrators play an important role in coordinating the supply of educational resources and educational activities. It is an important guarantee to promote the professional development of teachers, promote teaching reform and improve the quality of education and Teaching [1]. In the new era, with the gradual change from summative assessment to procedural assessment management in the process of curriculum assessment in schools at all levels in China, it has become a practical need to strengthen the innovation of ideas and methods of school educational administration management in the new era. In today's all-round reform of

education in schools at all levels, schools should constantly speed up the improvement of rules and regulations in line with the long-term development of educational administration according to their own actual situation, effectively improve the level of educational administration and work efficiency, and enhance the level of school running and education.

3. THE PATH ANALYSIS OF EDUCATIONAL ADMINISTRATION REFORM UNDER THE COURSE PROCESS ASSESSMENT MANAGEMENT

Under the background of curriculum process assessment management, school educational administration also needs to keep pace with the times, reflect the basic principles of "combining hardness and softness" and student-centered, focus on the concept of student-centered, teacher-centered, education and teaching-oriented in the process of reform and development, and strive to explore the new era of school overall planning, department based, teacher-student independent development, and service system. The new pattern of educational administration of the University.

3.1 Update the concept and promote the innovation of educational administration concept

Updating the concept of educational administration management is the guiding condition for the reform of educational administration management under the curriculum process assessment management, and it is also an important source of power to promote the reform of educational administration management under the new situation [2]. Compared with the previous school-based and control oriented situation, the school educational administration work in the new era should focus on the concept of student-oriented, teacher-student-oriented and department oriented, which requires that the objectives, contents and methods of educational administration work must be carried out around serving students, serving teachers and serving education and teaching activities. The university educational administration staff must accelerate the transformation of their own work concept, and effectively promote the transformation and development of school educational administration in the new era.

3.2 Center of gravity sinking to stimulate the management vitality of secondary units

Under the traditional background, the school educational administration management is mainly concentrated in the school level, such as the school educational administration office, student office and other units. The secondary units often lack a certain discourse power and influence in the process of educational administration management, so it is essentially a centralized management mode. Because

the curriculum process assessment management emphasizes the role of teachers and students in the process of evaluation, it is difficult to learn. The work of educational administration should be further promoted and the focus should be lowered. On the one hand, the school level should decentralize the authority of educational administration to the secondary units. The key is to decentralize the authority of the secondary units, mobilize and stimulate the enthusiasm of the secondary units in the process of educational administration, and promote the transformation of educational administration from the previous centralized management to the decentralized management, and from the previous transactional management to the service-oriented management. To carry out the transformation, it requires the school level to strengthen the investigation and research in the early process, re divide the responsibilities, rights and obligations of the school level and the secondary units in the process of educational administration management, and truly achieve "something to do" and "something not to do". The second is to gradually promote the secondary units to undertake more educational administration work, and the secondary units are often closer to teachers and students and actual education and teaching activities, should play a more important role in the process of educational administration, and gradually promote the secondary units to undertake more educational administration work, can enhance the initiative of secondary units, strive to create different grades, different professional characteristics of educational administration, and enhance the vitality of educational administration.

3.3 Strengthen training and speed up the construction of educational administration team

School educational administration management is mainly undertaken by educational administrators. Therefore, under the curriculum process assessment management, in order to further boost the quality and efficiency of school educational administration management, we must speed up the construction of a high-quality educational administration management team with excellent quality, excellent business, strong innovation consciousness and innovation ability [3]. We should insist on "going out" and organize educational administrators to learn from the same type of schools, and use the reform ideas and plans that are in line with the actual situation of our school to achieve innovation and transcendence; we should insist on "sitting down", and strive to strengthen the re education and re training of the existing educational administrators

through various ways such as further study, training and special training courses, so as to continuously improve their quality. Professional quality and comprehensive quality; we should adhere to the "Introduction" strategy, fully realize the significance of educational administration in the overall process of school education and teaching, moderately incline to educational administration in personnel training and personnel recruitment, and pay close attention to the recruitment of a number of educational administration professionals with good professional quality and high ability level, so as to drive the educational administration work to achieve a better development. High quality specialization and professionalism, improve the level of school educational administration management.

4. CONCLUSION

In a word, it is not only the change of assessment idea, but also the change of assessment process. As an important guarantee of school education and teaching, educational administration can directly reflect the overall level of school education and teaching. Therefore, under the background of the gradual implementation of curriculum process assessment management, the school educational administration must also accelerate the transformation, actively from the concept update, decentralization, clear responsibilities, talent construction and management system construction and other aspects, strive to create a new educational management culture and educational management system to meet the needs of the reform and development of school education and teaching work and the requirements of curriculum process assessment management under the new situation, and effectively promote the overall quality of school education.

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On the Path of Ideological and Political Education in Higher Vocational Colleges Under the Background of Network Environment

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Abstract: With the development of society, the quality education of our country has been reformed, which puts forward new requirements for education. At present, China's education is vigorously promoting and applying the network, transforming the traditional teaching mode into a more scientific, reasonable and targeted modern and efficient teaching mode. For higher vocational college students, good ideological and political education is of great significance for them to develop good ideological and moral education. Through the reasonable application of network response technology to assist, it can help to provide them with a green and healthy growth environment, so that they can better achieve all-round development.

key word: Higher vocational education; Ideological and political education; Network environment; Path

1. HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION BASED ON MOBILE WAP PLATFORM

With the rapid development of science and technology in our country, there are some convenient platforms for people to learn, which provide more convenient conditions. At this stage, the mobile wap platform has gradually become one of the important ways for people to acquire knowledge. It is not only in the society, but also can be used in Higher Vocational Ideological and political education, which has brought the corresponding impact on Higher Vocational Ideological and political education. In addition, the mobile wap platform also provides a lot of practical, rich and individual learning content, so that students can use wired or wireless mobile devices to learn anytime and anywhere on the basis of mobile phones, which to a certain extent meets the needs of students for learning. Therefore, Higher Vocational Ideological and political teachers can use WAP platform in teaching to cultivate students' autonomous learning ability, so that they can take the initiative to learn ideological and political content. At the same time, they can also design teaching strategies on the basis of the original, so as to fully stimulate students' enthusiasm and enthusiasm for learning, mobilize interest, and maximize students' learning motivation. Not only that, there are differences between each individual student in the class. According to this situation, teachers can build a relatively relaxed, free and independent learning environment for students with the help of WAP platform, so that students can better meet their own needs in this situation [1-2].

2. IDEOLOGICAL AND POLITICAL TEACHING

IN HIGHER VOCATIONAL COLLEGES BASED ON THE NETWORK PLATFORM OF THE NEW TRUNK LINE

In the teaching of Ideological and political affairs in higher vocational colleges, the application of the new trunk network platform can help teachers better. The network platform of xintrunk line is actually to take personal space as the foundation, and then construct an open network system which conforms to the Higher Vocational Ideological and political teaching through the platform of the world university city. It also has obvious characteristics of teaching interaction, resource integration and space beautification. Using it in the ideological and political teaching of higher vocational colleges can not only greatly help teachers teaching, but also help teachers to teach Can provide more new ideas to teachers. Besides, teachers, as educators and guides of class, are very helpful to students, and they can build up their confidence in the process of learning. Teachers are beautifying space teaching environment, supervisors and coordinators of teaching, which can create a good learning atmosphere and arouse the atmosphere of students' learning. Therefore, the new trunk line will be used as the main line The application of network platform system in higher vocational education system can fully reflect the main position of teachers and highlight its main role. In addition, teachers' speech and behavior can also bring influence to students to a certain extent; from the perspective of vocational teachers, in fact, the personal space of name system will show the image of teachers. If the elegant connotation of teachers has both, publicity and not impetuous, then students will have a worship psychology for them. Ideological and political education is a comprehensive discipline, which is not only the primary content of the spiritual civilization construction in China, but also one of the main ways to solve social contradictions and problems. It is very helpful to the soul education of purifying students' mind and ideology. Therefore, teachers should take the correct way to teach and beautify the teaching environment, such a way To, can bring more convenient conditions to teaching, effectively promote the development of Ideological and political teaching. At the same time, ideological and political teachers are the main body of space teaching resources construction in vocational colleges, which will affect the quality, quantity and presentation of teaching resources to a certain extent. Teachers should understand the content of Ideological and political teaching better when teaching, then teachers must deconstruct the content that students

cannot understand according to the requirements of teaching and students' learning needs, and transform it into a situational, graphical and modular form, so as to fully present the teaching resources of Ideological and political education in Higher Vocational colleges, which greatly facilitates learning. Students learn independently. Finally, there are many factors that are beneficial to teachers' teaching in the network platform of Shinkansen. In the process of teaching, teachers use various forms of communication groups, spatial dynamics, private letters and messages in the network teaching system to communicate and communicate with students, to understand their real ideas in time, master their learning situation, and give corresponding guidance to students, and provide students with relevant guidance. A healthy and good learning environment can effectively improve the quality and effect of Ideological and political teaching.

3. IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER VOCATIONAL COLLEGES BASED ON EFFICIENT MICRO COURSE PLATFORM

In the teaching of Ideological and political education in higher vocational colleges, according to the current situation, teachers still use the traditional teaching mode, which fails to highlight the dominant position of students and makes them stay in a passive learning environment for a long time. As time goes by, they will gradually lose interest in Ideological and political education, and even show weariness. Therefore, teachers should take the right way to meet students' learning needs. In addition, with the development of society, micro class also appears, so that students can learn anytime and anywhere; micro class is also the product of information technology, its use in Higher Vocational Ideological and political education can be clearer and more intuitive to show the key teaching content, so that students feel the charm of Ideological and political education in the learning process. Moreover, ideological and political teachers in higher vocational colleges carry out teaching activities with the help of micro class, and use the characteristics of micro class to assist students in learning ideological and political education, so as to fully stimulate students' enthusiasm and enthusiasm for learning, mobilize their interest, and cultivate their autonomous learning ability [3]. At the same time, in the production of Ideological and political micro lesson video, the focus is to focus on the analysis of the key and difficult points in the teaching content, and extract different knowledge points from it. In addition, in the teaching of Ideological and political education in higher vocational colleges, micro class, as a new teaching method, can effectively make up for the shortcomings of the traditional teaching mode. It mainly explains the key problems in the textbook in the form of short video, but the topic selection must conform to the content, and the

time should be controlled within 10 ~ 15 minutes, otherwise it will not be used as a topic selection. Finally, from the perspective of Higher Vocational Ideological and political education, the theme of micro class is generally selected from "situation and policy", "Ideological and moral cultivation and legal basis". The emergence of micro class brings convenience to students. It is a product of the new curriculum reform and quality education. Using it in Ideological and political teaching can effectively cultivate students' autonomous learning ability, so as to realize personalized teaching.

4. CONCLUSION

To sum up, with the advent of the new era, China's science and technology is in the stage of rapid development, and information technology is gradually popularized in this society. Not only that, in Higher Vocational Ideological and political teaching, teachers can bring information technology into teaching, make the way of information acquisition more intuitive and simpler, so that students can more comprehensively understand and master the content of Ideological and political learning. In this way, it can not only improve the quality and efficiency of learning, but also improve students' academic performance, and effectively realize personalized teaching.

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Understanding the C-E Translation of Public Signs from the Perspective of Eco-Translatology

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Abstract: English public signs are the windows of local publicity to the outside world. The quality of English Public Signs is of great significance to cross-cultural communication. Eco-translation theory emphasizes the two stages of adaptation and selection in the translation process. The former is mainly the translator's adaptation to the multi-factor translation environment, while the latter focuses on the translation between the source text and the target text in the three dimensions of language, culture and communication. This paper studies the C-E translation of public signs from the perspective of Eco-Translatology in order to provide reference for the studies of public signs translation.

Key Words: Eco-Translatology; Publicity; Public signs

1. INTRODUCTION

Nowadays China has developed rapidly with its accelerating economy and fast pace of opening to the outside world. The economic cooperation, international exchanges, and the external contacts in China have all become increasingly frequent. Out of concern for foreigners and the promotion of Chinese culture, bilingual public signs--as an important part of the language environment and cultural environment of international cities and tourist destinations--are gradually being used in cities, especially scenic spots. Therefore, the Chinese-English translation of public signs is extremely important. However, in major cities in China, there are uneven errors in the translation of public signs especially the improper diction and pragmatically mistranslation. According the theories of Eco-Translatology, translation is kind of an ecosystem, in which the Eco-factors need to keep a balance in the translation-related interaction. It is supposed that the three-eco-dimensions of this theory can help solve the linguistic, cultural and commutative problems of the translation of public signs [1-5].

2. THEORETICAL BACKGROUND

2.1 Public Signs and Their Translation

Public signs, which used to be called marking signs, refer to the written and graphic information that is related to life, production, ecology and livelihood which is published and faced by the public. (Zhang, 2006) In daily life, they are the most common practical language which is characterized by simplicity, directness and conventionality. The special style in public signs is that they are open the public in order to achieve a certain communicative purpose. Actually, in practice, public signs mainly have four functions: indicative function,

suggestive function, limiting function and mandatory function.

In 1959, Vinay & Darbelne started their research on public signs, and since then, the research has been developed and has become standardized in the west. (Newmark, 2001) Since the beginning of the new century, with the increasing number of people coming to China, more and more scholars have begun to realize the importance of the translating public signs. Scholars deepened their studies and tried to analyze the issue of public signs translation from different perspectives. For instance, Chen and Wang (2004) put forward the "convention" principle, while Ding (2006) proposed the "Five-C" principle -- concise, conventional, consistent, conspicuous, and convenient. Despite the theories about public sign translation, there are few theories considering the translational adaptation, selection and evaluation into the whole translation practice. Hu (2001) described his Eco-Translatology theory, which evokes the study of translation from the ecological perspective.

2.2 Theories of Eco-Translatology

The origin of Eco-Translatology results from economic and social transformation. Since the 1960s, human society has gradually begun to move from industrial civilization to ecological civilization. In the 1970s, the United States issued "Declaration of the Human Environment" in which it mentions that people should pay attention to all humanity to protect the environment and that we should cooperate with all department including transition work. In this context, social science disciplines have carried out studies from the perspective of ecology, focusing on the relationship between human and natural ecological environment, such as translation studies in all walks of life. Secondly, the birth of Eco-Translatology is also influenced by the transformation of modern philosophy. In the 1960s and 1970s, many philosophers such as Jacques Derrida and Aaron Ness suggested that ecology should be introduced into many fields such as philosophy and ethics. This process shows that what modern philosophy faces is the shift from the human-centered concept to the ecological overall perspective. Under such guidance of the theory of "translation ecology", a breakthrough has been made in the new perspectives of translation activities and the research path of ecological translation.(Edwin, 2004)

Hu (2001) presented a paper entitled "A Preliminary Study on Translation Adaptation and Selection", which indirectly points out the theory of Eco-Translatology. The

theory is based on Darwin’s biological theory of evolution, and further illustrates the theory of “adaptation and selection”. It believes that the essence of translation is a dynamic process of translators’ adaptation and selection in the ecological environment. Based on the principle of ecology, especially the principle of the ecological system, ecological balance and cooperative co-evolution theory, it studies the translation environment of a combination of language, society and culture.

According to Hu (2006), the concept of Eco-Translatology consists of four components: the first one is the translator’s adaptation and choice of alternate circulation process; the second is the translation principle of selective adaptation and adaptive selection; the third three-dimensional translation methods, and the fourth the criterion of translation assessment: multidimensional transformation degree, reader feedback, and translator quality. It is believed that in the Eco-Translatology the essence of translating is the translator’s adaptation and selection in a translational eco-environment, which can be illustrate as the follows:

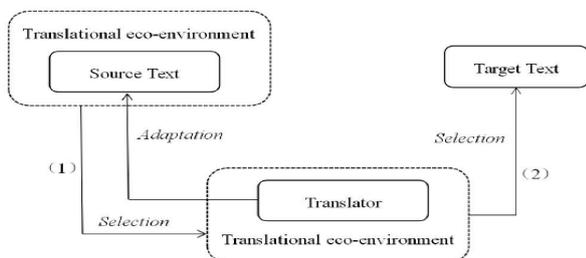


Figure 1: the translators’ process of adaptation and selection

It is supposed that the translator should be able to adjust to the specific translational eco-environment and choose the adaption degree to select the appropriate possible target text, meaning the translator’s adaption is selective. And when the translator makes selections on the target text and decides the degree of the selection the translator’s selection is adaptive. Therefore the translator’s adaption is a kind of selective adaption, and the selection is a kind of adaptive selection.

3. UNDERSTANDING THE PUBLIC SIGN TRANSLATION FROM THE PERSPECTIVE OF ECO- TRANSLATOLOGY

In the present stage of deepening international communication, how to translate public signs scientifically and correctly has become an urgent and practical problem in the construction of a city’s good image. However, affected by a variety of factors, the current situation of C-E translation of public signs in cities is not optimistic and there are many errors, which can be concluded into the three dimensions as the follows:

3.1 In the Linguistic Dimension

Linguistic problems in the translation process are referred to as the nonstandard language in the target text. They are mainly caused by the translator’s poor command of both English and Chinese. “Linguistic translation errors can arise from structural differences in the vocabulary, syntax and super-segmental features of the two languages” (Nord, 2001). The improper diction is one of the most serious

problems in the linguistic level of public sign translation. Diction in the translating refers to the appropriate selection of words and phrases in the target text. During this process, selection is based on the translator’s comprehension of the source text. For example, the source text “No noise” is translated into the target text as “No Louding”, while the corrected target text is “Keep Quiet”. The meaning of “louding” is just part of the antonym of “quite”, because “The noise” in the source text involves two things: “loud” and “messy”. Therefore “No Louding” cannot fully express the meaning of the source text, let alone achieving the communicative intention of public signs. The antonym of “The noise” should be translated as “quiet”. And according to the English language environment, “quiet” should be used with “keep”. The revised version “Keep Quiet” shows that the spectator can better integrate into the English language environment of such public signs, which is better than “no” in that false target text to show its proper translation diction.

3.2 In the Cultural Dimension

Culture plays an essential role in the C-E translation of public signs, as it is the first thing foreigners want to know about China. However for the translators it is also the most difficult element to be put into consideration when the translators do the translation work, and many translators make a lot of cultural errors. Take the source text “Elderly priority” as an example, some translators in China translate it as “Old People First”, which makes the foreigners very confused. The corrected target text should be “Senior Citizen First”. In China, “old” not only refers to old age, but also shows respect for the elderly. However, in the west, “old” just means old and useless. Taking the cultural differences between China and the west in consideration, “Elderly priority” should be translated as “senior citizen first”. Another example is the source text “Dragon Palace”. Most people translate it as “Dragon Palace”, but there is something inappropriate in it. “Loong” in China is a positive word and it reflects people’s respect for the god and belief in the Chinese tradition. However, in western countries, such as America and England, “dragon” is a negative word which represents a demon in western culture.

3. In the Communicative Dimension

Bilingual public signs have strong communicative functions to convey suggestive or mandatory information. In the process of translation, however, there are some mistakes made in the communicative dimension which is called communicative errors. It gives foreigners wrong directions or explanations because of misunderstandings:

Table1: Examples of communicative errors

Source Text	Target Text	Corrected Target Text
Export	Export	Exit
Wheelchair	Accessible	Wheelchair
Accessible	Passage	Accessible
Do not stand in the opposite direction	Do not face wrong way	Face forward

We can see from the first example that “Export” is translated as “Export”. In China, there are two meanings of “Export”. One meaning is an exit that is a door or space through which you can leave a public room, a building and

so on. The other meaning refers to export which is the business of selling or sending goods to other countries. And in terms of public signs, "Export" is referred to as the former one, thus it should be translated as "Exit" rather than "Export". As for the second instance, "Wheelchair Accessible" means that the disabled can pass without barriers, but the target text "Accessible Passage" only shows that people can pass the way without barriers but it does not mention the disabled people. In the last example "Do not stand in the opposite direction", the original target text is "Do not face the wrong way" in which foreigners fail to understand the directional information, while in the corrected one, the viewers can receive a mandatory information and the correct direction. Meanwhile, it is shorter, simpler and more concise than the former one which is quite in accordance with the functions of public signs. Combining problems above, the author will give more examples and more detailed suggestions in the following essay.

4. APPLICATION OF ECO-TRANSLATOLOGY IN C-E TRANSLATION OF PUBLIC SIGNS

The translator-centeredness involves a lot of factors, while the factors of environment and the target readers are among the most significant ones. For one thing, translational environment is the indispensable part when we are talking about public sign translation, and for another, target readers are also of great importance to the public sign translation.

The system of public signs is complex, which is affected by its surrounding environment. That is to say, even the same Chinese public sign would have different English versions based on their surroundings. For target readers, public signs communicate with a "silent" placard placed in a specific location and expressed clearly by what is written on it. To this degree, the translation is expected to make appropriate adjustments to adapt to the translational environment.

"Don't step on the edge" is a public sign about prohibition language, which is written on a board outside an elevator. Officially it is translated as "Stay away from the Side" or "Avoid the Side" but some translators still translate it into the one that is "Please do not step on the side", which is not consistent with the TEE of this public sign. The official one is a taboo prompt which adapts to the TEE of public signs and tells people not to step not only the edges of the steps but also the sides of the elevator. However, the second version just informs people not to step on the sides in case they should fall down. From this example we can see that official versions of public signs pay more attention to TEE of public signs. Therefore, it is important for translators to take the TEE of public signs into consideration to do the best translational work.

When it comes to the target readers of C-E translation of public signs, they are not the Chinese natives but the target language readers which involves a large quantity of people, such as the Americans, the British, the Australians and so on. According to Newmark, "the target addressees of English translation of Chinese public signs can be divided into three types: scholarly readers, well-educated common readers and readers with less education" (Newmark, 1988:

78). Not all of these people know quite well about Chinese. What's more, there are a lot of differences between the source environment and the target environment, so to translate public signs well, it must consider the different needs of target readers.

Table 2: Examples of Mistranslation

Chinese	Yancheng West Railway Station	Chinese	Convention and Exhibition Center
English Version 1	Yancheng East Bus Station	English Version 1	Convention and Exhibition Center
English Version 2	Yanchengxi Station	English Version 2	Exhibition Center

The above two examples, which show clearly the translators have made great mistakes when translating, are founded by the author in the city Yancheng. The reason why they are inappropriate is that the translators misunderstand the target readers, regarding the Chinese as the target readers rather than the people who are native English speakers. The first example uses Chinese Pinyin to express the word "west", which will make foreigners very confused as for them it is difficult to understand Pinyin. Meanwhile the translators of the second example believe "Exhibition" is composed of two things, but it is just a misconception from the perspective of Chinese people. These two examples are both based on the Chinese target readers but not pay attention to the real target readers of English version of public signs. All in all, according to the selective adaptation of Eco-Translatology theory, translators should take the needs of target readers into account.

4.1 Applying the Three Dimensions of Eco-Translatology According to chapter II, there are three translational methods, also called translational dimensions--language, culture and communication--that should be considered when translators are doing translational work. In this way, the evaluation standard is not to pay attention to the source text or to cater for the readers but to make the translation achieve the degree of holistic adaptation and selection in the new linguistic, cultural and communicative ecology (Hu, 2013:114) Actually, these three dimensions are not separable from each other, but have interrelationship with each other. Therefore, it is essential for translators to distinguish their differences while making analysis.

In linguistic dimension, translators should make adaptive selection of language from the complicated environment. It is the first dimension that the translators should take into consideration while translating. "Adaptive selection in linguistic dimension emphasizes the conversion and selection of language forms" (Hu, 2009:47), which is to say that the translators should select the appropriate words, phrases and sentences to translate the source text accurately. Meanwhile, when translators make adaptive selection from the language dimension, they are supposed to do it at different levels and in different aspects.

In cultural dimension, translators should pay attention to the transmission and interpretation of bilingual cultural connotations in the process of translation. Nord once said that "translating means doing a comparison between two different cultures" (Nord, 2001). The translator should

consider the differences between the two texts and have cultural awareness to overcome the cultural barriers. In order to realize the best communicative purpose, translators should be respectful to different cultural traditions, avoid dead translations and ignorance of cultural traditions.

In communicative dimensions, translators should be careful about the bilingual communicative intentions while translating. If the readers of the source and target text all feel the same feelings and give the same responses, we can say that the translation of public signs is appropriate. During the translation of public signs, translators should keep in mind that they must base on the source text and ensure the target readers could understand the linguistic and cultural meaning of the public signs, thus the readers doing the correct thing after seeing the public signs.

5. CONCLUSION

From the passage above, the author has already mentioned the theory of both public signs and Eco-Translatology, put forward many problems and given some information about how to apply Eco-Translatology into the C-E translation of public signs. However, though a lot of findings and conclusions can be drawn, there still exists many limitations in this paper, such as inadequate examples, non-perfect translational ways and criterion, and limited research methods. Therefore, here are some suggestions to do well the C-E translation of public signs from the perspective of Eco-Translatology. Firstly, translators should try to use various translational methods if necessary in order to fit the linguistic, cultural and communicative purpose. What's more, the translators

should learn more experience of Eco-Translatology from domestic and foreign experts, thus making the C-E translation of public signs completer and more systematic. Last but not least, our government or some professional institutions and organizations should be responsible for the quality of public signs and strength the management of the quality and monitor the public signs. To form a complete system of C-E translation of public signs there is still a long way to go, but it is very significant to do researches on public signs to shape our country's image.

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Analysis on The Countermeasures of Accurate Identification of College Students with Financial Difficulties

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Abstract: With the development of China's economy and the improvement of people's living standards, education plays an increasingly important role in China's economic development. In the current stage of development, China has introduced corresponding subsidy policies to provide poor students with the opportunity to receive university education. However, there are many difficulties in the accurate identification work of college students with financial difficulties, which can not play an effective role. Therefore, this paper analyzes the precise identification Countermeasures of college students with financial difficulties, hoping to provide effective suggestions for the relevant work of colleges and universities.

Keywords: College students; Family economic difficulties; Accurate identification

1. INTRODUCTION

Education is the foundation of our country, and it is the key to improve the level of China's economic development and international status. In order to improve the level of education in China, the relevant departments have issued policies to optimize subsidies for college students with financial difficulties. However, there are many problems in the implementation of subsidies. Therefore, it is necessary to improve the precise identification of college students with financial difficulties, so as to ensure the fairness and effectiveness of assistance [1-3].

2. DIFFICULTIES IN ACCURATE IDENTIFICATION OF COLLEGE STUDENTS WITH FINANCIAL DIFFICULTIES

2.1 It is difficult to delimit the scope of college students with financial difficulties

In order to ensure the fairness of education, the Ministry of education has issued the standards for identifying college students with financial difficulties. However, university education has its particularity, and students come from different regions. China's economic development has obvious regional characteristics, so different students from different places of origin do not have a unified certification standard for family economic difficulties, which makes it difficult to delimit the scope of college students with family financial difficulties. First of all, China's current standard for delimiting the scope of college students with financial difficulties is based on whether the students themselves and their families can raise tuition fees and basic living expenses, but only relying on this way will seriously affect their objectivity and fairness. There are differences in the level of

economic development in different regions, family income and family consumption concept, which is one of the main reasons that this method can not play an effective role. Secondly, students themselves have an impact on the delimitation of the scope of college students with financial difficulties. Because of the lack of government certification in the poor family sector, it is extremely difficult for the government to obtain the certification. Finally, students from poor families need to apply for the poverty subsidy by themselves. Due to the influence of their self-esteem and other factors, many students can not enjoy the poverty subsidy. Therefore, when delimiting the scope of college students with financial difficulties, it is necessary to analyze the specific situation of students objectively and rationally.

2.2 It is difficult to determine the grade of college students with financial difficulties

The educational resources and funding resources of colleges and universities are limited. Therefore, when granting grants, they often choose the students who are relatively difficult to help. Therefore, it is necessary to determine the level of college students with financial difficulties, so as to ensure the effectiveness of the grant work. First of all, it is obvious that some students' family environment is relatively difficult, and there is no dispute about the precise identification of these students' family financial difficulties. However, there are some students with financial difficulties gap is not obvious, there are obvious difficulties in determining the level of these students. In this case, students with financial difficulties have difficulty in comparison, and there is the problem of exaggerating their family economic situation in order to get financial aid. Secondly, in order to alleviate the economic situation of themselves and their families, some students choose work study program, which has achieved certain economic benefits. However, there are obvious difficulties in determining the degree of financial difficulties of these students, and there is a dispute about whether to grant financial aid to these students, which brings difficulties to the accurate identification of college students with financial difficulties. Finally, the development of computer network technology has changed people's way of life and work. Therefore, in the accurate identification of college students with financial difficulties, data identification has become the inevitable trend of the development of this work. However, at this stage, the work mode and related technology of big data identification are not perfect, and how to add factors other than digital into the corresponding identification system

provides obstacles for the development of accurate identification of college students with financial difficulties.

3. ACCURATE IDENTIFICATION COUNTERMEASURES FOR COLLEGE STUDENTS WITH FINANCIAL DIFFICULTIES

3.1 Revised and improved specific certification standards
The subsidy for college students with financial difficulties needs to be provided to the most needy college students. Therefore, in order to ensure that the school and relevant departments can identify the most needy students with financial difficulties. First of all, we need to innovate the precise identification standard of college students with financial difficulties according to the actual situation of schools and regions, so as to ensure that the subsidy funds can be implemented. First of all, students need to submit a variety of written certificates to apply for subsidies. Therefore, relevant departments need to conduct a detailed review of the written certificates to ensure the authenticity and reliability of the materials. Secondly, in the accurate identification of college students with family financial difficulties, we need to learn to be flexible, combined with the economic development of the students' birthplace and their own economic conditions to accurately identify the students with financial difficulties. In addition, in order to improve the accuracy of the certification work, it is necessary to adjust the precise identification standard of college students with financial difficulties according to the regional economic development indicators.

3.2 Establish perfect supervision after identification
Education is the foundation of our country and the key to ensure the improvement of China's economic development level. In order to avoid the situation that college students are out of school due to economic problems, the state has set up grants. The purpose of the grant is to help more college students with financial difficulties to change their destiny through higher education. Therefore, in the accurate identification of college students with family financial difficulties, the education department needs to establish a sound post identification supervision system to ensure that the role of grants can be implemented. First of all, schools and other educational institutions need to establish a family return visit system. The internal staff of colleges and universities should carry out on-the-spot investigation on the family situation of college students with financial difficulties, so as to obtain more accurate information and ensure that grants can be distributed to students with practical needs. Secondly, the school needs to establish the corresponding feedback mechanism, so that the students who have been identified as having financial difficulties can accept all aspects of supervision, so as to ensure the transparency and effectiveness of the supervision. Finally, the evaluation system should be established by taking the class as the unit to give full play to the helping and

supervising role of the students in the class, so as to ensure that the grant can be implemented.

3.3 Establish a dynamic student database

The popularization of computer network technology provides great convenience for relevant departments to carry out relevant work. Therefore, in order to strengthen the management level of college students with financial difficulties, learning needs to make full use of the big data platform for related work, effectively supervise all students applying for grants using big data platform, and establish a perfect database for students with financial difficulties, so as to effectively measure the actual situation of students. First of all, learning needs to establish a database for students' consumption on campus. This kind of data collection is based on the information of students' campus card, and it is analyzed by big data platform. Secondly, establish a database for the family situation of college students with financial difficulties, understand the family information and the integrity records of students, and make a comprehensive judgment on the comprehensive situation of students. Finally, it is necessary to carry out dynamic management of the database, establish a scientific evaluation model, and change the information of the database according to the actual situation, so as to realize the accurate identification of college students with financial difficulties.

4. CONCLUSION

With the development of China's economy and the improvement of people's living standards, education plays an increasingly important role in China's economic development. Therefore, the government has launched a subsidy system for poor students. However, there are some problems in the process of accurate identification of college students with financial difficulties. Therefore, the education department needs to correct the measures of the identification work according to the actual situation, so as to ensure that the role of grants can be effectively played.

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Research on The Reconstruction of Primary School Curriculum System Based on STEM Education Concept

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Abstract: STEM education is mainly divided into four fields, namely mathematics, engineering, technology and science. It plays a positive role in students' all-round development and can make them use the tools of engineering and technology reasonably. Using mathematical knowledge to analyze the development law of everything in the world, and using technology and engineering knowledge to solve the difficulties encountered in life, so as to promote the healthy development of society. This paper analyzes the connotation and principles of primary school curriculum SYSTEM reconstruction based on STEM education concept, and analyzes the methods of curriculum SYSTEM reconstruction with specific cases, in order to provide reference for teachers to reconstruct primary school curriculum SYSTEM.

Keywords: STEM education concept; Curriculum; Ability to innovate

1. INTRODUCTION

STEM education concept is comprehensive, integrating multiple disciplines and fields, focusing on cultivating students' innovation ability, making it in line with the development law of the times, and meeting the strong demand of society for high-quality talents. If teachers want to reconstruct the curriculum sySTEM, they need to construct a perfect education curriculum from the positive and negative perspectives. From the negative perspective, they need to form the knowledge module into a specific curriculum. Using practice project, guide students to analyze project problems, reasonably use knowledge points, integrate knowledge sySTEM, so as to cultivate the ability of knowledge application. However, there are still some deficiencies in the construction of curriculum knowledge sySTEM. We need to build a knowledge sySTEM from a positive perspective, optimize the curriculum structure, lay a solid foundation for students, and make them master rich theoretical knowledge, which can be better applied in the project.

2. CONNOTATION AND PRINCIPLES OF PRIMARY SCHOOL CURRICULUM SYSTEM RECONSTRUCTION BASED ON STEM EDUCATION CONCEPT

2.1 The connotation of STEM education concept

STEM education concept mainly includes interdisciplinary concept and discipline concept, and at least two, requires teachers to have a good interdisciplinary awareness, reasonable division of

curriculum focus, pay attention to the integration of disciplines, put the main energy on problem solving, more profound understanding of the phenomenon in teaching, so as to correctly identify the field of knowledge. STEM education requires the cultivation of students' creativity. In the face of problems, we need to think comprehensively first, and then design reasonable solutions, and analyze the advantages and disadvantages, so as to improve and optimize continuously. It takes a long time to cultivate creativity, which gradually permeates in daily education, but cannot be obtained in a short time. Students need to be task-oriented, actively tap learning resources, optimize learning paths, actively participate in learning activities organized by various disciplines, and exercise communication ability and knowledge integration ability [1].

2.2 The principle of the reconstruction of the primary school curriculum sySTEM

In the process of primary school sySTEM reconstruction, teachers should adhere to the concept of ability development and interdisciplinary teaching. In the modern information society, a new definition of talents is proposed, which requires good scientific literacy and core literacy. Education experts believe that everyone's ability belongs to the combination of functional activities, including human dignity, social interaction, health, nutrition, food, clothing, housing and transportation. When students have greater ability, they can solve the problems in the project and realize various possibilities. Therefore, in the process of education, teachers should be guided by the cultivation of students' comprehensive ability, so that they can continuously improve their core literacy and realize their own value in various fields in the future. In addition, the concept of interdisciplinary teaching and learning is also the concept and theoretical basis that teachers should have. According to the research, there is integrity between various disciplines. If it is divided into separate subjects, it will have a certain impact on students' learning effect. It is impossible to learn knowledge content through the connection between disciplines, which reduces the learning efficiency. In the long run, it will lose interest in learning. Therefore, when learning the knowledge of a certain subject, teachers should guide students to adopt the way of interdisciplinary learning, establish the bridge of communication and strengthen the connection between subjects, so that they can get twice the result with half the effort, expand their horizons of knowledge and have a more comprehensive

understanding of all things in the world. The so-called interdisciplinary teaching needs to pay attention to the integrity of teaching, cultivate students' learning ability, and reasonably use the knowledge of various disciplines.

3. THIS PAPER ANALYZES THE RECONSTRUCTION METHOD OF PRIMARY SCHOOL CURRICULUM SYSTEM BASED ON STEM EDUCATION CONCEPT WITH SPECIFIC CASES

3.1 Case study

The main goal of the case is to cultivate students' innovation ability and practical ability, involving subjects such as Chinese, mathematics, English, art, music, science, information technology, etc. the combination of the current curriculum and the reconstruction curriculum enriches the types of knowledge. In the process of reconstructing the curriculum sySTEM, the types of knowledge are mainly reflected in the following aspects. First, mathematics mainly includes the preliminary understanding of angle and length unit, which plays a positive role in improving students' comprehensive quality. Second, in the process of 3D modeling, the knowledge of graph splicing, position and direction, angle and so on are applied, which can make students think about the design part independently and improve their ability of analyzing problems. Third, in the 3D printing process, students will be involved in a small amount of English knowledge, which can enrich the knowledge sySTEM in the learning process.

3.2 The method and effect of the reconstruction of the primary school curriculum sySTEM

According to different types of ability, it can be divided into cognitive ability, creative ability, reengineering ability, special ability and general ability. In order to reconstruct the curriculum sySTEM, we should take it as a reference to accurately locate and define the ability training. Under the function of STEM education concept, students can use rational thinking, comprehensively analyze the causes of problems, give full play to their imagination, and put forward solutions by using social investigation method, on-site observation method and scientific experiment method, so as to form a good sense of labor and responsibility. In addition, teachers should adopt positive construction basis and reverse construction basis, pay attention to ability orientation and construction of curriculum knowledge sySTEM, reconstruct primary school curriculum sySTEM, promote students' all-round development and improve learning quality, so as to achieve the expected teaching objectives, cultivate a large number of comprehensive talents and make contributions to social development [2].

There is a certain connection between the reconstructed curriculum and the current curriculum. By reconstructing the curriculum, we can optimize the knowledge structure and change the curriculum order. The process of knowledge construction can also be regarded as the process of completing the project. In the process of research projects, students can further consolidate their knowledge, learn new knowledge and enrich the connotation of knowledge. For new knowledge, students

can actively search for relevant information according to specific projects, establish a perfect knowledge framework, and adjust the curriculum sySTEM appropriately, which can reflect the modern teaching concept. In particular, students need to analyze the knowledge of various disciplines and arrange the course structure reasonably on this basis to ensure that the project requirements are met.

After the reconstruction of the curriculum sySTEM, for students, will get good implementation effect, first of all, can be targeted learning. Project design has local characteristics, students can learn a certain subject knowledge, fully tap the knowledge, and on this basis, take the initiative to study new knowledge, to prevent the occurrence of "blind people touch the elephant" situation. Secondly, it can improve the comprehensive ability. In the process of making works, students can use software to design, reasonably use Chinese and English, highlight the design concept of works from multiple dimensions and perspectives, and have a more comprehensive understanding of the world. Thirdly, it can solve the problem of shortage of teachers. In the teaching of various disciplines, there is a great demand for teachers. Through the reconstruction of the curriculum sySTEM, we can reasonably arrange the curriculum content and clarify the future direction of education, so as to effectively relieve the pressure of teachers and avoid doing useless work. Finally, a large number of excellent talents can be cultivated. Through the reasonable planning of the teaching classroom, the application scope of the course will be expanded and the healthy development of students will be promoted.

4. CONCLUSION

To sum up, the purpose of curriculum sySTEM reconstruction is to cultivate students' ability. Teachers not only need to explain theoretical knowledge, but also pay attention to the cultivation of ability. In primary school classroom teaching, we should build a complete curriculum sySTEM, timely analyze and find out the problems existing in teaching, and adopt effective solutions to guide students correctly, so that they can actively learn knowledge in various fields. Students with good problem-solving ability, as well as the ability to innovate things, can seize the opportunity of the development of the times, promote the development of society.

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Post Epidemic Era China's Scheme in Resolving the Korean Nuclear Issues

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Abstract: Since the easing trend of the situation of the Korean peninsula in 2018, active and positive changes have occurred in the bilateral relationship between North Korea and South Korea/the US/China as well as between China and South Korea. In this scenario, the bilateral relationship between North Korea and South Korea or the US has been considered to be the main avenue to resolve the North Korean nuclear issues. However, in essence, the formation and development of the North Korean nuclear issues are the consequences of the multilateral factors, which also embody the limitations of the bilateral relations of North Korea and the US/South Korea. The future complete resolution of the North Korea nuclear issues should be dependent on the framework of multilateralism driven by the bilateral relations, a scheme coinciding with that proposed by China. The active participation in resolving the North Korean nuclear issues by China surely facilitates to maintain the regional stabilization of Northeast Asia.

Key words: North Korean nuclear issues; South Korea; China; Korean Peninsula

1. INTRODUCTION

Since the breakout of the North Korean nuclear crisis, the situation of the Korean peninsula has been tangled by the complex bilateral and multilateral relationship of the related nations. In particular, the tension of the North Korea-US relationship has been eased to some extent following the presidential meeting between Kim Jong-un and Donald Trump in the year of 2018. This proposes such a possibility that the resolution of the North Korean nuclear issues is seemingly dependent solely on the bilateral relations between North Korea and the US, of which the viewpoint has been preached by the overseas press. However, the second presidential meeting between Donald Trump and Kim Jong-un (Feb 28, 2019) did not produce any signed agreement between the US and North Korea, throwing an uncertain shadow on the way of resolving the North Korean nuclear issues.

As the close neighbor of Korea peninsula, China has long been exerting its constructive effects on the resolution of the North Korea nuclear crisis. Since the breakout of the crisis, China has been paying high attention on it and proposed resolution schemes concerned for the interest of all related parties. China's schemes have combined bilateralism with multilateralism in dealing with the nuclear issues. Specifically, China emphasized the bilateral communications with the related nations and at the same time fully created and utilized the regional multilateral cooperation mechanism as the contact

channel and platform.

2 . CHINA ENCOURAGES THE HEALTHY DEVELOPMENT OF THE RELATED BILATERAL RELATIONS IN THE KOREAN PENINSULA.

After the cold war, neither the US nor China is incapable of being the sole dominant one in Northeast Asia. For China, the key question is to promote to establish a unified Northeast Asia or to form a separated one. In other words, China should make it clear what kind of role it plans to play in participating in Northeast Asia. This role should ensure China's national interest and also need to acquire the supports from the related nations of the region[1]. Since the year of 2018, active changes have occurred in the North-South Korean bilateral relations, in which China has always been giving its active support. Also, China always supports the normalization of the US-North Korea relationship, warmly welcomes and highly appraises the unprecedented summit of the US and North Korea[2]. In fact, China has persistently urged in its diplomatic policy towards the Korean peninsula the friendly communication between the two sides of Korea and the improvement of the US-North Korea bilateral relationship. At the end of year 2019, the US-North Korea relations come to a deadlock, about which China shows a highly concern. A resolution draft of resolving politically the Korean nuclear issues was proposed jointly by China and Russia in UN Security Council. Three aspects were emphasized: a) to reiterate that all related parties should work together to realize denuclearization in Korean peninsula; b) to urge that the US and North Korea maintain dialogue and to appeal to restore the six-party talk; c) to determine to partially lift sanction against North Korea according to the execution of the resolution by North Korea [3].

3. CHINA PROMOTES THE MULTILATERAL COOPERATION MECHANISM AND APPEALS FOR THE RETURN OF THE RELATED PARTIES TO THE SIX-PARTY TALK.

In order to resolve the Korean nuclear issues, the four-party and six-party talks were completed through the good offices of China in 2002. However, the mutual hostility and divergence between the US and North Korea led to no further progress after the acquirement of the pragmatic progress in the six-party talk of 2005. China has persistently appealed to the international community to clearly recognize the essence and headstream of the Korean nuclear issues, to focus on the rational safety needs of North Korea and to advocate the normalization of the US-North Korea relationship. Even after North Korea quit the six-party talk in 2009, China spared no effort to advocate the related parties to keep rational and

restrained and appealed the related parties to return the six-party talk. When the situation on the Korean peninsula was in imminent danger in 2014 and 2017, the China's diplomatic minister, Mr. Wang Yi advocated that there still existed a chance for the six-party talk, in which the related parties should not give up the efforts to restore negotiations. Even if the Korean nuclear issues were discussed via a bilateral mode, China expressed its willingness to provide the good offices when the bilateral negotiation was not going well. This attitude by itself contains the meaning of multilateralism. In accordance with the process of the Donald-Kim meeting, a huge gap in denuclearization and the peace agreement exists between the US and North Korea, which seems to be intractable solely by the bilateral relations and necessitates the participation and mediation of the related nations such as China and South Korea [4].

4. CHINA PROPOSES ITS SCHEME OF THE REPLACEMENT OF ARMISTICE WITH A PEACE TREATY IN PARALLEL TRACKS WITH A COMBINATION OF BILATERALISM AND MULTILATERALISM.

In accordance with the situation of the Korean nuclear crisis and the pragmatic interest of the related parties, China proposes its scheme to resolve the Korean nuclear issues. The basic three principles should be followed to persist in achieving the goal of denuclearization of the Korean peninsula, to persist in maintaining the peace and stabilization of the situation of the peninsula and to persist in resolving the issues via dialogue and conversation. The tree bottom lines include that the Peninsula is not allowed to own nuclear weapons in both sides or in any ways. The Korean nuclear issues are not allowed to be resolved via military avenues and the peninsula must be kept in a peaceful state. The safety interest of China must be effectively maintained and guaranteed. A peaceful dialogue should be started by the two suspensions that North Korea suspends testing nuclear weapons and the US suspends military exercises. The denuclearization of the Korean peninsula and the replacement of armistice with a peace treaty in parallel tracks should be propelled simultaneously[5]. Currently, a divergence still exists between the US and North Korea regarding the denuclearization and the lifting of sanctions. The Trump administration has made unsteady policies toward North Korea, with no stopping sanctions and military exercises. Obviously, it is not easy for the bilateral talk between the US and North Korea to achieve a pragmatic progress. In this regard, China has proposed a feasible scheme of the replacement of armistice with a peace treaty in parallel tracks, of which the execution would be more guaranteed within the framework of multilateralism.

5. THE ESTABLISHMENT OF A COMMUNITY OF A SHARED FUTURE FOR NORTHEAST ASIA IS USED AS A GOAL ORIENTATION OF MULTILATERALISM.

Continuous progress has been made since the Silk Road initiative by President Xi. However, due to the tense situation of Northeast Asia, the six economic corridors within the Silk Road have a missing part in Northeast Asia.

Although China and South Korea signed an agreement of free trade zone in 2016, their economic and commercial cooperation was largely affected due to the THAAD incident. Therefore, China proposed to construct the community of a shared future for Northeast Asia as a goal orientation of multilateralism in facilitating the economic cooperation and establishing safety mechanism. In detail, at the initiative of the Belt Road and on the basis of the realization of economic cooperation of North and South Korea in the Korean peninsula, it is planned to construct the Sino-North Korea-South Korea economic circle, to carry forward the construction of the Sino-North Korea-South Korea free trade zone and to facilitate the docking of the silk road economic belt and the 21st-century maritime silk road in Northeast Asia. Moreover, with the ease of the situation of the Peninsula in 2018, it is attempted to encourage the normalization of the US-North Korea relationship, to establish the peace mechanism of Northeast Asia while resolving the Korean nuclear issues based on the scheme of the replacement of armistice with a peace treaty and to promote the construction of the safety public goods in Northeast Asia, thereby forming a community of shared future for the Northeast Asia with win-win cooperation and mutual development[6-17].

6. CONCLUSION

Rethinking the avenues to resolve the nuclear issues in the new situation. It is known that the US-North Korea bilateral relations are the key link to resolve the Korean nuclear issues. However, the eventual avenue of resolving the nuclear issues is yet the multilateralism scheme based on the bilateralism, although the situation on the Korean peninsula is bewildering and the Korean nuclear issues are complicated and volatile. According to the historical experiences and the reality development, it is not possible for the fully resolution of the North Korea nuclear issues solely by the one pair of bilateral relations or the multilateral cooperation organization. In detail, the six-party talks successfully achieved the September 19 joint statement in 2005, implying a big progress in resolving the North Korea nuclear issues under the framework of multilateral cooperation. However, the sanctions against North Korea and freeze of its overseas bank account by the US president Junior Bush put the US-North Korea relations in a deadlock. This suggest that a bad relationship of the US and North Korea does not provide any help for the multiple cooperation and even damages the fruits acquired under the framework of the multilateral cooperation. On the other hand, the US-North Korea relations were largely improved in 2018. However, due to the lack of the mechanisms containing the multilateral negotiations, this led to an extreme uncertainty of the North Korea-South Korea/the US bilateral relations. Therefore, it is quite nearsighted to put the hope of completely resolving the North Korea nuclear issues on the improvement of the North Korea-South Korea or the North Korea-the US bilateral relations. Accordingly, the failed synchronization of the bilateral relations and multilateral cooperation could not lead to an effective resolution of the North Korean nuclear issues. In the new situation we cannot count on the bilateral relations of the

North Korea and South Korea/the US to fully resolve the nuclear issues in the Korean peninsula. Meanwhile, it is also inappropriate to put the multilateral cooperation, as shown in the six-party talks, as a bargaining platform to earn the individual strategic interest. We should take measures to keep promoting the bilateral relations of the North Korea and the US/South Korea for the good development and simultaneously establish a platform of multilateral negotiation including the US, North Korea, South Korea and China as the warranty of the bilateral relations.

In consequence, according to the development of the situation of the Korean peninsula since 2018 and 2019, it can be inferred that the future of the peninsula will be characterized by a state of an active bilateral interaction but a lack of the multilateral cooperation. After the repeated games of the bilateral relations of North Korea and the US/South Korea, it will be directed to the pursuit of a multilateral mode to resolve the Korean issues and stabilize the situation of the Korean peninsula. As said by Li, China's prime minister in the annual report on the work of the government, the current world is facing a profound change of a kind unseen in a century. China will take a firm road of peaceful development, pursue a strategy of mutually beneficial opening up and resolutely uphold multilateralism and the international system built around the United Nations. Under such conditions, China should follow the trend and try hard to establish the multilateral cooperation framework at the basis of the active bilateral relations in Northeast Asia.

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Analysis on Improving Students' Translation Ability Under the Interactive Teaching Mode

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Abstract: With the accelerating pace of globalization, international exchanges become more frequent. As an important language of international communication, English is very important. The traditional English translation teaching mode is mainly “teacher centered” and ignores the dominant position of students. At present, how to improve students' English translation level has become a topic of common concern. Interactive teaching mode is a new education mode to adapt to the development of the times, which can stimulate students' learning enthusiasm and promote the improvement of students' English translation level. Of course, influenced by the traditional teaching concept, English teaching content is relatively old and teaching method is single, which directly affects the improvement of students' English translation level. Only by changing the role and teaching concept, constantly improving the interactive teaching content and strengthening the awareness of interactive practice, can teachers really improve the students' translation level under the interactive teaching mode.

Keywords: Interactive teaching mode; Translation ability

1. INTRODUCTION

With more and more frequent international exchanges, practical translators are more and more favored by all walks of life. The traditional English translation teaching mode has been unable to meet the development needs of the times. Therefore, the focus of English teaching in colleges and universities is on which way to adapt to the development of the times. Interactive teaching mode is a new teaching mode formed on the basis of constructivism theory, which can effectively improve students' English translation ability and is of great significance.

2. THE SIGNIFICANCE OF INTERACTIVE TEACHING MODE IN IMPROVING STUDENTS' TRANSLATION ABILITY

Interactive teaching mode is a new teaching mode different from traditional teaching. It is a teaching method gradually formed on the basis of constructivism theory. It mainly reflects the dominant position of students in learning and pays attention to the improvement of students' comprehensive quality. In English translation teaching, there are three abilities which are mainly cultivated: cognitive ability, communicative practice ability and language ability. The interactive teaching mode takes students as the main body of learning, encourages students to think independently and study independently, and especially pays attention to the effective interaction between students and teachers in the process of translation teaching, so as to help students improve their translation level and consolidate their

English basic knowledge, to create a good English translation environment. In addition, the interactive teaching adopts the situational teaching method, which can fully activate the classroom atmosphere, stimulate students' learning enthusiasm, and provide a solid foundation for the improvement of students' translation level. [1] Therefore, the application of interactive teaching mode can innovate the traditional teaching concept, improve the teaching effect, adapt to the development of the new era, and promote the improvement of students' translation ability.

3. PROBLEMS IN ENGLISH TRANSLATION TEACHING IN CHINA

3.1 Traditional teaching concept hinders quality education
As the main language of world communication, English plays an important role in promoting international communication and cooperation. However, due to the influence of traditional teaching concepts, many English translation teaching in China mainly aims at taking exams and completing teaching tasks, which is lack of real innovative practice. In such a teaching environment, students will practice English exercises mechanically in order to get a high score in English, and have no time to improve their practical translation ability. For teachers, in order to complete the teaching task, they will teach students a lot of translation problem-solving skills, but ignore the cultural connotation of translation teaching, which makes the teaching content out of touch with the needs of social reality and hinders the healthy development of quality education to a certain extent.

3.2 The content of the textbook is old and the enthusiasm for learning is not high

At present, the contents of English translation textbooks in China are too old, and many of them do not meet the teaching requirements of the new era. Most of them are translated texts of literature and political knowledge, and lack of practical communication and cultural interaction. This kind of textbook content can not meet the development needs of the new era, which is easy to affect students' learning enthusiasm, and the teaching content is boring, which is not conducive to students' English translation and the ability of cooperation. At the same time, the lack of novelty in the teaching material leads to the inflexibility of students' translation thinking and the inability to realize the practical value of English translation. Even if the students translate the content, it is also lack of cultural connotation, which affects the students' learning enthusiasm to a great extent and has a negative impact on the improvement of students' English translation level. [2]

3.3 Teaching method is single and interactive practice is less

The current English translation teaching method is relatively single, mainly based on the teacher's explanation of theoretical knowledge. Students passively accept knowledge, and teachers ignore the communication and interaction with students in the process of English translation practice, which seriously affects the effective improvement of students' English translation level, and directly leads to the classroom teaching atmosphere is not strong. To a certain extent, it weakens the students' potential translation ability. Therefore, in the current situation of emphasizing theory over practice in English translation teaching, students' learning enthusiasm is naturally not high, and their interactive communication is reduced. It directly leads to students' weak translation ability, which is not conducive to the improvement of students' comprehensive English level, and also hinders the pace of English translation teaching reform and development.

4. WAYS TO IMPROVE STUDENTS' TRANSLATION ABILITY UNDER INTERACTIVE TEACHING MODE

4.1 Changing roles and innovating ideas

In the new era of interactive teaching mode, teachers must innovate teaching thinking and change teaching concept. First of all, the role of teachers is not only the teacher of classroom teaching, but also the guide, organization and evaluator of students. Classroom teaching must pay attention to planning and design, instead of focusing on teaching tasks, it must focus on improving students' practical translation ability. Only in this way can it meet the development requirements of quality education. Secondly, classroom teaching must take mobilizing students' enthusiasm as the main goal. Students can not only passively accept the theoretical knowledge, but also become the leader of learning knowledge. Only by improving students' learning enthusiasm can they better learn English translation knowledge, improve their English translation level, and promote the efficient improvement of teaching quality. Third, the interactive teaching mode requires teachers to constantly change teaching methods, innovate teaching ideas, and truly achieve a high degree of unity of teaching methods and students' needs. For example, teachers should pay attention to effective communication with students in translation class, fully grasp students' learning demands, truly understand students' desired teaching effect, fully combine different students' interests and personality characteristics to carry out targeted teaching, adjust teaching plans in real time, improve students' learning enthusiasm, and promote the efficient improvement of students' translation ability. [3]

4.2 Improving the teaching content scientifically and strengthening the awareness of interactive teaching

The interactive teaching mode needs to be constantly improved and adjusted the teaching content and teaching plan, so as to achieve the double improvement of interactive teaching efficiency and students' English translation ability. First, interactive classroom teaching must fully recognize the actual needs of students, take the actual needs of students as the basic starting point of

teaching, help and guide students to learn English translation teaching knowledge. Before classroom learning, teachers can focus on guiding students to carry out classroom targeted preview, or inform students of preview content in advance, so as to provide basic conditions for classroom interactive explanation. Second, in the process of classroom teaching, teachers need to improve the teaching content scientifically and enhance the classroom interaction effect with students. For example, teachers can increase the strength of questioning in the process of English teaching, let students actively think about the answers to questions, and even set up discussion groups to enhance the interaction between students, so as to enhance the classroom interaction effect and enhance students' sense of participation in learning. At the same time, teachers should improve students' English translation level. Third, teachers can make full use of multimedia tools in the classroom teaching process, collect more English translation classroom teaching videos or pictures, so as to activate the classroom atmosphere and increase students' learning enthusiasm. Teachers also can use multimedia tools to conduct video teaching through situational teaching method to guide students to experience cultural connotation in the English translation environment, so as to promote the significant improvement of English translation level. [4]

4.3 Paying attention to extracurricular interactive teaching, and comprehensively improving students' practical ability

The improvement of students' English translation level not only needs to strengthen the interaction frequency of students' preview and classroom teaching, but also extends the interactive teaching mode to extracurricular practice, so as to comprehensively improve students' English translation level. On the one hand, teachers can make full use of the advantages of the Internet to establish English translation learning website, upload video teaching materials that can improve students' learning and translation ability to the website, so that students' interactive learning is not limited by time, space and region, and truly expand students' extracurricular knowledge, to improve students' English translation level; on the other hand, teachers can also use QQ and We Chat to promote the efficient communication between teachers and students and improve the students' English translation ability; the group leader can be assigned to collect, sort out and consult the problems of English translation, and then the teachers can solve them.

5. CONCLUSION

In a word, the interactive English translation teaching mode can effectively stimulate students' learning enthusiasm, and then promote the rapid improvement of students' translation level. In today's increasingly accelerated globalization process, teachers must change teaching thinking, actively innovate teaching mode, and cultivate more practical English translation talents for social development.

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Research on the Operation Mode of Sports Clubs in European and American Developed Countries

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Abstract: The sports development of European and American countries is in a leading position, which is closely related to the good operation of sports clubs in European and American countries. Through the investigation, we can know that there are three operation modes of sports clubs in European and American countries, which are membership mode, company system mode and three-stage mode. These models have their own characteristics. On the whole, the characteristics of strong government support, diversified financing modes, sound standardized certification system, cross industry cooperation, and coexistence of various sports levels are common.

Key words: European and American developed countries; Sports Clubs; Operation Mode

1. INTRODUCTION

Sports club is founded in Europe and has gradually evolved into the cornerstone of sports system in European and American countries after long-term development. The scale of sports clubs in European and American countries is very strong. According to statistics, in 2018, the number of sports clubs in the United States reached more than 40, 000, and the number of members exceeded 60, 000, 000; the number of sports clubs in the United Kingdom reached 150, 000, of which three quarters of the clubs have been in operation for ten years; Germany, France and other countries have also made good progress in the development of sports clubs. The good development of sports clubs in Europe and the United States benefits from the advanced operation mode, so the research on its operation mode can provide enlightenment for the development of sports clubs in China.

2. OPERATION MODE OF SPORTS CLUBS IN EUROPEAN AND AMERICAN COUNTRIES

2.1 Membership model

Membership system is the main operation mode adopted by sports clubs in the early stage of development. The advantage of the first mock exam is that it can attract more members with less dues, and the operation of the club relies mainly on the voluntary service of members. In the early days, the sports clubs which adopts the membership system do not aim to make profits, but mainly to attract the attention of sports fans and then meet their sports needs. In the membership system, the ownership of the club belongs to all members, and the management personnel of the club are elected and recommended by the members. The membership model plays an important role in building a good reputation of the club, which is

conducive to attracting more sports enthusiasts. After the club gradually grows, it can obtain more resources under the support of the government, including financial resources, human resources, social public resources, etc., and the operation mode will also change. For example, the membership system will gradually become the management mode in a certain link, and is no longer the operation mode of the club.

2.2 Company system mode

Company system is the main operation mode of sports clubs in Europe and America. The first mock exam is based on the large-scale commercialization of sports, and it has the ability to integrate commercial resources and create huge profit space. Generally speaking, the company system model is developed on the basis of the membership system model. When the membership mode promotes the club's "fame", the club is no longer satisfied with the "prosperity and grandeur" on the scene, but wants to obtain more benefits with this advantage.[1] In the corporate model, some advantages of the membership model will still be maintained. For example, members have a certain right to speak and can ask the club to make changes in some aspects. However, the original practice of recommending club managers by member election is abandoned, and the management power of the club is controlled by the professional manager team.[2] The daily operation of the club will tend to be professional. For example, the club will employ professional athletes, coaches, and team doctors, to participate in the operation, and pay them according to the average market standard.

2.3 Three-stage model

European and American sports clubs have a variety of funding channels, and these are the advantages of the three-stage model, in the use of funds is more efficient. The three stages refer to amateur stage, traditional professional stage and modern professional stage respectively. In the amateur stage, dues, donations and catering services are very important sources of funds, followed by tickets and government subsidies; in the traditional professional stage, tickets and government subsidies are very important sources of funds, followed by membership fees, donations, catering services, sponsorship and advertising, commodity sales, and broadcasting rights; in the modern professional stage, tickets, government subsidies, sponsorship and advertising as the second commodity sales and broadcasting rights are very important sources of funds, followed by membership fees, donations and food services. [3] Each of the three stages has its own characteristics,

which has a great relationship with the professional level and influence of sports in each stage. For example, in the modern professional stage, it also needs trainers, scouts, medical teams, or logistics teams, in addition to professional coaches and athletes.

3. ANALYSIS ON THE CHARACTERISTICS OF THE OPERATION MODE OF SPORTS CLUBS IN EUROPEAN AND AMERICAN COUNTRIES

3.1 Government support

The development of sports clubs in European and American countries has been greatly supported by the government, including the introduction of relevant preferential policies, the provision of sports facilities, financial allocation and so on. Especially for mass sports clubs, the government will formulate national macro policy planning to guide. For example, in order to better develop mass sports, France not only establishes a new sports management department, but also issues a series of policies for mass sports clubs, aiming at promoting sports management departments to serve the club better; Britain, in order to achieve the goal of national fitness for amateur sports clubs, a tax reduction and exemption policy has been introduced, with 80% reduction. The sports clubs in Europe and the United States have established close cooperative relations with the government. For example, the government will requisition the venues and sports facilities of the clubs when holding some competitions. It is because of this mutual support and cooperation that the sports clubs in Europe and the United States can develop vigorously and play their social functions while making profits.

3.2 Diversification of financing mode

In the era of sports commercialization, the development of sports clubs needs more funds. Sports clubs in Europe and the United States have the characteristics of diversified financing modes, including government subsidies, membership fees, external sponsorship, organization activities income and other business income.[4] The diversification of financing mode can improve the anti risk ability of sports clubs, so as to ensure their normal operation and the good play of sports and social functions. European and American countries have a higher degree of marketization, even the popular and public welfare sports clubs will carry out a certain degree of market operation. We can get such enlightenment. Specifically, public welfare projects can not be completely entrusted to the state. Although the country has abundant financial resources, the affairs to be managed are complicated and diverse. If the state is fully responsible for it, the operation efficiency of public welfare projects will be greatly reduced. Behind the diversification of financing mode is the demand for free development space for public welfare projects. If "freedom" is lost, sports clubs will lose their vitality.

3.3 The sound standardized certification system

The establishment and development of sports clubs in European and American countries will follow the corresponding certification system, which is the experience summed up in the process of long-term practice. Under the sound standardized certification

system, sports clubs can obtain stronger development potential and have more advantages in brand creation.[5] There are many famous sports clubs in the world in NBA, Premier League, La Liga and Bundesliga. The reason why these clubs can achieve such development results is inseparable from the sound standardized certification system in European and American countries. British "club mark" standardized certification system has been widely recognized, and many sports clubs are constructed and developed according to this system. In this system, whether the activity location is fixed; whether the management personnel are professional; whether the sports instructor has the qualification certificate, and whether the sports project meets the audience's requirements are important certification indicators.

3.4 Cross industry collaboration

Sports clubs are mainly to meet people's sports needs and profit from it. In order to further increase the sports audience, sports clubs in Europe and the United States usually adopt the way of cross industry cooperation, and the cooperation objects include government departments, enterprises, schools, etc. In the survey on the cooperation of sports clubs in UK in 2018, it is found that 40% of sports clubs have established cooperative relationship with local schools, 20% with government departments and 12% with enterprises. [6] Cross industry cooperation is conducive to the further promotion of sports, which can enable students, government staff, enterprise staff and so on to obtain more abundant and professional sports opportunities. From the current situation, it is a trend for clubs to enhance their competitiveness through cooperation, which is also the reason for the emergence of large clubs in Europe and the United States.

3.5 Coexistence of multiple sports levels

Sports have a variety of levels, and can be divided into amateur and professional levels. Compared with China, the sports athletes in Europe and America are usually trained by clubs. This training mode is conducive to dig out more sports elites. On the contrary, in some sports clubs in China, the amateur level usually dominates, resulting in the level of club sports hovering in the middle and low level.[7] The coexistence of multiple sports levels is an important feature of sports clubs in Europe and the United States, so it can better meet the sports requirements of different audiences. Moreover, this mode can stimulate people to pursue the sports spirit of "faster", "higher" and "stronger", so that people can make continuous progress in sports.

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Montessori Education and Global Citizenship Cultivation

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Abstract: For more than a century, Montessori education has insisted on promoting the cultivation of global citizens through peace education, and peace education runs through all stages of education. This paper analyzes the value and significance of Montessori education from the basic needs of humans and the Erdkinder Program. This paper focuses on the comparison between the International Baccalaureate Program and Montessori education, reveals the important guiding role of Montessori education in international education, and points out its shortcomings, especially the Montessori middle years program, which is an urgent research topic.

Keywords: Montessori education; Global citizenship cultivation; International Baccalaureate Program

1. INTRODUCTION

Montessori education was founded in 1907. According to the latest statistics of American Montessori Society (AMS), the Montessori schools certified by AMS have covered 66 countries around the world. In 1932, Montessori first put forward his idea of peace education in 1932 Geneva Conference. After the end of World War II, Montessori reiterated in 1947 that children can develop into "armaments for peace" through education, and actively advocated the development of peace education based on the new pedagogy. Montessori believes that "The cooperation between countries can only be realized on the premise of obtaining a higher level of human understanding and getting rid of selfish greed". [1] For the education of human beings, there are such views as respect, mutual dependence, mutual dependence and so on. In other words, Montessori peace education is also committed to the cultivation of global citizen related values.

For more than 70 years, the primary goal of Montessori education has been to promote global citizenship through peace education. Whether it is preschool, primary or secondary education, they are committed to cultivating the sense of human interconnection and the responsibility of each individual to the whole human being, and helping students develop a peaceful attitude and respect and appreciation of other cultures. Peace education is not an isolated part of Montessori curriculum system, but closely linked with or integrated into preschool, primary and secondary courses. This paper takes a primary and secondary course as an example to show how Montessori education can promote the cultivation of global citizenship through peace education.

2. THE VALUE AND SIGNIFICANCE OF MONTESSORI EDUCATION

2.1 Fundamental needs of humans

As the main part of the elementary course of Montessori

peace education, the comprehensive course of history and geography no longer emphasizes nationalism, but is based on the perspective of global citizens, that is, we are the citizens of the earth first, followed by Japanese and Americans and so on. Through the history geography course, even the youngest children should realize that all ethnic groups all over the world have the same basic needs; the geographical background and local natural resources determine that different groups have different ways to meet their needs. Montessori peace education provides an organizational framework for children to acquire this quality in a broader scope of the human family. [2] From the perspective of non-westernization and internationalization, "human basic needs", as a specific curriculum element, gets rid of ideological bias. Its content not only applies to children of any culture or belief, but also promotes the cultivation of students' cross-cultural sensitivity and empathy in their young age, and becomes an effective part of international school curriculum.

2.2 Montessori erdkinder program

The Montessori Erdkinder program is the Montessori early childhood education program for middle school students. As early as the 1940s, Montessori mentioned the shortcomings of secondary education, pointing out that "today's schools can no longer meet the needs of young people, nor adapt to the times we live in". [3] Montessori envisions a farm as a school environment in which students live and work together and study agriculture, animal husbandry, biology, earth science, ecology, economics and other disciplines related to the daily operation and maintenance of farms. Through such a project, it is helpful to meet the development needs of young students such as socialization, independence and personal identity establishment, and to participate in real, practical and meaningful work, so as to contribute to the development of the community. Compared with Montessori's original idea, today's project has injected more environmental protection content to make the project more feasible today. The farm school has become an important part of the Montessori middle school project today. In addition to the social and emotional benefits of living and working with peers and adult experts, the related effects of participating in the farm school project include environmental management, the application of low load technologies, participation in sustainable development practices, recovery and recycling.

The relationship between the Montessori Erdkinder program and the cultivation of global citizenship is related to "Montessori's pursuit of social change and ideal development of human nature". [4] Accordingly, the Montessori Erdkinder program will bring two benefits in

terms of cultivating global citizens: first, a higher level of human understanding based on the development of human ideal; second, a stronger awareness of the relationship between human and nature. Both of these are prerequisites for cooperation with other ethnic groups in solving global problems.

3. CAMPARISON BETWEEN INTERNATIONAL DIPLOMA PROGRAM AND MONTESSORI EDUCATION

Montessori schools have existed and developed around the world decades before the International Baccalaureate Program schools appeared. However, compared with the popularity of international diploma programs, the development of Montessori programs in international schools is seriously insufficient. A survey of the schools in The International Schools Directory shows that most of these schools first identify with the International Baccalaureate Program, followed by the British and American education system or a combination of the two as the basis for the development of their programs. Only 1% of schools agree that the program is Montessori education. In addition, some schools see it as a combination of Montessori education and the International Baccalaureate Program, and the number of such schools is growing. [5] Both IBO and Montessori education set up courses to promote the cultivation of global citizens. Taking secondary education as an example, this paper explains the lack of development of the International Baccalaureate Program and Montessori program.

The advantages of the International Baccalaureate Program are related to the initial goal of the University Preparatory Program "to meet the educational needs of mobile students in international schools." [6] Since its inception, the International Baccalaureate Organization aims to provide these international mobile students with diplomas recognized by universities around the world. Because of this, its university preparatory program has maintained a long-term good relationship with universities around the world. The university preparatory program of the International Baccalaureate Organization was implemented in 1968. The secondary school program was added in 1994 and the primary school program was set up in 1997. The development focus of the International Baccalaureate Organization is to promote "academic recognition of its qualifications by universities around the world". So far, the International Baccalaureate Program has established friendly ties with many universities around the world for more than 40 years, so that there is enough time to build a good reputation. Although the International Baccalaureate Organization has expanded its mission to include global citizenship cultivation, diploma granting is still the focus of its career. The rich research results of the International Baccalaureate foundation program also show that the International Baccalaureate preparatory program provides good preparation for the graduates' post-secondary education. With the help of strict academic requirements, students have received the broad general education necessary for university success, and acquired the ability of critical thinking and problem solving.

Comparatively speaking, the development path of Montessori project is completely different from that of International Baccalaureate Program: Montessori project first develops its preschool program, namely children's home; secondly, primary education program; then junior high school program; and senior high school program is the latest. On the one hand, Montessori preschool program is far more than its primary school program, and its primary school program is more than its junior high school program, and so on. In 2003, there were only 100-130 high school programs among the 5, 000 Montessori schools in the United States. This data shows that Montessori preschool and primary school projects account for a large proportion compared to secondary school projects. This imbalance of development further deepens the public perception that Montessori education is mainly aimed at children aged 3-6, while little is known about its successful secondary school projects.

On the other hand, compared with the success and good reputation of Montessori preschool and primary education projects, the Montessori Leadership Community has not made more efforts to build high-quality secondary education projects. Selldin believes that the lack of development of secondary school projects is due to the lack of a unified standard. Therefore, he suggested that "the basic principles of Montessori secondary education should be integrated with the accreditation standards of the International Baccalaureate Organization". Although Selldin tries to prove that this integration will not lead to the degradation of any educational model, the preparatory nature of the International Baccalaureate Course conflicts with the Montessori curriculum's emphasis on self discovery and independent lifelong learning. There are great differences in the concepts and traditions of the two education models. To a certain extent, Montessori education, even in the middle education stage, is open, encouraging individual differences, and committed to promoting the development of students' intrinsic motivation and autonomous learning; while the International Baccalaureate foundation program focuses on obtaining diplomas through rigorous assessment of a series of learning outcomes.

If the lack of standards is partly responsible for the insufficient development of Montessori middle school project, it is also due to the inconsistency of Montessori educational objectives. In other words, Montessori education leaders lack confidence in the goals of preschool and primary education that can run through secondary education. In fact, this is what Montessori education caters to the concerns of parents, teachers and policy makers, who view secondary education as an university preparatory stage. Selldin's suggestion of integration also reflects the compromise of Montessori education to conventional thinking. When he called the International Baccalaureate Program "the gold standard for university preparatory education" and suggested that Montessori middle school project could "gain international recognition and a certain degree of credibility, so as to stimulate the confidence of students and their parents" only by cooperating with the

International Baccalaureate Program, may have seriously damaged the unique value of Montessori education.

4. CONCLUSION

In an increasingly globalized world, international education plays an increasingly important role in acquiring cross-cultural knowledge, developing mutual understanding and mutual respect for values. The IBP is widely regarded as a leader in international education in view of its rigorous university preparatory courses and its role in global citizenship. Although it is controversial because of its western centered concept, it does not affect the wide implementation of the International Baccalaureate Program in the world, and its effectiveness in helping students form an international perspective is also affirmed.

Although Montessori education has not played a major role in the field of international education, it is still another leader in the cultivation of global citizens. Based on her observation of children's development, Maria Montessori advocates a new and scientific pedagogy. She believes that education plays an important role in promoting children's sensitivity and appreciation of different cultures. It helps children understand and cooperate with other nations and cultures, so as to develop different world views. These values are incorporated into the Montessori school curriculum at different levels.

At the same time, although the positioning of Montessori education is consistent with the global citizenship training goal of international education, and the middle school program also provides a good preparation for secondary school graduates to enter the university. In addition, with

its 100 year successful history, Montessori education should be in line with the secondary curriculum of international schools, but its project has little connection with secondary education curriculum. The lack of development of Montessori middle school project in international schools has caused many problems, but it has not been effectively solved so far, which also puts forward an important issue to be solved for the majority of researchers.

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Application of Virtual Reality Technology in Library Information Retrieval Visualization

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Abstract: One of the most advanced visual technology is virtual reality. The application of virtual reality technology in the field of library information retrieval visualization will bring great practical value for it, and also bring better book information retrieval experience for library users. However, the application of virtual reality technology in the construction of information retrieval visualization in China is still in its infancy, and relevant personnel still need to speed up the pace of construction to enhance the integration of virtual reality technology and library information retrieval services.

Keywords: Virtual reality technology; Library information retrieval visualization; Application analysis

1. INTRODUCTION

By 2020, the market value of virtual reality in China has reached 55 billion yuan, and the number of users of virtual reality has reached more than 25 million. Thus, China's virtual reality technology industry has achieved great development. With the continuous upgrading of virtual reality technology, it has begun to combine with other fields, enabling products or services in other fields, and playing a unique application value.

2. OVERVIEW OF VIRTUAL REALITY TECHNOLOGY AND ITS APPLICATION IN THE LIBRARY

Virtual reality technology refers to the virtual world created on the basis of the real world by using virtual visual presentation technology, but this virtual world has the characteristics of reality in many times, because it can restore the original appearance of things to a large extent. This technology can strengthen people's understanding of things, for example, people can enter the virtual world through professional equipment, and interact with things in the virtual world. Some high-end devices can even create a realistic environment in the virtual scene by using sound, light, electricity and other technologies, and directly affect people's vision, hearing, even taste, touch, etc., so as to bring immersive experience effect. [1] Virtual reality technology usually has high user adaptability, that is to say, when people enter the "virtual world" to interact with it, they do not passively receive the scene information transmitted by the virtual world, but can choose the scene information they like to experience by playing their own initiative. Even in a fixed scene, the experiencer can also use gestures and other forms to interact with things in the scene. For example, the VR Web Library positioning system developed by the library of Harbin Engineering University can display the bookshelves inside the library on the user's mobile device, and the user can "move" in the virtual library on the mobile device. If the location is

different, the bookshelves and books around will be different. China's virtual reality technology hardware research and development level has reached a higher level, so the focus of China's virtual reality technology industry will change from the original hardware equipment research and development to the continuous development of display content and the combination with other industries, such as the combination of virtual reality technology and library services.

The integration of virtual reality technology and library in foreign countries is relatively high. At present, it has developed into the field of large-scale commercial application and development. Different from foreign countries, the integration of virtual reality technology and library services in China is still in the initial stage of exploration. Therefore, the application of virtual reality technology in library services in China mainly uses virtual reality technology to provide users with virtual library internal scene browsing and book retrieval services. The number of domestic libraries using virtual reality technology is not many. Generally, only public libraries at prefecture level or above or famous university libraries with large volume will use this technology, such as national library, Wenzhou Library, Tsinghua University Library, Fudan University Library, Wuhan University Library and so on. Taking the application of virtual reality technology in Tsinghua University Library as an example, based on virtual reality technology and 3D modeling technology, Tsinghua University Library has developed a web-based library collection positioning system. Users only need to enter the system by inputting the registered account password in advance, and they can see the real interior of Tsinghua University Library intuitively on the mobile device. For example, the proportion of reading rooms in the library is based on the actual situation. Next, the user needs to enter the OPAC bibliographic search code of the book he is looking for to query, and the system will tell the user the collection location and current borrowing status of the book, and display the route of the book shelf and the specific location of the book by 3D modeling on the user's device.

3. THE APPLICATION VALUE OF VIRTUAL REALITY TECHNOLOGY IN LIBRARY INFORMATION RETRIEVAL VISUALIZATION

Visual effect is the direct experience of people in the process of searching for library information. Whether it is to understand the location of books or to query the borrowing situation of books, we need to use vision. Therefore, the quality of visual information directly affects the effectiveness of information retrieval. [2] The value of library information retrieval visualization lies in

the presentation of every specific information. For example, if you don't know where the books you want to find are, then visualization technology can make it easier for you to find books. In the past, users searched for books in the library step by step, item by item, and even needed the help of the library staff. If the library staff were insufficient or did not help in time, it would be difficult to find the books by themselves. Nowadays, with the help of virtual reality technology, we can realize the digital expression of the information of books, and easily restore the location of each book in the virtual world. In addition, in the visual environment of virtual reality technology, virtual reality technology can also present more vivid and intuitive retrieval results, so as to deepen the impression of users, enhance the identifiability of target information, and reduce the information cognitive load of users.

Another important value of virtual reality technology in the visualization of library information retrieval is to break the space-time limit of library information retrieval. [3] In the past, when users want to retrieve library information, they usually have to do it on the retrieval machine of the library. If there are many users and the equipment is insufficient, they have to wait in line, that is, to retrieve library information at a fixed time and place. But the virtual reality technology can break this kind of space and time limit. For example, if users want to borrow a book, but they don't know whether the book is still in the library, they are afraid of "going for nothing". At this time, the library information retrieval application based on virtual reality technology will play a role, and users can remotely understand the library book information through the "hand-held library". The application of virtual reality technology in library information retrieval visualization not only improves the efficiency of information retrieval, but also improves the user's retrieval experience.

4. THE CONSTRUCTION PATH OF LIBRARY INFORMATION RETRIEVAL VISUALIZATION BASED ON VIRTUAL REALITY TECHNOLOGY

In recent years, virtual reality technology does play a huge application value in library information retrieval visualization. However, because virtual reality technology is still in the initial exploration stage in the field of library service, there are still some problems in the current application process. First of all, it should be noted that although the development of virtual reality technology in China is very rapid, it does not mean that the price of virtual reality technology related equipment is low. Moreover, if the library wants to achieve high-quality information retrieval visualization interactive display, it needs the help of social virtual reality technology application companies to carry out relevant planning and design, of which the high cost can be imagined. In addition to the problem of high construction cost, there are not many professionals who can deeply combine virtual reality technology with library information retrieval

visualization. There is a big gap in the demand for virtual reality technology application-oriented talents, so it is difficult for the library to absorb truly capable professional application-oriented talents in the society. Finally, at present, the general public's cognitive level of virtual reality technology is limited; and the access threshold of the combination of library information retrieval visualization and virtual reality technology needs to be improved to a certain extent, which leads to the use of this library information retrieval visualization function is not frequently for users. It is difficult to play its maximum value.

At present, we must first break through these difficulties and solve these problems, in order to make the virtual reality technology get a higher level of application in the library information retrieval visualization. First of all, the library needs to increase capital investment to speed up the information construction of the library. [4] If it is a public library, then the local government should pay attention to it, appropriately increase financial expenditure, recruit virtual reality technology application professionals in the society, design a library information retrieval visualization system in line with its own characteristics, and apply virtual reality technology to the information retrieval visualization of the local library. If it is a university library, and its library construction funds are not sufficient, then we can actively seek social forces to participate in the information construction of the university library. For example, university libraries can take the initiative to cooperate with local technology companies to promote development. For example, Mudanjiang Normal University Library and Jiangsu Huiwen Software Development Company have cooperated to develop its unique bibliographic retrieval system. Finally, libraries should expand publicity, use library websites and official account to introduce their search information visualization system to the public, and introduce their usage to enhance the user volume of the system.

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A Study on The Legal Interest of Environmental Criminal Law Protection in China

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Abstract: China's environmental ethics and environmental criminal law started late and transplanted from western developed countries. The penetration of ecological ethics into the legal field has led to a heated discussion on the legal interest of environmental criminal law in China, resulting in two camps: anthropocentrism and non-anthropocentrism. However, anthropocentrism cannot adapt to the reality of China's serious environmental risks. Therefore, it is necessary to reform the environmental legal interests so that the environmental criminal law can protect the dual legal interests. In addition, we should recognize the trend of integration of the theory of infringement of legal interests and the theory of violation of norms in the field of environmental criminal law.

Keywords: Environmental criminal law; Legal interest of environmental criminal law

1. INTRODUCTION

Ecological environment is the home for human survival. Since the second industrial revolution, environmental problems have become a universal global problem. Most countries in the world regulate environmental pollution and ecological destruction by legal means. As the most severe department law, criminal law plays an irreplaceable role in environmental protection. Since the 1970s, ecological ethics has infiltrated into the field of law, which has a great impact on the concept of legal interests of environmental criminal law. China's environmental ethics and environmental criminal law started late and transplanted from western developed countries. The penetration of ecological ethics has led to a heated discussion on the legal interests of environmental criminal law in China. In view of this, this paper introduces the different views on the legal interest of environmental criminal law in China, and then puts forward the development direction of the legal interest of environmental criminal law in China [1-3].

2. DIFFERENT VIEWS ON ENVIRONMENTAL LEGAL INTEREST IN CHINA

2.1 Anthropocentrism

Anthropocentrism means that the function of environmental criminal law is to protect the life and property of the existing generation. The reasons for supporting anthropocentrism are as follows:

2.1.1 The law only regulates the relationship between people

Since ancient times, people have legal rights and legal obligations, so the law only regulates the relationship between people. Environment only provides the necessary survival basis for human beings, so the criminal law

stipulates that environmental crime is to punish the behavior of indirectly infringing human life and property, while the behavior of directly infringing environment and having nothing to do with human life and property is not protected by the criminal law.

2.1.2 Conforming to the principle of tolerance of Criminal Law

Chinese Criminal Law Code (1997) stipulates environmental crime in Chapter 6 "crime of impairing social management order", which aims to protect social management order. Due to the ambiguity of environmental legal interest in China, there are three different interpretations of the same crime (Article 338 environmental pollution crime): negligent crime, intentional crime, and intentional + negligent crime. Insisting on Anthropocentrism can exclude some mild acts of environmental damage from the scope of criminal law and manage them through administrative law. Therefore, the concept of legal interest of anthropocentrism can protect civil liberties to the maximum extent and stick to the bottom line of criminal law.

2.1.3 In line with China's actual situation

The legal interests protected by a country which cannot be separated from the level of national productivity. China is a developing country; the level of productivity is not enough to extend legal interest to the environment. Some natural resource elements are closely related to production and life; therefore, the protection of the environment will not exceed human production and life itself. At the same time, the people's traditional concepts do not think that activities such as hunting and cutting trees are crimes. Forcibly considering these actions as crimes does not conform to the actual situation in China.

2.2 Non-anthropocentrism

Non-anthropocentrism holds that the legal interest protected by environmental criminal law is the environment in the sense of ecology. Environment is of great ecological significance, the purpose of setting up environmental crime is to protect the environment itself. The reasons for supporting non-anthropocentrism are as follows:

2.2.1 Man is not the master of world

Anthropocentrism removes environmental legal interest from the scope of legal protection and arrogantly puts human above all things. However, the emergence of earth ethics and the movement of animal welfare make people gradually realize the one sidedness of this concept. Non-anthropocentrism holds that man is no longer the master of world, but a part of the environment, so the environment itself is the object protected by criminal law. Therefore, the act of infringing on the environment is an

infringement of the abstract legal interest of the environment, which has nothing to do with whether it infringes on the indirect human interests.

2.2.2 More conducive to environmental protection

In China, the process of industrialization is so fast, the environmental problem is becoming more and more serious. The traditional legislative concept of environmental criminal law can not cover all aspects of environmental crime. Adhering to non-anthropocentrism can extend the object of environmental criminal law protection to all elements of the environment, and it will be regulated by means of penalty before the emergence of environmental danger, which is conducive to solving China's increasingly serious environmental problems.

3. THE DEVELOPING TREND OF LEGAL INTEREST OF ENVIRONMENTAL CRIMINAL LAW IN CHINA

3.1 Environment&Human: Double protection of legal interests

According to the current criminal law of China, the legal interest protected by the environmental criminal law is the national management system of environmental resources. Under the guidance of anthropocentrism, China's environmental criminal law ignores the independence of environmental crime, which has gradually lagged behind the times. It is worth noting that the global environmental problems are becoming more and more serious, and the environmental problems are closely combined with the awareness of human rights. In the future, the legal interests of environmental criminal law ought to protect the dual legal interests of ecology and human beings.

First of all, the protection of dual legal interests can clarify the standard of conviction. The traditional concept of legal interest thinks that a crime can only have one form, so there will be disputes about the legislative blank in environmental criminal law. However, based on the dual legal interests, a crime can be either behavioral offense (to the environment) or potential damage offense (to the person), which can better improve China's environmental criminal law system. For example, in the current judicial practice of environmental pollution crime, there are different judgments between behavior offense and potential damage offense, and the incriminating standard varies from high to low. However, if we adopt the dual legal interest protection, we can recognize the infringement of environmental abstract legal interest as behavior offense, and the serious consequences to the person as potential damage offense, so the incriminating standard can be unified.

Secondly, it helps to establish the independent status of environmental criminal law. As mentioned above, there is no special chapter in the criminal code of environmental criminal law, so it is necessary to adjust the system of environmental criminal law. Once the environmental legal

interest is recognized as the object of environmental crime protection, the environmental crime can be separated from the "crime of disrupting social management order" and become an independent chapter, so as to improve the legal status of environmental criminal law.

3.2 The integration of the theory of infringement of legal interests and the theory of violation of norms in environmental criminal law

For a long time, the theory of infringement of legal interests and the theory of violation of norms are in opposition. According to the theory of infringement of legal interests, the essence of illegality lies in the infringement of legal interests by acts, and the criminal law is to protect legal interests from infringement, so the state power should be limited as far as possible. According to the theory of norm violation, the essence of illegality is to violate the legal norms and order established by the state.

However, taking environmental crime as an example, environmental legal interest is no longer limited to physical damage. When the harmful act threatens the environment, it violates the abstract legal interest of environment. As a new type of risk, environmental risk is quite different from the traditional risk in its characteristics and harmful consequences. Therefore, we should recognize the particularity of the theory of violation of norms in the field of environmental criminal law, insist on the infringement of legal interests in other fields, and tend to integrate the theory of infringement of legal interests with the theory of violation of norms in the field of environmental criminal law.

4. CONCLUSION

Anthropocentrism in China's environmental criminal law has been unable to adapt to the reality of serious environmental risks. It is necessary to reform the legal interests protected by environmental crime, so as to make it more open. Therefore, it is necessary to adhere to the dual legal interests of protecting the environment and human beings, and recognize the legitimacy of the theory of violation of norms in the field of environmental criminal law.

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Research on The Education Path of Applied Undergraduate Colleges from The Perspective the New Business

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Abstract: Application Oriented Colleges and universities should actively adapt to the needs of local industries and industries for talent training, adhere to the core of changing talent training objectives and improving teaching quality, and position the goal of talent cultivation to meet the needs of local and regional economic and social development, especially the demand of regional industries and industries for "new business" talents, and constantly explore the replicable and referential ones "New business" talent training mode, for the "new business" talent training experience.

Keywords: New Business; Applied Undergraduate; Education Path

1.INTRODUCTION

The changes of social environment in the new era have changed the economic format. In the Internet plus era, big data, Internet of things, cloud computing, AR/VR, AI and other new technologies are constantly advancing and changing our lives, driving the upgrading of social reproduction structure and social consumption structure, and opening up the disruptive reconstruction of business mode and management mode, driven by knowledge, intelligence and data. For the development of the engine of new business models continue to emerge, new business came into being.

Application oriented colleges and universities should actively adapt to the needs of local industries and industries for talent training, adhere to the core of changing talent training objectives and improving teaching quality, position the goal of talent training to meet the needs of local and regional economic and social development, especially to meet the needs of regional industries and industries for "new business" talents, and constantly explore the "new business" that can be copied and used for reference "Subject" talent training mode, for the "new business" talent training experience.

2.THE CONNOTATION OF "NEW BUSINESS"

Wu Yan, director general of the Department of higher education of the Ministry of education, pointed out that it is imperative to innovate and develop higher education and comprehensively promote the construction of "new engineering, new medicine, new agriculture and new liberal arts". "New business" is a new concept to carry out economic management education under the concept of "new liberal arts". "New business" is a kind of interdisciplinary education for students with new ideas, new models and new methods.

At present, there is no unified authoritative definition of

"new business discipline". How to define the connotation of "new business branch"? It is a cognitive revolution of educational thinking, focusing on social development and changes and facing the future. It is a remolding reform project of business education. It should highlight four "new": new thinking, new rules, new theories and new tools.

The path of "new business" education should follow the development law of new business, not only to meet the demand of business people to grasp the theoretical system of knowledge, but also to form a corresponding relationship between the business curriculum content and business practice activities, to meet the requirements of the new curriculum theory and the background of the times, and to reflect the characteristics of compound, innovative and applied talents.

3. ORIENTATION AND STRATEGY OF PROFESSIONAL PERSONNEL TRAINING

As far as application-oriented universities are concerned, they should seriously study the current and future business service industry environment as the breakthrough point, position talent training specifications under the support of interconnected and interconnected network technology platform, follow the rules of discipline and specialty construction, innovate talent training programs and optimize business curriculum around the four-dimensional integration of education and teaching, scientific research, industrial development, innovation and entrepreneurship. The Department is responsible for nurturing professional teaching staff, building teaching facilities, creating a comprehensive education culture, carrying out training process supervision, feedback on the success and failure of training, and building a solid foundation for the next round of promotion.

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4. THE PATH CHOICE OF TALENT CULTIVATION

4.1 Developing teaching model

A. One center: curriculum ideological and political education, strengthening talent value guidance

General secretary Xi emphasized that what kind of people

should be cultivated, how to train people and who should be trained for people in Colleges and universities is a fundamental problem. The talents trained in the new business subject are the future leaders, so the ideological and political education must pass through. The ideological and political construction of professional courses and the concept of educating people are important entry points. We should earnestly carry out the teaching reform of "curriculum ideological and political education". Through the ideological and political construction of the course, we should take the correct value guidance and the shaping of common ideals and beliefs as the bright background of "new business" talents training, let the ideological and political work run through the professional education, and strengthen the value guidance of "new business" talents in an all-round and whole process.

B. Three key points -- implement teaching closely with key points

First, we should pay attention to the hot spots, "hot issues into the classroom" - leading effect is a good way to attract students' attention. Social hot issues are not only the goal of teaching implementation, but also the link between social needs and theoretical knowledge, the foothold of leading students to apply what they have learned, and the internal demand of application-oriented universities.

Second, we should base on the key points, "key problems activate the classroom" - the core effectiveness, which is the key link of classroom teaching. The key point of teaching is the most basic and core teaching content. It is the object that needs intensive study and intensive reading. It is the key to systematically master knowledge points and provide guidance for students to overcome difficult problems.

Third, we should overcome the difficulties, "difficult problems improve the classroom" - practice transformation, which is the barrier to affect the performance of classroom teaching. Teaching difficulties are not easy for students to understand the knowledge or skills difficult to master, which is the bottleneck restricting the effect of classroom teaching, but also the ladder of learning promotion. Be good at making students solve difficult problems in practice or practice.

C. Four modules -- comprehensive design of the theoretical curriculum system of "new business"

According to the demand of market and industry, the content and status of the course, the theoretical curriculum system of "new business" talent training scheme is designed comprehensively by adopting the idea of modular design. It consists of four modules: general knowledge module, discipline basic module, professional technology module and direction elective module. The general education basic module is instrumental and pays attention to the coordinated cultivation of morality, intelligence, physique and beauty; the discipline basic module is systematic and pays attention to the cultivation of wide knowledge domain and professional basic theory; the professional module is methodological and pays attention to the cultivation of professional practical application ability; the directional elective module is open, focusing on quality and personalized training. The four

modules are closely combined and effectively connected. Through the design and construction of talent training program, lay a solid theoretical foundation for "new business" talent training.

4.2 Construction of specialty construction mode

A. Formulate key indicators of "1 + 2 + 3 + 4" specialty construction

The construction of new business major must focus on "talent training", focus on teaching reform, business development and talent training strategy research; take the training of basic theory and basic skills, the practice of innovation ability and entrepreneurship method as the main line; combine full-time and part-time to improve teachers' dual ability quality, and build a high-quality teacher team with exquisite business, excellent structure and full of vitality.

Coupling relationship of specialty construction mode index

One center Four dimensions Two main lines Three types of research

Focus on "talent training" Education and teaching: internalization of scientific knowledge in mind and externalization of social skills in practice 1. Core curriculum structure, method ability composition

2. Explore the logic of knowledge evolution and expand the ability of practical application Build solid foundation research, improve research methods, accumulate discipline knowledge, and study the frontier of discipline development

Scientific research: cultivating scientific research literacy and shaping discipline competition ability

Industrial Development: promoting regional service function and supporting industrial transformation and upgrading 1. Explore industry industry standards and improve the quality of school enterprise training

2. Strengthen the ability of innovation and entrepreneurship, give full play to innovation and creativity Analyze the bottleneck of industrial development and improve the ability of coping with research

Innovation and Entrepreneurship: one, two and three types of classroom interaction, forging new business stars Improve the application and transformation of scientific and technological achievements and carry forward the culture of innovation and Entrepreneurship

B. Combining full-time and part-time to strengthen the dual ability quality of "new business" Teachers

First, from the top-level design and system, we should ensure the continuing education, further education and training of existing teachers, and establish a "double qualification certificate" access system for new teachers with both teacher qualification certificate and relevant vocational skill certificate. Second, strengthen connectivity. We can cooperate with other professional colleges and departments in the university or in China, and send teachers to other professional departments for further study and further study, so that teachers can get rid of the hat of single knowledge structure, and improve the composite application ability of teachers and other professional knowledge. Third, strengthen the cooperation

between industry and education, school enterprise cooperation, send teachers to relevant industries and enterprises for practical training, improve teachers' practical ability and compound ability through various forms such as temporary post and professional practice, so as to make the growth of teachers closely connect with the development of the industry. Fourth, we can also increase the overseas research and training of teachers, send teachers to study abroad and visit them, so as to improve the educational level and teaching level of teachers, so as to provide a strong guarantee for the cultivation of talents. Fifthly, teachers can be trained from inside or introduced from abroad. Talents who have been engaged in relevant professional and industrial practice for a long time, are proficient in business operation skills, have a broad industry background, understand the product information and market dynamics of the specialty and industry, and understand the enterprise management and operation to work as full-time or part-time teachers. We should broaden the channels for the introduction of teachers, increase the introduction of highly educated, highly professional, highly skilled and compound teachers, and optimize the structure of the teaching staff.

4.3 Realize the integration mode of talent training

A. Build a "2 + 4 + 6" talent training integration mode.

That is to say, two platforms -- the construction of industry and technology platform; four combinations -- the combination of professional programs and industry standards, curriculum system and job requirements, business theory and practical business, campus culture and professional ethics; and six realizations -- the integration of subject knowledge, professional quality, vocational ability, values, social responsibility, etc.

B. Building practice platform and cultivating students' application ability

Compared with the new engineering talents, "new business" talents should not only have "hard skills" of professional knowledge, but also have "soft skills" such as communication, solidarity and cooperation, love and dedication, learning and innovation. It is difficult to cultivate students' "soft skills" simply through classroom teaching. It is necessary to take the school enterprise cooperation base as the foundation, and take the cultivation of professional ability as the core goal, and form a progressive cultivation mode of students' practical ability, which is promoted by on campus training platform, off campus practice platform, subject skill competition, professional qualification certification platform and professional quality development. First, based on the demand characteristics of "new business" talents, multi-functional laboratories such as entrepreneurship training room, sand table simulation laboratory, interdisciplinary comprehensive training room, SYB laboratory, simulation bank, business software laboratory, financial management software laboratory, simulated government hall, case discussion room and other multi-functional laboratories are constructed step by step to ensure that students can carry out business practice through virtual simulation platform. Second, the school and the enterprise jointly design the "progressive" teaching organization mode

focusing on the post ability training. The cooperative enterprises participate in the "new business" talent training by setting up some enterprise courses every semester.

4.4 Set up international vision and strengthen the concept of international school running

Economic globalization and the one belt, one road strategy have provided significant opportunities and challenges for promoting internationalization of business education. Actively adapt to the needs of international talents, cultivate applied, compound and innovative "new business" talents with solid basic business theories and knowledge of economics, accounting, management, etc., who have both Chinese feelings and international vision, and can use foreign languages to engage in business, trade, finance and other work in the international environment.

First of all, build an international teaching team. We should attract high-quality foreign teachers to teach in the school, support domestic professional teachers to apply for visiting projects, and actively learn foreign advanced teaching concepts and models. Secondly, the curriculum of business major should be conducive to the cultivation of students' international vision and cross-cultural communication and management ability. Courses such as foreign languages, cross-cultural communication and management, and comparison of Chinese and foreign cultures are offered to enable students' knowledge structure, thinking structure and comprehensive quality to meet the standards and requirements of international talents. Third, strengthen exchanges and cooperation with foreign universities to promote international education. One belt, one road is "going out", and the students are sent to foreign cooperative institutions in the form of "2+2", "3+2" and "4+1" to cultivate a group of international business talents who can shoulder the "one belt and one road" construction. On the other one belt, one road is China, please step in, strengthen the education of international students in China, and train a group of international talents who understand China and love China, and boost the construction of "one belt and one road". Fourthly, we should cultivate students' Multi-dimensional cultural vision and improve their cross-cultural communication and communication ability through various programs such as visiting students, academic seminars and exchange students.

5. CONCLUSION

From the perspective of "new business", application-oriented universities should change the traditional concept of education, make great efforts in personnel training objectives, training programs, construction of teaching staff, international characteristics, practical education and so on, so as to get through the path of talent training.

The construction of the new business talents training mode must follow the discipline and professional development evolution law, highlight the systematic study, analysis and research of the basic business theory, professional knowledge points and main courses, and at the same time, it has profound humanistic connotation. Through the implementation of this model, it aims to create a batch of business elites with high professional quality, good

professional ability, good foundation for further study and strong social responsibility.

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Research on the Dilemma and Countermeasures of the Outdoor Education Objectives for Chinese Teenagers

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Abstract: By the methods of literature review, logical induction and comparative analysis, this paper summarizes and analyzes the relevant materials of outdoor education at home and abroad. On this basis, the paper examines the problems existing in the target level in the process of outdoor education practice in China. Specifically, the objective of outdoor education in China is not clear and there is no guarantee system to implement it; China's outdoor education goal content is not specific, the lack of outdoor education teachers cannot guarantee the completion of the goal; parents for outdoor education goal cognition is insufficient, and the current outdoor education goal for young people's practice effect is not good. Therefore, the government should establish the concept of "outdoor education" and speed up the construction of the industry management system of outdoor education; colleges and universities and outdoor education institutions should make clear the educational objectives, determine the specific content of the appropriate outdoor education objectives, and strengthen the implementation of the objectives; schools and parents should strengthen two-way communication to increase publicity outdoor education. The establishment of standards should always focus on the all-round development of teenagers.

Keywords: Outdoor education; Educational goal; Dilemma; Countermeasures

1. INTRODUCTION

Outdoor education is of great significance to the country, society and individuals. As an important supplementary form of school education, the introduction of outdoor education from European and American countries to China plays an important role in developing the core literacy of young people, promoting their personal growth, and cultivating people with all-round development. Outdoor education in China has been carried out for several years, and has achieved certain results. Although China has always been a positive attitude towards the reform and development of outdoor education, and issued a lot of supporting documents, outdoor education has encountered many problems in the process of promotion. Due to the cultural differences between China and foreign countries and the different social environment, there is still a big gap between the implementation of outdoor education and western countries. The main problem is that the goal of outdoor education is not clear and specific. Therefore, this paper intends to explore from the perspective of pedagogy, to explore the current problems

of outdoor education for young people.

2. ANALYSIS OF THE DIFFICULTIES AND PROBLEMS OF OUTDOOR EDUCATION OBJECTIVES IN PRIMARY AND SECONDARY SCHOOLS

2.1 Management subject level

First of all, the current goal of outdoor education is not clear. In recent years, the state has issued such documents as *Healthy China 2030 Planning Outline*, *Opinions on Promoting Primary and Secondary School Students' Research Travel*, and *13th Five Year Plan of Youth Sports* to promote the development of outdoor education. But so far, outdoor education in primary and secondary schools is still a form of informal education, which is not similar to traditional education. The outline of outdoor education curriculum content of subject syllabus appears.

Secondly, the implementation of education goals can not be well guaranteed; the development of outdoor education is lack of norms; there is no clear regulatory standards and evaluation system for outdoor education institutions, and there are no specific laws and regulations for risk management and norms and responsibility. This has led to that the outdoor education can not be guaranteed in the implementation stage.

2.2 Education subject level

As the core subject of outdoor education, education subject undertakes the task of target implementation. Outdoor education institutions shall, in accordance with the educational policy, formulate specific objectives and contents in line with regional characteristics. However, according to Gong Zhikai's survey of 24 campsites, only 29.17% of the training objectives are involved and relatively systematic. In addition, the hierarchical structure of most campsites courses is single. [1] It is difficult for teachers to carry out teaching practice when the target content of outdoor education is not specific or even has no target. What's more, at present, the strength of outdoor education teachers is weak, and there are few outdoor education majors in domestic colleges and universities. At present, the source of teachers mainly depends on the graduates of sports majors and education majors in professional colleges and universities, as well as the society. After a few days of training, they teach directly. In this case, it is difficult to construct the content of outdoor education goals, and it is also difficult to complete the practice of outdoor education goals.

2.3 Participants

The main participants of outdoor education are parents and teenagers. Due to the risk aversion in traditional

Chinese culture, and the modern concepts of "college entrance examination baton" and "You can't lose at the starting line", people know little about the risk of natural environment and the role of ecology in human beings. This leads to parents' insufficient cognition of outdoor education. The survey shows that in big cities such as Beijing, Shanghai and Guangzhou, no more than 3% of parents can accurately tell the nature and role of outdoor education. [2] Most of the parents think that outdoor education is just a game before they understand the goal of outdoor education.

3. COUNTERMEASURES TO IMPROVE THE OBJECTIVES OF OUTDOOR EDUCATION IN PRIMARY AND SECONDARY SCHOOLS

3.1 Management subject level

As the upper subject of outdoor education, the management subject plays an important role in guiding and guaranteeing the practice of outdoor education. The formulation of educational objectives and contents at each level should be guided by the educational policies formulated by the state. The education department should create a good atmosphere for the development of outdoor education, and lead the cooperation of multiple departments to establish the guarantee system of outdoor education.

First of all, the management body should establish the outdoor education concept of "outdoor education", based on outdoor sports, extend outdoor sports from physical education to the education practice of cultivating the all-round development of morality, intelligence, sports, beauty and labor; the management body should strengthen the overall planning of outdoor education, improve and formulate the "outdoor education" criteria, "outdoor education" measures, and "outdoor education" industry standards, so as to form a harmonious society and complete "outdoor education" industry system. So that the goal of outdoor education can be formulated and implemented in accordance with the law.

Secondly, the management body should accelerate the construction of outdoor education teachers and vocational skills training system, organize "outdoor education" teacher training, "outdoor education" vocational skills training, carry out "outdoor education" curriculum research, and promote "outdoor education" education activities, so as to provide "catalyst" and "booster" for the implementation of outdoor education goals.

3.2 Education subject level

As the main body of outdoor education, the education subject directly faces the young people and is the main force of the development of outdoor education. In the practice of outdoor education, the educational subject should make clear the educational goal, gradually establish the appropriate specific content of outdoor education goal, and strengthen the implementation of the goal.

First of all, schools, youth education institutions should gradually establish outdoor education target systems at different stages according to the education policy formulated by the management body, combined with the characteristics of the school period and regional

characteristics. [3] Secondly, the assessment and evaluation system of outdoor education is essential. Scientific and effective evaluation standards are of great significance to protect the status of outdoor education and improve the quality of outdoor education. Evaluation and assessment can be carried out from the aspects of students' individual development, project implementation effect, achievement embodiment, etc.

Finally, as far as the current environment is concerned, the most urgent thing is to meet the needs of outdoor education, provide enough outdoor education teachers, add outdoor education related majors, and establish a vocational training system. On this basis, the level of teachers can be further improved. Outdoor education professionals should receive professional education and have professional ability literacy, which includes outdoor life skills, safety skills, environmental skills, organizational skills, teaching skills, guidance and promotion skills, leadership skills, environmental ethics and other abilities. [4]

3.3 Participants

As the main objects directly involved in outdoor education, they are the direct beneficiaries of outdoor education. Therefore, as long as young people can benefit from outdoor education, and let parents really feel the growth of their children, then outdoor education will achieve the goal. The goal of outdoor education should always focus on the all-round development of teenagers.

First of all, it is a must to let young people understand the value of outdoor education for them, reflect the concept of edutainment, growth and happy growth. In the framework of community action for adolescent development, Michel proposed four kinds of support that adolescents need most for their development, namely, cooperative relationship with adults, physical and emotional security, adolescent participation and skill learning. [5] In addition, Howard Gardner's multiple intelligences theory is the basis of mining and developing students' intelligence and cultivating their interests. Finding students' interests in the natural environment is the basis of cultivating students' outdoor interests. The selection of outdoor education curriculum should be designed with these aspects as the main objectives, and set up comprehensive outdoor education activities of "sports, nature and theme" to stimulate teenagers' interest in outdoor education.

Secondly, outdoor education needs parents' understanding and support. Parents should understand that outdoor education can cultivate children's safety awareness and ability, inspire learning interest, explore children's potential, tap children's intellectual advantages, cultivate independent life, hands-on work, practice and innovation, and team consciousness. Outdoor education also needs to strengthen the two-way communication between schools and parents, publicize the benefits of outdoor education, make parents feel the value of outdoor education, let parents fully realize that outdoor education plays an irreplaceable role in the comprehensive development of children, and solve the safety and value needs of parents. In addition, the goal setting and evaluation system of outdoor education need to consider the parents' cognition.

In the cultural background of looking forward to success, we can set the goals and quantifiable evaluation for children's obvious growth, and tell the parents about the children's gains, performance and defects, and provide the way for parents to get a sense of achievement through outdoor improvement.

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A Brief Analysis of the Rise and Fall of Jingdezhen Celadon Porcelain in Yuan Dynasty

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Abstract: Porcelain is regarded as the pride of Chinese civilization and has always been sought after by the world. The development of ceramics in the Yuan Dynasty of China is unique in the history of my country's ceramics development for thousands of years. Whether in terms of modeling, decoration and firing, it has laid a solid foundation for future generations and has had a profound impact. Under such a cultural and historical background, Chinese Yuan Dynasty ceramics softened Chinese traditional culture, Mongolian culture and Islamic culture, and were more in line with the aesthetic appeal of China and the West. It was not only the product of the combination of Chinese and Western cultures, but also the history of Chinese ceramic culture. A gorgeous and wonderful flower.

Keywords: Chinese Yuan Dynasty ceramics; Traditional culture; Ceramic culture

1. INTRODUCTION

At the beginning of the century, the Yuan Dynasty was formally established. This Mongolian "nation on horseback" regime stepped onto the stage of Chinese history, ending the three or four hundred years of coexistence of multiple ethnic regimes. This not only impacted the Central Plains that has been maintained for a thousand years. Han culture has also had a great influence on the culture of the Chinese nation. The culture of the Yuan Dynasty in China integrated the characteristics of Chinese, Persian, and Mongolian cultures and incorporated the nationality of each region, breaking the barriers of cultural exchanges between various ethnic groups. Due to the mutual infiltration and penetration of culture and commerce among various ethnic groups, Chinese Yuan Dynasty ceramics formed their own characteristics of the times. The Mongols are rough and bold, while the Song people are more delicate and refined. In addition, the ruler of the Yuan Dynasty in China was a nomadic nation, and inherited the Song Dynasty pottery technology and continued to produce the traditional shapes of the Song and Jin Dynasties. However, the Yuan people made improvements to the shapes of various utensils and more adapted to the life habits of the Yuan people. For example, the Yuanren's requirement for porcelain is no longer the light, thin and delicate in the past, but a heavy, durable, and bulky vessel. The above-mentioned social, historical and cultural differences have become the main reason why the delicate, beautiful and elegant blue and white porcelain pursued by Song people has faded out of people's vision. In addition to social and historical reasons, on the one hand, it is for the needs of export, and in order to adapt to the lives of people in foreign countries, more varieties of porcelain are needed,

such as blue and white porcelain and painted porcelain. On the other hand, the Yuan government paid too much attention to Yuan blue and white porcelain. The quality of the blue and white porcelain produced in Jingdezhen was also rougher than before, showing a milky color. The soft and delicate texture of the Song Dynasty blue and white porcelain was missing, and the output was much reduced. More and more people are beginning to indulge in the artistic research of blue and white and color glaze, but ignore the artistic value of blue and white porcelain.

2. THE EMERGENCE AND PROSPERITY OF JINGDEZHEN PAINTED PORCELAIN IN THE YUAN, MING AND QING DYNASTIES

In the Yuan Dynasty of China, the Jingdezhen blue and white porcelain was influenced by the Yuan culture. There were new changes and developments in terms of shape, decoration, texture, and firing, forming an artistic style unique to the Yuan Dynasty in China. Although blue and white porcelain occupies a very important position in the Song Dynasty, the Yuan Dynasty in China has begun to decline. In terms of ceramic production technology, the "dual matching method" of porcelain stone and kaolin was used to successfully fire low-temperature color glaze porcelain such as malachite green, as well as high-temperature color glaze porcelain such as blue glaze, egg white glaze and red glaze. Among them, the maturity of the firing of blue and white, blue and white glaze in red and high temperature color glaze porcelain has epoch-making significance in the history of Chinese ceramics. The emergence of new types of porcelain broke the situation of monochromatic glaze porcelain before the Yuan Dynasty in China, and marked that porcelain workers had mastered the laws of various colors. As a result, the era of Jingdezhen's blue and white porcelain, which was extremely splendid and very plain like a gentleman, ended, heralding the arrival of the Yuan blue and white era. It can be said that the appearance of Yuan blue and white changed the aesthetic appeal of an era and was a turning point in the history of ceramic art culture.

In the history of Chinese ceramics, the ceramics of the Ming Dynasty experienced the thriving blue and white porcelain of the Song Dynasty, and the contending of the blue and white and high-temperature glazed porcelain of the Yuan Dynasty in China has become a situation that is almost completely controlled by Jingdezhen porcelain. The main reason is that, on the one hand, due to changes in the overall social atmosphere, the aesthetic preferences of the entire upper ruling class have affected social culture and artistic aesthetics. Porcelain, as a necessity of people's daily life, has also begun to move towards different artistic styles and paths. Secondly, due to the increasing demand for blue and white and on-glaze painted porcelain at home

and abroad, ceramic artisans produce and make according to the needs of the ceramic market. Prompted by this rapid increase in commercial demand, blue and white porcelain and painted porcelain eventually replaced the dominance of Jingdezhen's blue and white porcelain in the Song Dynasty. The blue and white porcelain was submerged under numerous colorful porcelains and gradually declined.

By the time of the rapid economic development of the Kangxi, Yongzheng, and Qianlong dynasties in the Qing Dynasty, the production and quality of porcelain reached the peak of history and entered the golden age of porcelain. Because of the emperors of the Qing Dynasty, they have a unique preference for porcelain, especially for overglaze painted porcelain. As a result, in this era, famille rose porcelain, colorful porcelain and doucai porcelain have made considerable progress. Due to the extremely strict requirements of the upper class on the appearance of porcelain, a large number of fine products appeared in this era, and the overglaze painted porcelain reached its peak. At the same time, the porcelain industry in Jingdezhen has been highly developed, with blue and white, blue and white glaze red, high-temperature kiln changes and pink ancient colors all over the porcelain gardens, and a grand scene of a hundred flowers contending. Under the brilliance of the heyday of this splendid porcelain, Jingdezhen's blue and white porcelain, its elegant and tranquil beauty has been completely submerged and faded out of people's vision. Even after the founding of the People's Republic of China, the blue and white porcelain, which was highly regarded by people in the Song Dynasty, was still forgotten by people, and the blue and white porcelain and painted porcelain with rich decorations were still found in various porcelain areas^[1].

3. THE CHANGE OF THE AESTHETIC TASTE OF JINGDEZHEN BLUE AND WHITE PORCELAIN

The establishment of the Yuan Dynasty not only realized the "orthodox view" politically, but also broke the artificial cultural shielding phenomenon that had appeared in the previous history in ideology, art, and culture. The reality of Chinese cultural diversity has been universally recognized and ended many The coexistence of these two regimes has a huge impact on both social commerce, culture and art. As a part of social culture and art, porcelain has also quietly undergone some changes. Compared with Jingdezhen blue and white porcelain in the Song Dynasty, the aesthetic thought and aesthetic appeal of Jingdezhen blue and white porcelain in the Yuan Dynasty of China are quite different^[2].

From the perspective of aesthetics and art, the ceramics of the Song Dynasty emphasized the beauty of elegance and subtlety, while the ceramics of the Yuan Dynasty of China emphasized the beauty of roughness, and the ceramics of the Ming and Qing Dynasties emphasized the beauty of gorgeous. From the perspective of aesthetic style, Jingdezhen blue white porcelain in Song Dynasty is exquisite and delicate, giving people a warm and elegant feeling. In the Yuan, Ming and Qing Dynasties, the Jingdezhen blue and white porcelain was crude and simple,

lacking a kind of flexibility. The artistic aesthetic characteristics of this kind of porcelain are, firstly, the formation of the utensils needed in the Islamic market, which opened up a new path for the aesthetic development of Chinese ceramics based on painted porcelain.

Chinese traditional Confucianism, Buddhism, and Taoism are mainly based on Confucianism. However, in terms of aesthetic appeal, Taoism and Zen styles are rare at this time. Wide-lip wash and Zheyuan wash are demoted to the ninth-class citizens, and their status is more important than that of prostitutes. It is not difficult to see from the aesthetic characteristics of porcelain in the past that the Qingbai porcelain of Jingdezhen in the Song Dynasty pursued the gentle and elegant aesthetics of porcelain and natural simplicity after the Tang and Song Dynasties, especially after the Song Dynasty. Inscriptions such as "Zhaisi" or "Lihuabai", but the pure jade-like blue and white porcelain in the Song Dynasty is of little value. There are many types of porcelain in the Yuan Dynasty in China, and the decorations are basically jars, plum vases, and jade pot springs. The complicated pattern decoration is mainly based on the texture of its own glaze. In the art development process of Jingdezhen blue and white porcelain, few have seen the use of painting in the form of painting, and some of the works are also painted on the ceramic body, but have a certain economy Status and glaze flower mouth double-eared camel vase, exquisitely transparent and or carved decoration. During the Yuan, Ming and Qing Dynasties, the situation changed and when the factors were applied to sulfur, Jingdezhen potters' true colors were portrayed and carved, and paintings were rarely used. This kind of painted porcelain that expresses the taste of folk life-blue and white porcelain and ancient famille rose porcelain, has become a porcelain sought after by the upper class and literati and doctors. This is also the result of commodity economy and social development, and it is also triggered by the changes in the status of literati result.

4. CONCLUSION

One of the beginnings of commerce and handicrafts in mainland China with glaze in the vast and profound ceramic art. The Jingdezhen blue and white porcelain of the Song Dynasty characterized by a period of artistic style changes began to be familiar and good at blue and white porcelain and painted porcelain from the Yuan, Ming and Qing Dynasties. Of course, it's not to say, replace. Later, Jingdezhen's blue and white porcelain gradually declined from the heyday of Song Dynasty, becoming a major turning point in the history of Chinese ceramic art.

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Impact of Stratification Differences and Intercultural Understanding in Schooling

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Abstract: This article mainly discusses the impact of social stratification differences on individual students and school education, intercultural understanding, education issues of low social class, and parents' attitude towards teaching quality, so as to research on the educational equity and diversity. It also discusses the application of sociological theory, and finally illustrates the practical significance of educational equity in school education.

Key Words: Stratification; education; Diversity; Equity, teaching; Significance

1. INTRODUCTION

The differences in social stratification and their impact on school education have attracted more attention from the media, parents and schools, and this becomes a controversial discussion issue in the society. Class differences are inextricably bound up with educational equality. Educational equity includes three sections: the equity of admission opportunity, the equity of educational process and the equity of educational outcome. Fair educational opportunity have been considered as the premise and foundation of equally educational process and outcomes realization. Accession of a high quality opportunities and resources is essential to a student's long-term development. In diverse social stratification and family backgrounds, the educational opportunities which are experienced by individuals vary significantly. Such sort of difference leads to severe inequality in the engagement of discrepant educational resources that will result in the rotten social justice, thus produce rise to a series of vicious circle. This essay discusses the social justice issue from Marxist theory, reproduction and functionalism as support. It also discourses the problems brought to education by social strata, essential causes, profound influence, and the corresponding policies to solve the problem of inequality.

A stratification system that divides a society into a hierarchy of social positions (Walther, M. 2015). As Weber said, when power, wealth, and status are highly correlated, those supplanters will choose conflicting approaches in preference. This can be explained as the social class has been separated into the disadvantaged class and advantaged class according to the possession three factors in wholly amount. Social groups sharing common socioeconomic characteristics (wealth, status, power) and similar lifestyles. Jeanne H. Ballantine (2017) demonstrates that the educational system is full of stratification processes, which both reflect the social status in schools and demonstrate that schooling is a way to strengthen and sustain stratification. In fact, reproduction theory can be used to explain the stratification of the education system. On the one hand, schooling enhances

the social members' ability to accept and bear the existing class order by means of legalized regulation training. On the other hand, the education department has strengthened the inequality within the school by some unperceived strategies, and completed the stratum reproduction of cultural capital in the active participation and passive acceptance of the educatees through hidden curriculum, teachers' categorization and so on. The function of the schooling is not only transmitting knowledge and technical ability, but also regulating the mobility of social strata. The functionalist believes that equal opportunities for members of all classes exist in talent selection and knowledge distribution, which means that different classes can be maintained or changed by receiving the equal level education, and the kernel can be concluded as education is an equalizer for the development in stratification. However, the Marxist school criticizes functionalism whitewash of school function, and deems that the schooling is a method that reproduce the unequal status in society. In the sight of Marxist Bowles and Gintis (1977) through the "elite selection", "capitalist ideology" and "patriotism" education philosophy, schools have implemented grass-roots replication. Actually, inequality created by schools are hidden and have a classification system which does not treat every student equally. For example, teachers spent longer time waiting for students who were highly achievement to answer questions, and spent relatively shorter time waiting for those they thought were low performance in academic. In further aspects, students are psychologically divided into different groups. Students who are welcomed or with high social status are assigned more opportunities to ask questions, class work, better evaluation feedback and written results etc. They are highly valued by their teachers, and some students been isolated come from low SES that are less integrated into other groups and may be excluded from classroom questions and class work; they are generally underappreciated. Therefore, the influence of these theories on teaching and learning has critical significance, which is worthy for further study and discussion.

As income, status and consumption move into greater inequality, a layer of clear boundaries among different classes is established, which plays an obvious role of protection and exclusion. The meaning of cultural barrier is that different cultural identities and status groups have different cultural capital, cultural taste, cultural consumption, lifestyles and values. This is becoming a "cultural symbol", which likes the key open to same league door. Likewise, you can't identify with a relationship without the same "cultural symbols". The sense of cultural protection and exclusion within common class prevents people from entering this coalition and

protects the interests of their own league from being violated. Cultural barriers also exist in schools. Children will not choose their partners randomly; they always choose children who are similar to their families. Pay attention to the nature of the phenomenon, it clearly shows that some children from wealthy families, whose parents are mostly successful people as managers or possess business, their children know which brand of clothes are better, which toys are the most popular, which books are the best, where amusement parks are the most funny. These children have communication interaction, common topics and feelings together. If a low SES child participates in their conversation, it is obvious that the children will have a "discriminatory expression". The child with low SES may find it awkward to have nothing in common to talk about. Seriously consider about it, children will find partners who can play together due to the living habits and symbols impact from their own families. Then, economic capital is an indicator to distinguish between rich and poor families, and cultural capital is a symbol of differentiated classes. Moreover, it has the function of inheritance and production.

Does education really contribute to upward social mobility? We should first analyse the relationship between school education and labor market, the two sectors are inseparable. Employment standards formulation in the labor market are based on academic qualifications, employment information is conveyed to schools timely so that they could adjust the curriculum structure and major orientation. This can be proved by the broaden range of curriculum choices, so as to adapt to the transformation in the labor market. When educational institutions produce more degrees, the labor market becomes tight. In recent years, school certification has provided more people with equal access to the labor market. The position of an individual in the labor division does not depend on characteristics such as family environment, but on acquired characteristics, such as level of education. Some people hold the opposite opinion, because the social background environment still has significant impact on the professional distribution. In the case of similar educational background, the employment situation of young people in low SES is not as good as that of young people from affluent families. They tend to be socially underappreciated and underpaid. Social status and family background influence individuals through social networks. With the parents' relationship network, young people who grows in high income and high cultural capital background can seek more diversified careers and encounter more opportunities. However, lower SES people who holds the same education certification has less social network to support. They have to participate in the fierce competition to apply for multiple departments, and the chances of being actually recruited are slim. Behrman and Taubman (1995) write: "The observed variation in schooling that is attributable to across-family variability in environment provides a measure of inequality of schooling opportunity." All of above, there is a subtle relationship between capital and labor market. As Bourdieu said (Walther 2015), in order to enter the labor

market, young people not only need to mobilize education (cultural capital), but also need to mobilize materials (economic capital) and relationship network (social capital). Schooling definitely has the affection of upward social mobility for some people, because education has always been based on the filter theory, which filters out the majority of students, leaving only a few to move to higher education, and thus eventually become the social elite. Nowadays, with the popularization of higher education and the saturation of labor market, schooling is no longer an important capital for upward social mobility, but only a necessary way for people to work to access to professional places. As a result, educational ability to change social strata is increasingly limited.

A new report shows urban regions close to Sydney's north shore is one of Australia's most educationally advantaged areas, such as Paddington, St. Ives, Wahrongga, and Pymble. Such regions of New South Wales are the most advantageous in terms of teaching performance, teaching resources and population composition, while several western parts of NEW South Wales are the most disadvantaged, such as Walgett, Bourke, Wellington and Moree. As this can be seen from geographical location, most of Sydney's comparatively advantageous urban areas are either close to economically developed areas or near harbour. The gap between Australia's most disadvantaged and most advantaged regions serves as a reminder of the widespread inequalities in education in Australia and urges education policy to reform or surpass previous standards which will addressing issues in depth. The perspectives of financial superiority to the families and partial parents concern about teaching quality in public school, or envy good discipline and less bullying in private schools. In my opinion, parents should have more confidence in Australia's public education system to prevent their children from transferring from public schools to private ones. If anxious parents change their children from public schools to private ones, the performance of public schools will be worse which will leading other students' leave. The best-performing educational systems are often the fairest. In truth, inequity phenomena occurrence in education system in Australia, if low SES students in the schooling are excluded from high-quality education due to social class, the stratification of education in Australia will result in a vicious circle.

There are several common stereotypes about low SES students and their families. Characteristics in social mobility research shows that cognitive ability, personality, and socio-economic achievement might influenced by additional environmental factors. Identifying those influence educational and socioeconomic achievement, and general stereotypes about those living in poverty impacts on personal biases. Less attention has been given to such stereotypes which contribute to the formulation of policies and practical responses to social issues. Poverty-based stereotypes are in popular discourse about poor and the low-income students. For instances, stereotypes are "Poor people do not value education", "Poor people are

lazy”, “Poor people are substance abusers similarly”, and “Poor people are linguistically Deficient” and so on. Because of incomes differentiation and variability in taking time off from paid work, definitively, involvement remains comparatively less opportunity for poor families than the rich ones. There is no clear evidence shows that family attitudes towards valuation of education in poor regions differ from those in wealthier communities. On the contrary, poor people are not lazier, they work perhaps harder than those people from higher SES brackets. The dangers of class stereotypes are numerous. Stereotypes can cause educators to unnecessarily fear or blame our own students or their families, those who are disenfranchised. That may lead educators to exhibit low expectations to them. The weight of this awareness, the likelihood that someone will use stereotypes, can affect in cognitive performance and spiritual health in students’ development.

There should be the consideration that programs, policies, and practices designed to reduce stratification inequality which based on an understanding of these inequities need to set up immediately. Many of these efforts are practicing in some regions that have reference values, such as parenting workshops for poor families (Tania 2015), mentoring programs for poor students, and tutoring programs among others. Parents or guardians, regardless of any socio-economic status, deserve the equal opportunity to participate in meetings or workshops which provide more strategies; Australian young people should have right to access to tutors. Another standardized report explains or justifies as outcome equality by breaking out the stereotype of low SES students and ensure the average education standard and high-quality schooling especially for those students live in poor area. Melbourne Declaration on Educational Goals for Young Australians (2008) reported that young students are at the central of educational. The goal of the declaration is to promote equity and excellence in Australian schooling as well as cultivate successful learner, confident and creative individuals, active and informed citizens. That means all government and school sectors provide quality education to all students without discrimination based on social-economic background, gender, language, religion, health or disability, geographical location and so on. At the same time, to reduce the impact of disadvantages such as a disability, homeless, refugee status is the key content of the goal. Such policy dedicate to support quality teaching, strength accountability and transparency. Tania et al. (2015) demonstrated that teachers can attend in the National Exceptional Teachers for Disadvantaged Schools program (NETDS), which is specifically designed for pre-service teachers who careers in schools in high-poverty areas where historically have difficulty in employing and retaining teachers. Since 2009, NETDS has been provided high-achieving pre-service teachers in selected Australian universities for better teaching careers in disadvantaged schools. The purpose of NETDS is to enhance pre-service teachers' understanding of their teaching environment (Phillips, 2011).

2.CONCLUSION

Schooling practice and student outcomes often depend on the implicit power relationships associated with privilege. Through the functionalism, reproduction and Marxism theory, this paper deeply analyses the phenomenon of social stratification and how it affects school education. These theories contribute to comprehend the underlying causes and related factors behind social stratification. In the mean time, government, families and schools are encouraged to adopt policies that attach importance to social justice issues, reduce educational inequality, and convey the values of democracy, equality and diversity to students. Such students' educational experience improvement and participation should be taken into account and the virtuous circle of school education be realized actually. Further, Schooling plays a crucial part in promoting physical, intellectual, spiritual, social and aesthetic progresses, understanding on intercultural differences and having the correct value orientation to the social justice judgment of young Australians.

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Research on OBE Teaching Method in Visual Communication Specialty based on Internet Plus Era

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Abstract: OBE teaching method has been widely concerned and valued, many schools have begun to use this teaching method. For visual communication major, it is also necessary to apply OBE teaching method better through changing teaching concept, reverse designing teaching content, reconstructing teaching objectives, innovating teaching methods, optimizing teaching staff and optimizing teaching evaluation, so as to improve teaching quality and promote students' all-round development.

Key words: Internet plus; OBE teaching method; Visual communication specialty

1. INTRODUCTION

At present, with the introduction of the Internet plus action plan and related policies, informatization has become an important development strategy in China and has a significant impact on our education. At the same time, various new teaching methods also have a great impact on education. For visual communication major, OBE teaching method has been widely recognized at present. Therefore, in the Internet plus era, the visual communication profession needs to apply OBE teaching method on the basis of Internet plus. This way can not only improve teaching efficiency, but also effectively guarantee the quality of teaching, thus promoting the all-round development of students.

2. AN OVERVIEW OF OBE TEACHING METHOD

OBE teaching method refers to whether it is the implementation process of teaching or the design process of teaching. The ultimate goal of OBE teaching method is to make students have achievements after certain teaching, that is, output. Therefore, OBE teaching method is also called output oriented teaching method or result oriented teaching method.^[1] The OBE teaching method usually has the following characteristics in the specific implementation process. Firstly, the OBE teaching method will clearly focus on the final output of students; secondly, the OBE teaching method is mainly based on the expected output for reverse teaching; thirdly, the OBE teaching method can expand the chances of students' success, and has higher expectations for students' success. At present, the implementation of OBE teaching method mainly includes four steps: one is to define the learning output; the second is to realize the learning output; the third is to evaluate the learning output; the fourth is to use or apply the learning output. From here we can see that the advantages of OBE teaching method compared with the

general teaching method mainly lie in: first, the OBE teaching method has clarity, which determines the output level that students should achieve after the end of teaching. For teachers, it is necessary to determine what knowledge and skills they should impart to students according to the output that students should achieve; second, OBE teaching method has flexibility, that is, OBE teaching method itself is student-centered, but it is not limited to a specific teaching method, but through a variety of teaching methods to evaluate students; third, OBE teaching method has participatory feature, which can strengthen the enthusiasm of students to actively participate in learning.^[2]

3. THE APPLICATION STRATEGY OF OBE TEACHING METHOD IN THE VISUAL COMMUNICATION SPECIALTY UNDER THE INTERNET PLUS ERA

In the Internet plus era, OBE teaching method in visual communication teaching can be carried out in the following aspects:

3.1 To change teaching ideas

As we all know, any teaching is based on teaching philosophy and guidance. Therefore, the application of OBE teaching method in visual communication teaching must change the original teaching concept and make full use of the OBE teaching concept. Specifically, in the face of the continuous enrichment and development of visual communication major, as well as the new challenges and new requirements brought by the development of visual communication major, we can build a new teaching mode based on the OBE teaching concept. Specifically, firstly, in the teaching process, we should take students as the center and give full play to the main role of students; secondly, we should make full use of the advantages brought by the Internet to integrate online and offline. Thirdly, in the teaching process, we need to guide students to go through three links of learning, namely, the self-study before class, the internalization of knowledge in class and the consolidation of knowledge after class. Finally, it is necessary to realize the transformation from teacher teaching to student learning, from theoretical teaching to practical theory collaborative development teaching, and from result evaluation to process evaluation.

3.2 To reverse design teaching content guided by teaching objectives

First of all, in the visual communication major, we can combine the knowledge points in the visual communication major courses with the learning output of students based on the current job requirements of relevant industries, so as to realize the task-based knowledge, and

reorganize and summarize the knowledge points in the visual communication design specialty according to the reverse design mode of ability -- task -- goal -- knowledge points. The knowledge points are divided into different module units according to the teaching objectives.^[3] Then, we should design learning tasks based on these module units, and train students' design ability through different learning tasks, so as to promote students' ability level to adapt to the post requirements. Secondly, in the teaching, we need to enrich the teaching content and supplement the missing content in the visual communication specialty, so as to promote the students' all-round development on the basis of mastering the basic knowledge.

3.3 To focus on improving students' ability and reconstruct teaching objectives

In OBE teaching method, it is emphasized that knowledge, skills and ability should be cultivated on the basis of students. Therefore, in the course of visual communication, we need to develop the "learning output" existing in the curriculum level, and design the teaching objectives of students in terms of knowledge, ability and quality. Specifically, in terms of knowledge teaching objectives, students should master the basic theoretical knowledge of visual communication, design theory, aesthetics, design methods and other related knowledge firstly; secondly, in terms of ability teaching objectives, students should be able to draw relevant structural drawings according to the design requirements, use various design tools to complete the design objectives, and be able to discover the design process. Finally, in terms of quality teaching objectives, students should have good independent learning ability, problem analysis ability, interpersonal communication ability, team cooperation ability and good team spirit.

3.4 To innovate teaching methods to stimulate students' learning motivation

For students in the Internet plus era, online teaching and offline teaching can be integrated. Through the innovation of teaching methods, we can give full play to the advantages of online and offline teaching, and encourage students to combine autonomous learning with cooperative learning. Specifically, in the teaching process, teachers can use different teaching methods according to different teaching objectives.^[4] For example, teachers use flipped classroom teaching method in the teaching process, through the process of problem guidance, students' autonomous learning and problem-solving to promote students to build their own knowledge system in the learning process. For another example, teachers can use project-based teaching method to promote students to acquire knowledge, improve their ability and have team spirit in the process of completing the project by defining tasks, guiding teaching, independent exploration, cooperative learning, achievement display and communication.

3.5 To optimize the teaching staff

First of all, the school can establish the corresponding teacher team. In particular, the school can cooperate with the enterprise, and the teachers in the enterprise form the teacher team together. Among them, school teachers are

mainly responsible for imparting theoretical knowledge of visual communication to students, while enterprise tutors are responsible for guiding students to complete relevant design practical tasks. Through the combination of enterprise tutors and school teachers, we can achieve complementary advantages, so as to promote students' learning output more efficient.^[5] Secondly, schools should improve the teaching level of teachers. The schools can establish a new teacher training system to form an interactive relationship between enterprise tutors and school teachers, which can promote school teachers to continuously improve their teaching level under the support of experimental experience provided by enterprise tutors. At the same time, school teachers can also enter the enterprise to exercise, in order to improve their ability.

3.6 To optimize teaching evaluation

Teaching evaluation can not only judge the teaching results of teachers, but also can stimulate and guide teachers and students. In the traditional teaching evaluation mode, the evaluation method is single and backward, mainly focusing on the result evaluation. Therefore, on the basis of OBE teaching method, teaching evaluation needs to be optimized. Firstly, process evaluation can be added on the basis of result evaluation, which can evaluate students' practical ability, team cooperation ability, communication ability, innovation ability, etc., and optimize students' learning strategies. Secondly, schools should optimize the evaluation angle, add teaching organization evaluation and student learning evaluation. Among them, the evaluation of teaching organization can reasonably evaluate the teaching of teachers. The evaluation of students' situation can help schools and teachers master the actual learning situation of students, so as to provide more efficient guidance for students.

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Multidimensional Analysis and Value Enhancement of Sports Culture

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Abstract: Since the reform and opening up, my country's understanding of sports has become deeper and deeper, and changes are constantly taking place from value concepts to participation methods. The understanding of sports culture is getting deeper and deeper. How to realize the value enhancement of sports culture is Based on the work we need to think about in the next step, this article proposes some corresponding measures.

Keywords: Sports; Culture; Value

1. INTRODUCTION

As we all know, a country, a society, and a nation regard culture as its spiritual core, and culture has certain guiding and social service functions. In the entire cultural system, sports culture occupies an important position. Sports is a product of human civilization and a cultural phenomenon. Its own cultural charm has always affected our society. Since the reform and opening up, my country's understanding of sports has become deeper and deeper, and changes are constantly taking place from value concepts to participation methods. my country has also transformed from a big sports country to a strong one. Some workers continue to deepen the reform of sports. Exploring the educational function of sports culture, using sports culture to solve the problems of moral spirit, value pursuit, and ideological concepts that people face, promote the development of sports culture in my country in a better direction, and also contribute to the construction of the humanistic spirit of sports in my country It has a profound impact.

2. ANALYSIS OF SPORTS CULTURE

Sports are the fruits of human creation and sharing activities in the process of socialization. Modern sports are aimed at promoting overall development and improving physical fitness. It is derived from culture, including non-material cultural achievements such as sports concepts, sports symbols, and norms, and sports regulations. In addition, it also includes material cultural achievements such as the tangible meaning of sports. In a broad sense, sports is not only a physical activity, but also an intellectual activity. In a realistic understanding, the masses of the people tend to pay more attention to the material culture of sports. Material culture, which is a material form that exists in a society, is a human need. Developable resources, technical level to the general term, the use of resource endowments and natural environment to serve human life and production is the most prominent manifestation of civilization. Sports can shape the body and promote material production and is valued by people. In fact, the spirituality and immateriality of modern sports culture are also valued by people, and the role of sports in cultivating morality and will is more and more valued by

people. In summary, sports culture is "a practical activity that uses physical activity to improve human physical fitness and pursue spiritual freedom" [1].

In current social life, people generally pay attention to sports. Many people have great enthusiasm for sports. People meet their spiritual needs through sports activities. The reason is largely due to the richer cultural connotations of sports. In sports activities, people can control their behavior and fully demonstrate their willpower. In the process of confrontation, fighting, tossing, throwing, jumping, and running, people can be conscious of all the feelings of their flesh and blood, and can experience them. One's own consciousness, will, taste and strength, and then find yourself. In some social sports life, what people see in the competitive elites is not only the speed of a whirlwind, the power of pulling the mountains, the momentum of breaking the waves, but also the souls in their hearts who are not willing to succumb to material desires. I saw the value of human beings as the spirit of all things. It is precisely because of this that people, whether they participate in sports or watch games, are enjoying beauty and satisfying their spiritual and cultural needs. In this regard, for example, the Olympic Games can be valued by the broad masses and governments of various countries, football can make people crazy, etc. These all show that sports have infinite cultural charm. Therefore, after investigating the special cultural phenomenon of sports, we can easily find that the reason why sports is fascinating is not only due to its flashing aura, but also because of a kind of sports culture spirit and sports spirit, which is condensed and contained in The depth of the external manifestation of sports is the essence of sports. After the ups and downs, the reason why sports is prosperous is the support of this sports cultural spirit, which is also the fundamental reason why sports is admirable, attractive and touching.

From the perspective of sports culture, it also has important value. Compared with other intangible cultures, sports culture is slightly lagging behind, but its trend is also very obvious. The two have been in the process of mutual promotion. First of all, the promotion of physical culture to sports culture, such as the creation of man-made natural environments such as my country's artificial microclimate intelligent temperature control, so that people gradually get out of the constraints of the natural environment, and the periodicity of sports activities (such as the successful hosting of the 2016 Summer Olympics in Rio de Janeiro) The elimination of seasonality (such as indoor ice and snow sports in summer), and regional (such as astronaut fitness activities in the space station) is of great help. Secondly, sports promotes other material cultures, and sports as an instrument of economic

development is a concentration of this point. The four major North American occupations, the America's Cup, the European Cup, the Football World Cup, and the Sports League are known to promote the industrialization and professional development of sports. Since 2014, my country's sports industrialization has gradually accelerated, and sports is used as a way of residents' consumption and economic development. And the methods are increasingly subject to public policy.

3. STRATEGIES TO ENHANCE THE VALUE OF SPORTS CULTURE IN THE CURRENT CONTEXT

3.1 Expand the value dimension of sports culture

Sports culture itself is the result of human civilization. With the development of the times, its value and significance should be discovered more. At the level of the meaning of normative expectations, we should be full of expectations for sports. This normative expectation reflects how people are required to experience, think, and act in a specific environment. It is a solidification of the essential meaning of a thing, which is mainly manifested as Formally solidified laws and informal solidified morals and social customs. In the current society, sports is no longer a means to show national strength and eliminate wars, but a tool to reflect the health of the people, and even a state of human existence. The rationality of physical health tools is mainly reflected in the current effective improvement of morality, optimization and adjustment of social adaptation, indirect intervention of mental health, physical health? It has a direct impact, and these are exactly the 4 dimensions of total health, and it can be said that "no sports is unhealthy." At the same time, with the advancement of medicine and genetic technology, the rationality of sports as a health tool will definitely weaken. Then, the expected significance of sports as an indispensable part of people's living conditions and ways of life will be further strengthened to achieve "no sports without sports." "Life" is at the point where "no sports can not become a talent" and solidified it into law, morals, and social customs. Only when sports fully demonstrate the lives of contemporary people can it better serve the masses.

3.2 Fully meet the needs of contemporary people

The key to sports culture serving reality is to maintain its demand. Demand refers to a psychological tendency to pursue satisfaction when the organism has imbalances and certain defects. Motivation arises from demand and stimulates behavior. The demand for sports is the fundamental driving force for the progress of human civilization and sports culture. The maintenance of advancement is an important aspect of the maintenance of sports culture needs. This is a behavioral restriction that sports norms expect to have a positive formal and positive informality, that is, to internalize its advancement into social customs, folk ethics, and laws to maintain its Demands, we must continue to positively reward some sports and cultural compliance behaviors, or take the popularity of sports behaviors as a criterion for citizenship assessment. In addition, it should not be illegal for sports to meet people's mental and physical needs, such as martial arts for stealing and the use of stimulants in competitions. These are all against human needs, or just

focusing on personal needs and ignoring long-term needs. These behaviors rely on the restraint of negative formal and negative informal behaviors, that is, legal punishments for deviant behaviors that violate social norms, and alienate those who do not meet the expectations of sports norms to a certain extent. Of course, people often adopt formal restraint methods, and under normal circumstances, it is implemented when informal restraints are not effective.

3.3 Highlight the modernity and progress of sports

The guarantee that sports culture serves the reality lies in maintaining its progressiveness. Progressiveness refers to the developmental, healthy, and positive value judgments embodied by things beyond the mainstream ideology of the era. The progressiveness of sports culture must not only maintain the current advancement, but also emphasize future development. For a long time, sports have represented progress. "It has shown non-religious characteristics in religious historical festivals, revealed the embryonic form of social equality in the hierarchical society of the old system period, and stood up in the palace of moral public opinion. "Limpis", "in a society lacking God and spiritual transcendence, sports can be said to be the last field that embodies ideals and even sacredness" [2]. At present, to maintain the advanced nature of sports, on the one hand, we must actively promote sports honor and fair competition, and also incorporate sports into the consideration of intelligence, integration, and globalization. In the process of mutual exchange, the cultures of various ethnic groups and regions have transcended the narrowness of local culture and gradually reached cultural identity and value identity. On the other hand, we must attach importance to sports cultural innovation, rely on the theoretical research of scientific research institutes, grasp the practice of people's sports, and continuously innovate from original development, international promotion, industrial operation, entertainment packaging, and artistic attempts.

4. CONCLUSION

The fundamental difference between humans and animals lies in culture. Among human civilizations for thousands of years, sports culture is a shining jewel. It proves that human beings have been pursuing human liberation, pursuing freedom and equality, seeking individual health, eliminating war damage, and getting rid of religion. Fetters, honors, cooperation, promises, integrity, and rules all demonstrate the charm of sports culture, implement the concept of "healthy China", and achieve the "two centuries" goal is the key to this. Under the contemporary social background, to examine sports culture in the first place, view sports correctly, and actively promote and implement the spirit of sports requires the joint efforts of the government, social organizations and citizens.

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A Comparative Analysis of Classical and New Hollywood Films--Taking *Gone with the Wind* and *The Godfather* as examples

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Abstract: *Gone with the Wind* is the masterpiece of the outstanding female writer Margaret Mitchell in the history of American literature, and is known as the "Encyclopedia of Southern Plantation Legends". *The Godfather* is a novel published by American writer Mario Puzo. The Hollywood film adapted from it is included in the "100 Best Films of the Century". The two films are adapted from the original novels. They respectively tell the story of a new bourgeois woman with great personality charm and distinctive ideological personality against the background of the Civil War, and the story of Vito Corleone and Michael Corleone, belonging to the Corleone Mafia Family, who use various means to obtain the dark forces and status. From the perspective of women and men respectively, these two films talk about the growth and inspirational process of their own struggle for survival and freedom, and delicately portray the indomitable, brave, strong, upright and kind characters of the protagonist under the complex background of the time. It is of great significance to study.

Keywords: Hollywood films; Comparative analysis; *Gone with the Wind*; *The Godfather*

1. INTRODUCTION

For nearly a century, Hollywood was the most developed film industry base and the center of the movie-making world. Since 1911, when the first film studio opened in Hollywood on the corner of Sunset Boulevard and Gower Street, Hollywood has experienced two glorious periods, which are Classic Hollywood (late 1920s to early 1960s) and New Hollywood (late 1960s to 1976). This paper takes *Gone with the Wind* and *The Godfather* as examples, to analyze the differences between the two above-mentioned periods' Hollywood films.

The novel *Gone with the Wind* was created in 1937, and filming was completed in 1939. It successfully reproduced the Civil War during the Lincoln period and the social life of the Southern United States. It is a typical Classical Hollywood film. *The Godfather* released in 1979, which reproduces the fighting among the five Mafia Families in New York. It is the epic film representative of Hollywood in the new era.

The Classical Hollywood experiences the transition from a film patent company to a large film studio[1]. It has always followed the aesthetic principle of dramatization, the typed character images and the natural and smooth continuous editing techniques, so that the audience can feel the fullness and integrity of the story plot, and then

use the happy ending as the finishing point of the whole film, which makes the dramatic conflict of the whole film obvious and the story structure complete. The New Hollywood rose in the troubled times of American society, and the black movement was surging. Therefore, the themes of the film creation were mostly far away from reality and politics, reflecting the values of the mean and conservative and rebelling against the Classical Hollywood films. The films were mostly sharp exposure, criticism and protest against social problems, which gave people a profound shock. From the perspective of art, New Hollywood no longer pursues the integrity of the story, but seeks more open endings, and pays more attention to the film skills such as lens language. Through the transformation of different angles and shot switching speed, the picture has more artistic effect and adds philosophical style to the film.

2. COMPARATIVE ANALYSIS OF CHARACTERS

Scarlett, the protagonist of *Gone with the Wind*, represents a strong and rebellious "woman fighter". She has experienced a great change in the war, from a lady who is well respected before the war to a decisive and ruthless person in charge in the war to a mature and independent woman after the war. This great change describes the process of gradually strengthening the female consciousness of daring to liberate herself and break through the secular shackles. At the beginning of the film, she first depicts a quiet and peaceful picture for the audience. Women must live on men. At this time, Scarlett shows her rebellious and free from the shackles of secular ideas. Later, during the war, Scarlett leads the manor to the bourgeois road with her perseverance and determination in the face of danger. During this period, Scarlett's brave and strong image forms a sharp contrast with the rebellious image before the war, which is also the climax of the gradual fullness of the character image.

In *The Godfather* film, the creative techniques are very realistic. Starting from the socialization process of human beings and taking the rise and fall of the family as the main line, *The Godfather* has described in detail the process of how the two generations of Godfathers transformed from the most ordinary person to the gang boss, under the influence of the family, education and society[2]. The film uses a lot of space to describe the family life of Vito Corleone and Michael Corleone. It skillfully contrasts the ordinary situation with the gang life, reflecting the real situation of the American society at that time, and also

reflecting the different characters of the old and new Godfathers. The image of the old godfather in the film, who is righteous and benevolent, tall and powerful, and has a heavy family concept. It deeply affects the little Godfather. At the same time, compared with the old Godfather image, the image of little Godfather Mike shows the complexity and confusion of his character, which foreshadows the transformation of the character image for the subsequent inheritance of father's career.

The common point of the two films in the characterization of the characters is that they are both forced to change their personalities under the influence of the social background. The difference is that the former is a history of women struggling for independence and freedom under the national war, while the latter is a history of ordinary families struggling to resist when the underworld is rampant. The former is inspiring and the latter is reflective.

3. COMPARATIVE ANALYSIS OF NARRATIVE SKILLS

The success of the film *Gone with the Wind* lies in the fact that the creator adopts the narrative strategy of "female perspective", dramatizes the unique female's personality characteristics and social life with the narrative method of story series, and combines with rich dramatic plots, which makes the aesthetic characteristics of the whole film more obvious. Moreover, the main line of the film is the portrayal of characters and the psychological changes of the characters. There are less straightforward narration techniques for war narration and other objective events, and more continuous editing techniques are used. The movies skip the war events one stroke at a time, which not only conforms to the narrative style of old Hollywood, but also realizes the requirements of verisimilitude. *The Godfather* uses a lot of dramatic art in the narrative skills of Wang Guowei (a famous scholar with international reputation during the intersecting period of modern China). The overall narrative plot combines the lens language skills. It presents the audience with the twists and turns of the historical background and the story with the transformation of narrative techniques and the construction of time and space paradigm. There are many objective descriptions, which are easy to arouse the audience's emotional resonance. At the same time, the suspense effect presented in the whole film fully reflects the cross integration of internal and external perspectives, which not only gives the audience a strong visual impact and perception, but also makes the aesthetic value of the whole film upgrade to a higher level[3]. The two films just represent the two typical narrative styles of old and new Hollywood, namely artistic and realistic, dramatic narrative style and solid social background, laying a solid foundation for the role setting and event deduction of the two films. It makes *Gone with the Wind* more artistic and *The Godfather* more epic.

4. COMPARATIVE ANALYSIS OF PSYCHOLOGICAL CHARACTERISTICS

Around the heroine Scarlett in *Gone with the Wind*, it tells the story of her emotional entanglement and self-reliance with Rhett, Ashley, Melanie and other characters. In the whole work, Scarlett's personality and psychological

depiction are particularly obvious, which fully shows her complex female image advocating freedom but with psychological contradictions. From the complex background of her experience, Scarlett was originally a charming and willful manor miss. However, after the baptism of the war, Scarlett has transformed into a strong but profit-making female capitalist. The whole process runs through the constant changes of her ideological personality and psychological state. In the degradation of Atlanta, Scarlett finally returns to her hometown after hardships. The decadent, desolate, devastated manor and starving faces makes her pursue the maintain life, which is also the turning point of Scarlett's first psychological attitude change. For example, today's Scarlett can only abandon the self-willed and arrogant princess label and become a responsible family head who bears heavy load and is tolerant of self-improvement. After solving the survival problems, Scarlett begins to seek security, love, self-esteem and self-worth. Every growth shows Scarlett's complex, diverse and contradictory psychological characteristics. Such progressive growth process gradually makes the whole film become three-dimensional and full-bodied[4].

In contrast, *The Godfather* is depicted from the perspective of the ideals and beliefs, personality and temperament of the two generations of Godfathers. In order to be free and survive, the old Godfather has become one of the five Mafia leaders in New York City from an ordinary businessman. The whole process of "starting a business" runs through his indomitable spirit and firmness in protecting his family. In addition, the author also discusses his motivation of pursuing money, power and status, and his ideal and belief of dominating the country. The father of the primary school teacher is a newly graduated college student, who is not ashamed of his father's position as the leader of the underworld. However, facing the death of his relatives one after another, his psychological characteristics have changed greatly. He begins to understand the hardships of his father's entrepreneurship and becomes a new generation of Mafia Godfather. The psychological changes of the characters in the whole film are always struggling in the conflict of roles, which makes the audience feel sympathy, understanding and appreciation for this mysterious and cold-blooded underworld figure[5].

The two films belong to different historical backgrounds. From the perspective of women and men, they depict the coexistence of dramatic and realistic characters fighting for the family and freedom. Although the protagonists in the two films have different plots and different treatment, the same thing is that they can bravely face the injustice of fate, and yearn for freedom and maintain family honor. The film depicts the characters' psychological changes in different periods in a three-dimensional and full-bodied way.

5. CONCLUSION

To sum up, both the new Hollywood films and the old Hollywood films have achieved great artistic achievements, which once again show the strong vitality of American films. By analyzing the typical films of old

and new Hollywood from three perspectives, this paper shows the superb skills of American Hollywood films in the aspects of artistic structure, plot design, narrative control, etc., which not only further consolidates the Hollywood "movies", but also provides reference for the future development of film and television with rich skills.

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The Application of Chinese Traditional Culture in College Students' Innovation and Entrepreneurship

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Abstract: Chinese traditional culture is the historical precipitation of the Chinese nation for thousands of years, and it is also an inexhaustible power to promote the vigorous development of various socialist undertakings. Under the background of "mass entrepreneurship and innovation initiative", the application of Chinese traditional culture in college students' innovation and entrepreneurship education is very important. At present, college students' awareness of innovation and entrepreneurship is not strong, and the environment for innovation and entrepreneurship needs to be improved. We must pay full attention to the guidance of traditional culture on college students' innovation and entrepreneurship concept, especially to provide a good environment for college students' innovation and entrepreneurship. Colleges and universities promote traditional culture into the classroom, effectively guide practical activities, and provide scientific and diversified platform for college students' innovation and entrepreneurship, which has become an important path to promote the development of college students' innovation and entrepreneurship activities.

Key words: Chinese traditional culture; College students; Innovation and entrepreneurship

1. INTRODUCTION

The close integration of Chinese traditional culture and college students' innovation and entrepreneurship education is the inevitable trend of social development and the progress of the times. General secretary of China once said, "Many ideas and moral norms in the excellent traditional Chinese culture, whether in the past or in the present, have their never fading value." It can be seen that the extensive and profound Chinese traditional culture has a great role in promoting the development of all walks of life, and has important value for the current college students' innovation and entrepreneurship education.

2. THE CONNOTATION OF CHINESE TRADITIONAL CULTURE AND THE CURRENT SITUATION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

2.1 Connotation of Chinese traditional culture

Chinese culture has a long history. It is a collection of thousands of years of development of the Chinese nation, which confirms the fine tradition and unlimited creativity of the Chinese people, and covers the rich traditional virtues and spiritual connotations of the Chinese nation, such as self-improvement, civilization, patriotism, self-cultivation, democracy, and benevolence. In short,

Chinese traditional culture mainly includes the core values, social ideology, moral standards and principles of dealing with people.^[1]

2.2 Current situation of college students' innovation and entrepreneurship

At present, college students' awareness of innovation and entrepreneurship is not strong. The main reason is that some colleges and universities do not pay enough attention to students' innovation and entrepreneurship education. Even if the innovation and entrepreneurship teaching is full of theoretical knowledge and lack of practical guidance, the atmosphere of innovation and entrepreneurship teaching is not strong, and the innovation and entrepreneurship education is a mere formality, which seriously affects students' attention and recognition of innovation and entrepreneurship. At the same time, college students' entrepreneurship is sometimes not recognized by the society and family. They think that college students' entrepreneurship is the performance of abandoning their studies. Parents hope that students can find a stable job after entering the society, and will not fully support students' innovation and entrepreneurship.

3. THE APPLICATION VALUE OF CHINESE TRADITIONAL CULTURE IN COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

3.1 To enrich the concept of innovation and entrepreneurship of college students

Chinese traditional culture is broad and profound, and the spiritual guide of unyielding, self-reliance and hard struggle has been the spirit guide of generations of Chinese people to fight bravely. Since the 18th National Congress of the Communist Party of China, colleges and universities have generally attached great importance to students' innovation and entrepreneurship education. However, due to the influence of examination oriented education for a long time, college students in our country are rigid in their thinking mode, rigid in their way of thinking, lack of innovative ideas and weak sense of entrepreneurship, which runs counter to the innovative ideas advocated by traditional Chinese culture, and can not make students really adapt to the development requirements of the new era. Chinese traditional culture advocates the concepts of "In learning, a gentleman must update every day, and then he can make new progress every day." and "to understand thoroughly the truth of all things on earth and handle affairs successfully and bring forth new ideas" are advocated. These traditional cultures have greatly enriched the innovation and entrepreneurship

concept of college students, and are conducive to the efficient integration of traditional culture and innovation and entrepreneurship education for college students.^[2]

3.2 To guide college students to establish the spirit of innovation and entrepreneurship

Chinese traditional culture advocates self-improvement, self-reliance and positive response to difficulties. For example, in *The Book of Changes*, it is said that "As Heaven keeps vigor through movement, a gentleman should unremittingly practice self-improvement", which shows the importance of self-confidence, self-reliance and self-improvement. At present, many college students lack the self-reliance, self-improvement and self-confidence of this kind of innovation and entrepreneurship, and they are exhausted and even stagnant when they encounter certain problems. The Chinese traditional culture has far-reaching implications. The spirit of self-reliance, self-reliance and perseverance can continuously guide college students to make efforts to innovate and start their own businesses, solve any problems encountered in the process of innovation and entrepreneurship, cultivate the spirit of self-reliance, self-confidence and self-improvement of college students, and release the noble quality of students' innovation and entrepreneurship, self-confidence and self-improvement. These spirits are also the key factors for the success of college students' innovation and entrepreneurship.

3.3 To provide standard model for college students' innovation and entrepreneurship

With the gradual integration of traditional culture into the ideological system of the new era, good moral standards provide a model for the establishment of the socialist core value system, such as "love the post, devote to work, credibility and integrity, fraternization, responsibility, dedication" and other moral qualities to point out the direction of college Students' innovation and entrepreneurship. The integration of traditional culture into the whole process of college Students' innovation and entrepreneurship education in the new era is conducive to cultivating college students' innovative and entrepreneurial thinking and effectively guiding their innovation and entrepreneurship practice activities. "Every person should feel responsible for the fate of the country." guides students to have a sense of national responsibility for innovation and entrepreneurship; "success is due to thrift and failure by extravagance" enlightens college students to be industrious and thrifty in the process of innovation and entrepreneurship; "gentlemen love money and take in a proper way" is the interpretation of the excellent quality of College Students' innovation and entrepreneurship. This traditional Chinese culture is the standard to guide college students' innovation and entrepreneurship.^[3]

4. THE APPLICATION PATH OF CHINESE TRADITIONAL CULTURE IN COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

4.1 Traditional culture "enters" the classroom

College Students' innovation and entrepreneurship activities are inseparable from the classroom teaching in

colleges and universities. The integration of traditional culture into classroom teaching is conducive to promoting the development of college students' innovation and entrepreneurship activities. Therefore, it is necessary to optimize the classroom teaching system, optimize the classroom teaching content and optimize the classroom teaching. For example, in the *Innovation and Entrepreneurship Foundation* course, excellent traditional culture stories can be integrated into the teaching, so that college students can personally experience the significance of innovation and entrepreneurship. In addition, we should also enrich the selection of teaching materials. In addition to the traditional teaching materials such as the *Innovation and Entrepreneurship Foundation*, *Introduction to Innovation and Entrepreneurship*, and *Guidance on Innovation and Entrepreneurship*, the school can also expand the teaching materials according to its own situation. For example, by preaching an *Introduction to Shanxi Merchants*, we can know the broad and profound culture of traditional Shanxi merchants, and learn the *Introduction to Scholar Businessmen* can appreciate the business way of traditional merchant. It can fill the innovative and entrepreneurial textbook cases of college students, stimulate their enthusiasm for innovation and entrepreneurship, and help them have the correct innovation and entrepreneurship concept.

4.2 Traditional culture promotes practice

General secretary once gave important instructions to the third China's "Internet plus" innovation and entrepreneurship competition. The new era university students should combine the development of the Chinese nation and realize the spirit of arduous struggle to achieve innovation and entrepreneurship, and lay a solid foundation for the great rejuvenation of the Chinese nation. "The unity of knowledge and practice, action is better than words", as an excellent traditional Chinese culture, warns people to pay attention to the importance of practice. The practice and innovation education of college students are inseparable from the social test. On the one hand, college students should try their best to carry out projects around the inheritance, development and protection of excellent traditional culture, such as the protection of traditional cultural heritage, red tourism propaganda activities, etc., so that college students can truly feel the depth and value of traditional Chinese culture. On the other hand, we should strengthen the construction of innovation and entrepreneurship practice system, constantly integrate practical resources, and provide rich and substantial practical content for college students' innovation and entrepreneurship education activities, such as holding innovation and entrepreneurship salon activities from time to time, integrating traditional culture into innovation and entrepreneurship knowledge competition activities, so as to provide rich practice conditions for college students' innovation and entrepreneurship activities.^[4]

4.3 Environment and platform are the guarantee

College Students' innovation and entrepreneurship are inseparable from a good learning and practice environment, and also inseparable from the guidance of excellent traditional culture to the innovation and

entrepreneurship platform. On the one hand, college students' innovation and entrepreneurship activities are inseparable from the shaping of environmental factors. The excellent multi-media environment such as television, radio and Internet is conducive to the integration of traditional culture in the process of college students' innovation and entrepreneurship, making the atmosphere of innovation and entrepreneurship education more intense. On the other hand, the construction of innovation and entrepreneurship platform is very important. It is an important position for college students to carry out innovation and entrepreneurship learning activities. For example, college students' training base, entrepreneurship incubator, entrepreneurship and innovation base play an important role in the practice of college students' innovation and entrepreneurship activities. These platforms can effectively promote the formation of students' innovative and entrepreneurial thinking, further enhance their comprehensive cognitive level of innovation and entrepreneurship, and guide them to carry out innovation and entrepreneurship activities imperceptibly. Therefore, a good environment for innovation and entrepreneurship activities and development platform can fully ensure the efficient application of Chinese traditional culture to practical teaching, so as to ensure the smooth development of socialist education.

5. CONCLUSION

In a word, the effective integration of Chinese traditional

culture and university students' innovation and entrepreneurship is the inevitable requirement of the development of the times, and an important measure to promote the reform and development of the education system in colleges and universities. Of course, in the increasingly developed economic globalization, the innovative entrepreneurship education concept should keep pace with the times, properly absorb excellent foreign education ideas, and effectively promote the overall development of socialist education.

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Research on Experiential Teaching Method in Higher Vocational Physical Education

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Abstract: With the progress of the times and the development of society, people's living standard is getting higher and higher, and people's attention to sports is also gradually increasing. The proportion of Higher Vocational Physical Education in China's higher vocational education is increasing. Over the years, higher vocational physical education teaching is constantly improving teaching methods and means. Experiential teaching is a better teaching method of higher vocational physical education, which can not only cultivate students' interest in learning is also the representative of new education methods. This paper discusses the strategies of experiential teaching mode in Higher Vocational Physical Education from the perspective of higher vocational physical education, and actively changes the teaching methods.

Key words: Physical education; Experiential teaching; Method

1. INTRODUCTION

Experiential teaching method is an interactive form of communication, so that students can experience cordial and warm feelings, thus producing positive emotions and good mood, improving learning effect and actively overcoming difficulties. Experiential teaching is a new teaching mode, which has a higher level of development compared with other teaching modes. Higher vocational physical education teachers should be clear about the characteristics of this teaching mode, do not master the relevant elements, and can use this teaching mode to improve the effectiveness of Higher Vocational Physical Education Teaching and students' academic performance [1].

2. OVERVIEW OF EXPERIENTIAL TEACHING IN HIGHER VOCATIONAL PHYSICAL EDUCATION

In recent years, with the rapid development of higher vocational education, all schools are expanding enrollment. Due to the influence of national policies and constraints of characteristics, some vocational colleges have not been greatly improved in sports teaching venues, teachers, etc., basically still stay in the secondary vocational education, and the professional characteristics in Physical Education are not prominent. Because physical education is not limited to knowledge in books, it can help students to exercise, enhance their physical fitness, and facilitate students to master the professional knowledge of sports. Therefore, in physical education, we should combine the real situation in higher vocational colleges, adjust and improve the content of physical education, so that students can understand the teaching content of teachers in physical education class, and Its understanding and application [2].

In physical education, experiential teaching can bring the knowledge learned into the subject of physical education, help students better understand the knowledge points in physical education, and experience the corresponding activities. Experiential teaching can enhance students' independent experience and enhance their learning fun in physical education classroom. In the experiential teaching of physical education, not only exists in the classroom, but also in the classroom In the extracurricular life also has a greater impact. Through experiential teaching, teachers can geometry students' personality characteristics, guide students to self-comprehend and experience the knowledge and teaching rules they have learned, and then cultivate students' enthusiasm to participate and cultivate students' new learning concept, strengthen the communication between teachers and students, close to the relationship between teachers and students, so as to achieve a seamless connection between teachers and students.

3. THE VALUE OF EXPERIENTIAL TEACHING

Compared with the traditional teaching mode, the focus of experiential teaching can stimulate students' interest in sports learning. Compared with the traditional learning methods and single teaching mode, it not only increases professional knowledge, but also pays more attention to students' learning experience. It can effectively reduce the learning pressure brought by multiple studies and stimulate students' enthusiasm to participate in sports class Sex, content with the characteristics of students like sports, effectively combine, increase the communication between students and teachers, maintain the role of teachers in teaching, guide students to participate in learning, rather than a supervisor and executor [3].

How to effectively bring students into sports, in the traditional physical education teaching mode, teachers are concerned about students' mastery of professional knowledge and the growth of professional knowledge. For some students who are not good at some professional sports, they always say that they lose their love for sports, which leads to the ineffective display of the full coverage of physical education teaching, which makes it difficult to play sports Teaching value in teaching. Through experiential teaching, teachers can effectively carry out teaching, guide students to participate in learning independently, experience the happiness brought by sports, wig students' curiosity and curiosity, and consolidate the authority of Physical Education [4].

4. THE APPLICATION STRATEGY OF EXPERIENTIAL TEACHING IN HIGHER VOCATIONAL PHYSICAL EDUCATION

4.1 Experiential education improves teachers' profession

Teachers play an important role in experiential teaching. In order to achieve the teaching goal of experience, we should first change the role of teachers in the physical education classroom, regard students as the main body of teaching, change from the transmitter of sports knowledge to the guide of physical education teaching, help students complete the teaching course, and give necessary professional and technical support when encountering difficulties. At the same time, through the experiential teaching method, improve students' ability to solve problems independently, create a student-centered learning mode, and guide the most suitable learning environment for students themselves. That is to say, if physical education is compared to an activity, the teacher is the designer of the activity, giving more choices to students themselves, and increasing students' participation in learning. To master the new knowledge of the sense of achievement, stimulate students' interest in learning. On the other hand, teachers should master the behavior and habits of each student in class, and know themselves and the other. Teachers should determine the main knowledge points of the classroom and find the accurate teaching experience goal by combining the students' knowledge.

4.2 Experiential education can effectively enhance students' interest

Compared with the traditional education mode, experiential teaching can deeply understand students. Physical education is a major with strong comprehensiveness. Students should not only understand the knowledge and theory of sports, but also understand many cultural connotations in sports. Through continuous training and competition, they can list the rankings, increase the competitiveness of students and win the first place. In the high-intensity aerobic and anaerobic training, students' endurance and explosiveness can be enhanced. Through sports such as sprint and football, students' quick reaction ability can be increased and their physical function development can be promoted. Through experiential teaching, students' creativity can be effectively excavated, which can not be separated from the correct guidance of teachers, so that students can constantly improve their learning environment in the classroom. In addition, through physical education, it can also cultivate students' strong quality, make students integrate into the collective, and increase their ability of

unity and cooperation.

4.3 Improve teaching concept

In order to improve the teaching quality of higher vocational colleges, teachers must abandon the old traditional teaching concepts. Teachers and students can not only teach physical education as an unimportant course. Teachers should deal with the class, students should deal with the teacher, so that students can not learn new knowledge in the physical education class. With the reform of education, the proportion of physical education in education is increasing. Teachers should change their educational concept, face up to the view of physical education, let students understand the importance of physical education, the importance of physical education and their own development. Through the guidance of teachers, students can actively participate in Physical Education.

5.CONCLUSION

The experiential teaching in higher vocational colleges can combine with the contemporary education and teaching scheme, carry out experiential education and teaching methods, increase the school's physiological and physiological development of students, abandon the traditional teaching concept, face up to the physical education curriculum, and promote the healthy development of physical education in Higher Vocational Colleges.

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A Preliminary Study on The Pottery Inscriptions of The State of Qi Unearthed in Linzi, Shandong Province

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Abstract: Linzi, the capital of the state of Qi, is famous for its pottery inscriptions, which are numerous and rich in content and have always been valued by the academic circles. The collection of ancient Taowen and xinchuqi Taowen atlas all collected and described them. This paper intends to classify the pottery inscriptions of the Eastern Zhou Dynasty unearthed in Linzi, the capital of the state of Qi, expound the relevant situation, and preliminarily explore the artistic connotation of the pottery inscriptions.

Key words: Linzi; Lishi; Taowen; Qiguo; Calligraphy

1. INTRODUCTION

Linzi, the capital of the state of Qi, is famous for its pottery inscriptions, which are numerous and rich in content. It has always been valued by the circles of history, ancient Chinese characters, calligraphy and archaeology. There is a lack of writing materials in the spring and Autumn period and Warring States period, which is made up by the excavation of Qi pottery. The investigation of Linzi pottery inscriptions is helpful for us to grasp the seal and the writing style of Qi region, and for the in-depth study of the management, circulation and development of Qi pottery handicraft industry.

2. THE CLASSIFICATION AND RELATED SITUATION OF QI POTTERY UNEARTHED IN LINZI, SHANDONG PROVINCE

The pottery inscriptions of the Eastern Zhou Dynasty unearthed in Linzi can be divided into different types according to their forms, uses and properties. According to the examples of pottery words and the nature of workshops, the pottery inscriptions unearthed in Linzi can be divided into official pottery inscriptions, private pottery inscriptions and special format pottery inscriptions.

The official pottery inscriptions are mainly found in Dou, Qu, kettle and so on, but few are used in daily life. So far, most of the inscriptions on the official pottery are in the Yang style, but not in the Yin style. The forms of official pottery inscriptions can be divided into complex and simplified forms. The complete format of complex pottery is as follows: first, place name or identity + Li Shi Zhe + Li Shi Sui + Zuo Fu or right Fu + Pavilion + measuring instrument name; second, place name + Li Shi Zhe + Li Shi Sui + place of use + Pavilion + measuring instrument name. In addition to the above elements, or simplify the place name and identity, or simplify the establishment of the year, etc. "Li Shi Sui" is a special chronological diction of Qi state. In some pottery inscriptions, the province is called "Zai" and "San", indicating the number of terms of office of the legislator. There are only a few elements in

the form of simplified pottery writing, some of which are only the founder. In the cases of Li Shi Tao Wen Ci, the most important element is Li Shi, all of whom are Chen.

During the spring and Autumn period and the Warring States period, the pottery industry of Qi state was very prosperous. In Linzi, the capital of Qi State, and its surrounding areas, in addition to the official pottery inscriptions, the private pottery inscriptions had the largest number. The private pottery inscriptions are mainly found in domestic pottery, mainly in stamp inscriptions and occasionally in engraved inscriptions. The most common basic format of private pottery is "village name + person name", some of them are abbreviated as "Li name + person name", or just "person name". Some of them added the names of objects after the names of people. Xiang Li is the basic administrative organization of Qi State, which is recorded in Guanzi xiaokuang: "Zhi Guo thinks of 21 townships: 6 townships of Commerce and industry, 15 townships of scholars and peasants." The system of five families is the track, and the track is long; the ten tracks are the Li, and the Li has the division; the four Li is the company, and the company is long; the ten companies are the villages, and the villages have the good people. [1] Among the private pottery inscriptions unearthed in Linzi, there are about 23 types of inscriptions directly inscribed on the village and 92 types of inscriptions directly inscribed on the village [2]. According to the names of townships involved in pottery inscriptions, the private pottery unearthed in Linzi, such as beans and bowls, are concentrated in some townships, which shows that the private pottery industry in Qi has a clear division of labor [3].

Among the Linzi pottery inscriptions, "Wang zuzuo + Xiang Li Ming" is a special kind of pottery inscriptions. "Wang Zu" has been incorporated into the army and has dual identities of production in peacetime and military service in wartime. This kind of products do not belong to the official or private ceramic industry, but should be the special ceramic industry specially serving the Central Military [4].

3. THE ARTISTIC CONNOTATION OF QI POTTERY UNEARTHED IN LINZI, SHANDONG PROVINCE

There is a big difference in the style characteristics between the official pottery inscriptions of Qi State and the private pottery inscriptions and the special format pottery inscriptions unearthed in Linzi. Li Xueqin called this kind of Lishi pottery writing "Tianqi Daxi pottery writing". Printing surface shape is mostly rectangular or

square, individual printing surface with square. The reading order of Tao Wen is from top to bottom, from right to left. The arrangement of the national pottery inscriptions in Linzi is regular, and the lines are even, showing the style of being neat and neat. In the past research, researchers generally believe that Qi Xi writing presents the style of wanton and vigorous. For example, a study of the ancient seals of the Warring States period and their country states: "the characters of Qi Xi are symmetrical, but they are not as neat as those of Yan Xi and San Jin Xi. Its layout is random, especially some large official seals, showing a more rough style. For example, the seals of Yishui city in Shandong Province, such as "you of the capital city" and "you cauldron of Chen's three years old", are typical. [5] In fact, Qi's seals also have a more sophisticated style. For example, Chen Lingguan's massive seal unearthed from the ruins of the ancient city of Qi state is one of the representative works of Qi's imperial seal in the Warring States period, with concise lines, square and regular structure, balanced symmetry and unique style.

The official pottery inscriptions of Qi state are mainly unearthed in Linzi, Xintai and Yishui. The regional characteristics of the official pottery inscriptions of Qi State in these three areas are obvious, which together constitute different types of pottery inscriptions. The pottery inscriptions of Guanying pottery unearthed in Yishui are mainly engraved, which are not limited by the boundary. The characters are shaped according to the situation, while the pottery inscriptions of Guanying pottery unearthed in Linzi and Xintai are mainly stamped with Yangwen. Compared with the official pottery inscriptions of Qi State unearthed in Linzi and Xintai, there are some similarities between the two places. However, the differences between them in seal shape, size, reading order and printing surface layout are obvious: the printing surface of Qi Guanying pottery unearthed in Linzi is rectangular or square, the frame is wide and thick, the reading order is stable, the printing arrangement is more uniform, the handwriting is regular, showing a more unified regulation; the printing surface of Qi Guanying pottery unearthed in Xintai is rectangular or square Rectangle, rounded rectangle, ellipse and irregular shape, etc., all have no borders, the size is quite different, the printing surface layout is diverse, and the reading order is changeable. In terms of style, the official pottery inscriptions of the state of Qi unearthed in Xintai show

more free and artful style.

Compared with the official pottery inscriptions of the state of Qi, the private pottery inscriptions of the state of Qi unearthed in Linzi give full play to the free and vivid artistic features of the seals of the Warring States period. Most of these private pottery inscriptions are regular in shape and arranged in a balanced way, showing a standard and neat style. Some pottery inscriptions are arranged according to the shape and occupy different spaces according to the size of the characters. There are also some pottery inscriptions with the arrangement of virtual and real, which form the artistic characteristics of wild and wild, ups and downs. For example, the distribution and trend of the left and right lines of the "long Lu Hua Li Yue Chao" are outward, the central space of the printing surface is large, and the contrast between the virtual and the real is strong.

With the continuous excavation of pottery inscriptions from the ancient city site of Qi State in Linzi and its surrounding areas, it greatly enriched the historical materials of ancient seals in the spring and Autumn period and Warring States period, and showed a vivid sense of form expression and charm. Its artistic connotation has a certain enlightenment on the inheritance, development and innovation of calligraphy and seal cutting.

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The Historical Evolution and Contemporary Significance Of "The Double Variation of Enlightenment and National Salvation"

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Abstract: "The double variation of enlightenment and national salvation" is a famous viewpoint put forward by Mr. Li Zehou after deconstructing modern Chinese history with the themes of enlightenment and national salvation. He thinks that the enlightenment movement in modern China is often overpowered by the national salvation movement, which leads to the incomplete criticism of feudalism and the failure of enlightenment thought to be widely spread, resulting in various disasters later. It was put forward once. The contemporary direction of national salvation and enlightenment is prosperity and freedom. Prosperity is the guarantee of freedom and freedom is the motive force of prosperity. Nowadays, the realization of prosperity and freedom must promote each other and complement each other. This is not only the Enlightenment from the viewpoint of "double variation of enlightenment and national salvation", but also the specific requirement of realizing the great rejuvenation of the Chinese nation.

Keywords: Enlightenment; Salvation; Prosperity; Freedom

1. INTRODUCTION

"How to look at and study some problems in the history of modern Chinese Thought on the basis of profound understanding of the heavy experience and lessons over the years, summarize some of its laws, and point out the objective trend of ideological development, so as to help people to actively create history, which will be more significant today than ever[1]", This is a paragraph written by Mr. Li Zehou at the end of the postscript to the history of modern Chinese thought. "The double variation of enlightenment and national salvation" is the main logic that runs through the history of modern Chinese thought. Although the academic and ideological circles have a wide range of disputes on this point of view, it undoubtedly has its own rationality. It is of great significance to study the contemporary direction of the viewpoint of "double variation of enlightenment and national salvation", which is helpful for people to actively create history [2].

2. THE HISTORICAL CONNOTATION OF "THE DOUBLE VARIATION OF ENLIGHTENMENT AND NATIONAL SALVATION"

"The double variation of enlightenment and national salvation" is a famous viewpoint put forward by Mr. Li Zehou in the mid-1980s. In an article entitled "the double variation of enlightenment and national salvation", Mr. Li Zehou deconstructs modern Chinese history with the

themes of enlightenment and national salvation. He thinks that in the development of modern Chinese history, the anti feudal cultural enlightenment task was interrupted by the national salvation theme, and the revolution and national salvation movement did not continue to promote the cultural enlightenment, but squeezed. With the enlightenment movement and the ideal of freedom, feudalism gradually infiltrated into China in a disguised way. In the name of collectivism, feudalism fought against freedom, and eventually pushed Chinese consciousness to the end of the revival of feudal tradition. The enlightenment thoughts of freedom, democracy and science were rediscovered and appealed by people, and the same subject was raised again.

Taking the new culture movement as an example, Mr. Li Zehou believes that the New Culture Movement "is not only different in its thoroughness against traditional culture, but also, more importantly, the whole excited focus of advanced intellectuals is no longer focused on politics, but on culture" [3]. However, "the goal of enlightenment, the transformation of culture and the abandonment of tradition are still for the sake of the country and the nation, It is still to change China's political situation and social outlook. Therefore, the theme of "saving the country from extinction" and "the struggle of saving the country from extinction" is still not an inherent theme in the modern era. In the movement, it has not been reasonably solved, and even in theory, it has not been really discussed and paid enough attention to" [5].

After the idea of "the double variation of enlightenment and national salvation" was put forward, it caused a heated discussion in academic and ideological circles. Later, Mr. Li Zehou restated and perfected his own viewpoint in his article "the trend of enlightenment". He pointed out that "the reform movement of 1898, 1911 and even the May Fourth Movement were all aimed at saving the nation. The key lies in the fact that after the reform of 1898 and 1911, the main figures of the May Fourth movement focused on Enlightenment and culture, believing that only by innovating culture and overthrowing the old moral literature can China be saved. The objective logic finally made the cultural enlightenment subordinate to the national salvation first, and then was completely overwhelmed by the national salvation. The passion of national salvation is more than that of rationality, and it has achieved results in a larger scale and a larger scope. However, it also sows the root of disaster. Instead of making rational analysis of success, it takes all the

experience with passion as the sacred thing of revolution, and requires people to inherit and eliminate Guandao unconditionally. Therefore, pluralism, gradualism, rationality and rule of law are the concrete development of the enlightenment spirit I expect, and this is the trend of enlightenment I expect today "[6].

In essence, the ideological mode of "the double variation of enlightenment and salvation" is the logical extension of the social nature mode of semi colony and semi feudalism and the era task mode of anti imperialism and anti feudalism, that is, enlightenment corresponds to the social nature of semi feudalism and the task of anti feudalism, salvation corresponds to the social nature of semi colony and the task of anti imperialist era, and the double variation reflects enlightenment Mongolia and national salvation, and the dual relationship between semi feudalism and semi colony, anti feudalism and anti imperialism. In an ideal state, enlightenment and national salvation should promote each other and complement each other, that is, national salvation creates a better environment for enlightenment, enlightenment provides a stronger driving force for national salvation, and ultimately changes the social nature of semi colonial and semi feudal society and completes the anti imperialist and anti feudal era task, so as to realize prosperity and freedom. However, the reality is that national independence and patriotic indignation overwhelm everything, and national salvation is firm The enlightenment thoughts of freedom, democracy and science have not been widely spread in Chinese society, which is based on the vast number of farmers and small producers and deeply rooted in feudalism. "Everything that is subject to the revolutionary struggle against imperialism highlights the discipline of iron and steel, the unity of will and the power of the collective, the rights of any individual, the freedom of individuality, and the independence and dignity of individuals In contrast, it becomes small and impractical. The individual me here is insignificant, and it disappears "[7].

3. THE CONTEMPORARY DIRECTION OF "THE DOUBLE VARIATION OF ENLIGHTENMENT AND NATIONAL SALVATION"

According to the ideological logic of "the double variation of enlightenment and national salvation", enlightenment mainly refers to the advanced intellectuals' criticizing feudal culture by using Western ideas of freedom, democracy and science, trying to awaken the people to pursue individual dignity and rights and realize freedom; national salvation contains two meanings, one refers to the anti imperialist patriotic movement and anti aggression struggle, the other refers to the state The internal revolutionary movements and political struggles, such as the May 30th Movement, the northern expedition, the ten-year civil war and the war of resistance against Japan, were regarded as national salvation. Enlightenment and national salvation failed to develop together in the process of collision and entanglement. "The situation of national salvation, the interests of the country and the hunger and suffering of the people overwhelm everything, the pursuit and needs of intellectuals or knowledge groups for

freedom, equality, democracy, civil rights and various wonderful ideals, and the attention and respect for individual dignity and individual rights" [8].

The modern history of China tells us that without the independence of a country, prosperity and freedom will not be realized. However, if the enlightenment is ignored in the process of national salvation, feudalism will hinder the realization of prosperity and freedom of independent countries. "Due to the crisis of national survival, the anti imperialist struggle overthrew the ideological enlightenment, and the criticism of weapons replaced the weapons of criticism. It was almost impossible to accomplish the two tasks together under the conditions at that time" [9]. China's modern times is a turbulent era of great change. In a short period of several decades, Chinese modern thought has crossed the course of hundreds of years when western modern thought took place. This makes the whole Chinese modern thought fail to produce a relatively mature, complete, systematic and profound ideological system, and almost all the main achievements are concentrated on social and political thoughts. Feudalism and perilous situation can not give enlightenment a peaceful and gradual steady development. Freedom is ignored under the curtain of revolution to solve the fundamental problems. However, the victory of revolution is not equal to the disappearance of feudalism and the realization of freedom. From the system to the concept, feudalism and the neglect of freedom have left a deep impression, causing serious disasters.

After entering the new period of reform and opening up, the historical requirements of enlightenment have been highlighted in front of people. It has become the common wish of the people of the whole country to eliminate all feudal remnants and realize prosperity and freedom. The economic foundation determines the superstructure. If the economic foundation is not changed, freedom will become empty talk. To change the economic foundation, freedom is an indispensable condition. Although the mission of Enlightenment could not be completed together with the mission of national salvation, it produced rich historical heritage of Enlightenment during the period of national salvation. Taking the May 4th movement as an example, Mr. Lin Yusheng distinguished it from the May 4th Movement in three aspects: the slogan, the idea and the spirit of the May 4th movement. He believed that "the slogan can be discussed, the concept can be criticized, but the spirit must not be discarded" [10]. China's enlightenment is now in progress, especially when there is no danger of national salvation. The historical regret that national salvation outweighs enlightenment should not be repeated. Ensuring the mutual promotion and complementarity of prosperity and freedom has become the specific requirement for realizing the great rejuvenation of the Chinese nation.

4. "MUTUAL PROMOTION OF PROSPERITY AND FREEDOM"

From "the double variation of enlightenment and national salvation" to "mutual promotion of prosperity and freedom", China has experienced earth shaking changes. The task of national salvation has been completed, the

comprehensive national strength of the country has been continuously improved, the people's living standards have been significantly improved, and the Chinese nation has embarked on the broad road of prosperity and strength; although the task of Enlightenment has a long way to go, with the continuous improvement of the market economic system, democratic political system and relevant laws and regulations, and the rapid enhancement of people's modern consciousness of freedom and democracy, the degree of freedom is realized. It has been greatly improved. Being rich and strong contains the dual meanings of national strength and people's prosperity, which are interdependent. On the one hand, a strong country is the foundation and guarantee for people's prosperity. Economic development and people's prosperity are inseparable from the stable and relaxed international and domestic environment. The founding of new China has realized national independence and people's liberation, and provided political premise for economic development and people's prosperity; the establishment of socialist basic system has established institutional guarantee for economic development and people's prosperity; the completion of complete industrial system and national economic system has laid a material foundation for economic development and people's prosperity. Over the past 30 years of reform and opening up, the party and the state have persisted in taking economic construction as the center, which has promoted the sustained and rapid economic growth, the quality of people's living standards, and the preliminary formation of a situation of economic prosperity, political stability and social harmony. A socialist China facing modernization, the world and the future has stood firm in the east of the world. On the other hand, the prosperity of the people injects power into the country's strength. Adhering to the principle that development is for the people, development depends on the people, the fruits of development are shared by the people, and the interests of the people are sincerely pursued, which is the basis for the party to lead the people to win the victory of socialist construction. Only by respecting the wisdom and strength of the people and maintaining close ties with the people can the cause of socialism with Chinese characteristics develop smoothly. People's affluence can greatly mobilize people's enthusiasm to devote themselves to the cause of socialism with Chinese characteristics, thus bringing about the rapid growth of social wealth and the great improvement of comprehensive national strength, and promoting the further strength of the country. Only when the people are able to concentrate on the wisdom and strength of the people can the country be able to provide a strong and powerful foundation for the people, and it is impossible for the country to provide a strong and powerful foundation for the people.

Freedom is the fundamental value goal of the cause of socialism with Chinese characteristics. The freedom explained by classical writers has the dual significance of value pursuit and truth pursuit. On the one hand, it pursues the all-round development of individual freedom, on the other hand, it emphasizes that the final trend of human

development is a leap from the kingdom of necessity to the kingdom of freedom. As far as China is concerned, from the economic point of view, the establishment of the dominant position of the socialist public ownership has largely eliminated the economic basis of social exploitation, provided a guarantee for common prosperity, and also laid a foundation for people's freedom, so that the people have obtained economic independence and economic freedom to a certain extent; from the political point of view, the political systems established since the founding of new China have been established. To a great extent, they are all around the principle of realizing people's freedom, such as the system of people's Congress, the system of multi-party cooperation and political consultation under the leadership of the Communist Party of China, the system of regional ethnic autonomy, and the system of grass-roots people's autonomy, which guarantee the people's basic freedom and rights; from the cultural point of view, the inclusion of freedom in the socialist core values and the comprehensive development of human freedom. The continuous enrichment of thinking fully reflects the party and the state's attention to the fundamental value goal of freedom and the determination to realize the people's free and all-round development. However, freedom is a relative category. The law of historical development shows that with the development of productive forces and the progress of civilization, people should continue to be free. At the same time, people's freedom is not only restricted by the norms and constraints of morality and law, but also by the development level of productivity and the growth and distribution of social wealth. Therefore, freedom is a process of continuous development, which needs to be improved and developed through the continuous improvement of productivity and social system. With the further development of marketization and democratization at this stage, the issue of freedom has become increasingly prominent. In keeping with the trend of the times, the party and the state clearly put forward that the cause of socialism with Chinese characteristics should hold high the banner of freedom. "This is conducive to the realization of socialist freedom, democracy and human rights, the stimulation of the vitality and vigor of the whole society, the full mobilization of the autonomy, enthusiasm and creativity of the broad masses of the people, the acceleration of reform and opening up and the socialist modernization drive, and the realization of the Chinese nation. The great rejuvenation of human beings and the promotion of people's free and all-round development have the ultimate directional role" [11].

The relationship between prosperity and freedom is a dialectical relationship that promotes and complements each other. Prosperity means that the people are rich and the country is strong, which means the improvement of productivity, the gradual realization of the common prosperity of the people and the improvement of the comprehensive national strength of the country. Only by development and prosperity can we lay a solid material foundation for the realization of freedom and solve various problems in the process of realizing freedom.

Freedom means free and all-round development. Human's free and all-round development is not only the fundamental feature of Communist society, but also the essential requirement of socialist society. Only by taking freedom as the fundamental value goal can we establish the people's dominant position, give full play to the people's main role, mobilize all positive factors, and further achieve prosperity and strength. Prosperity and freedom are two dynamic concepts. Prosperity is the guarantee of freedom and freedom is the driving force of prosperity. This is quite similar to the ideal relationship between salvation and enlightenment. The "double variation of enlightenment and national salvation" in modern China has left profound historical lessons and precious historical heritage for today. The view of "double variation of enlightenment and national salvation" is not a new one today, but it can still provide us with valuable enlightenment in terms of its direction to the relationship between prosperity and freedom.

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Exploration of NC Machining Technology Information Teaching in Higher Vocational Colleges

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Abstract: With the development of information technology, the demand for talents in China is increasing, and the requirements for talent training are also higher and higher. In the teaching of NC machining technology in higher vocational colleges, the application of information technology is a new development direction, which promotes the teaching of NC machining technology in higher vocational colleges is also in constant reform. In order to cultivate high-quality talents of NC machining technology, we should innovate the teaching methods effectively, use information teaching to break the limitation of traditional teaching, so as to improve the teaching effect of NC machining technology in higher vocational colleges.

Keywords: Higher vocational education; Numerical control processing technology; Information teaching

1. INTRODUCTION

CNC machining technology is one of the important technologies in China's machinery manufacturing industry, which has a great help to promote engineering automation. CNC machining technology is that technicians control large machines through computer network, and then produce products according to the control instructions written in advance, which is helpful to promote the modernization of China's industry. The application of NC machining technology in industrial production can not only improve the utilization rate of resources, but also improve the quality and efficiency of production. Therefore, it is of practical significance to study the informatization teaching of NC machining technology in higher vocational colleges. Therefore, colleges and universities need to use scientific teaching methods to improve the overall quality of teaching, so that talents can meet the needs of the current society.

2. THE CURRENT SITUATION OF NC MACHINING TECHNOLOGY TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Lack of practical teaching

At present, the teaching of NC machining technology in higher vocational colleges mainly adopts two teaching methods: one is the superposition of theory and practice, the other is the alternation of theory and practice. Among them, the superposition teaching of theory and practice is that the teacher first explains the theoretical knowledge of the technology, then analyzes the specific program theory for the students, and finally lets the students practice on the spot. But this kind of teaching method has not played a good teaching effect, students' practice level is not high

enough, can not effectively improve their practical skills, but also can not fully grasp the relevant technical basic theory, resulting in the current situation of NC machining technology teaching in higher vocational colleges is not optimistic. The reason for this situation is that students can not effectively digest the overall content, and it is difficult to understand the relevant knowledge content, which affects the later practical learning.

2.2 Unable to meet students' learning needs

The alternate teaching of theory and practice is also one of the main teaching methods. This teaching method divides the basic theory of NC machining technology into several stages. After explaining the theoretical knowledge of a stage, the practice is carried out, so that students can fully master the key points and difficulties of NC machining technology, and can operate skillfully, and then learn the next stage Xi. However, according to the actual teaching situation, the teaching time is too long, and the whole learning progress is very slow, which can not guarantee that all students can operate skillfully, so as to meet the learning needs of students [1].

3. APPLICATION ADVANTAGES OF NC MACHINING TECHNOLOGY INFORMATION TEACHING

3.1 Reducing resource waste

Higher vocational teachers in the application of theory and practice of superimposed teaching, due to the large number of students, in this case, it is difficult to ensure that every student can carry out practical exercises, the existing teaching resources are not perfect, and there are not many instructors, which can not effectively improve the overall quality of digital control processing technology teaching. The information-based teaching solves this problem very well. The application of information technology presents relevant teaching knowledge for students, so that students can learn through network teaching resources. At the same time, theory teachers and practice instructors can cooperate with each other to ensure the use efficiency of practical equipment, so as to reduce the waste of resources and effectively improve the utilization rate of resources, so that every student can To get comprehensive guidance, and then to achieve the improvement of their own technical level [2].

3.2 Breaking the limitations of traditional teaching

Under the situation of traditional NC machining technology information teaching, teachers need to make guidance and demonstration for students, so as to carry out practical teaching, so as to ensure that students can master the operation points of NC machining technology.

Therefore, the traditional teaching method has great limitations, if the teacher can not personally guide the students, it will affect the teaching effect, so that students can not carry out the study of NC machining information technology. However, the informatization teaching of NC machining technology has broken this limitation. The application of informatization teaching in teaching practice can play a role in expanding the classroom, which is conducive to enhancing the supply of teaching, and then cultivating students' observation ability and simulation ability, so that students can practice independently[3].

3.3 Break through the limitations of learning space

In the past, in the teaching of NC machining technology, teachers need to carry out simulation exercises for students, so that students can fully grasp the operation difficulties and key points of the technology, and let students practice in person, and then effectively understand the knowledge content of classroom teaching. However, this "learning space" greatly affects the overall effect of teaching, which is not conducive to the cultivation of students' creative ability and autonomous learning ability, resulting in boring classroom teaching, unable to stimulate students' interest in learning, thus greatly reducing the quality of NC machining technology teaching. However, information-based teaching has broken through this limitation. Teachers can use information technology to carry out simulation exercises to visualize the original abstract knowledge, deepen students' impression, and show students some details that are difficult to observe at ordinary times, so as to effectively improve students' learning efficiency and learning quality.

4. THE FEASIBILITY OF NC MACHINING TECHNOLOGY INFORMATION TEACHING

4.1 Improve basic teaching facilities

In order to improve the teaching resources of higher vocational colleges, students can use the advantages of the network to improve teaching facilities. Moreover, the information teaching of NC machining technology in higher vocational colleges can strengthen the information exchange between students, and can collect information independently through mobile phones, computers and other terminals, so as to lay a solid foundation for the teaching of NC machining technology in higher vocational colleges. In addition, students can develop their own learning habits through information teaching, and use their spare time for network learning, which is conducive to improving students' learning efficiency and meeting students' learning needs.

4.2 Enhance the use effect of equipment

With the development of the times, more and more new teaching equipment appear in the field of education. The traditional NC machining technology and equipment can not be applied to the current teaching activities. Therefore, it is necessary to introduce high-tech equipment in time and use advanced digital equipment to present relevant teaching knowledge for students, so that students can intuitively observe the details of equipment operation and help students Truly understand the content of theoretical knowledge, so as to effectively improve their practical ability. Through the application of information technology, higher vocational teachers can carry out simulation exercises on relevant practice contents, and at the same time, they can also make corresponding explanations to improve the accuracy of NC machining teaching, thus playing a good demonstration effect.

5. CONCLUSION

With the development of social economy, information technology has been widely used in various fields, including education industry. The informatization teaching of NC machining technology in higher vocational education is an important development direction of higher vocational education, which plays a positive role in improving the teaching quality, stimulating students' interest in learning and reducing the waste of resources. Therefore, we should attach importance to the development of informatization teaching of NC machining technology in Higher Vocational education, and constantly expand the application scope of information-based teaching, so as to realize the innovation of traditional teaching methods and speed up the numerical control plus The reform of engineering and technology teaching will eventually cultivate high-quality CNC machining technology talents, so as to meet the current market demand for talents.

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On Fair Value in Financial Accounting

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Abstract: With the continuous progress of the times and the continuous advancement of economic globalization, the development and reform of China's market economy also has a new direction, and the working environment of enterprise accounting has been improved comprehensively. According to the types and principles of China's economic development, the reasonable use of fair value in some investment and financial industries has greatly improved the quality and efficiency of financial work. Based on this, this paper analyzes the practical role of fair value in financial accounting, and briefly analyzes how to better apply it.

Key words: Fair value; Financial accounting; Practical application; Value

1. INTRODUCTION

With the continuous development of society, the market economy has also got better development opportunities. Therefore, in the process of development, there are higher quality requirements for the development of financial accounting related work. Therefore, it is very necessary to carry out innovation and Reform on the financial accounting job seeking system suitable for the times. With the continuous development of the market economy, China's financial related industries have a relatively rapid development, and the application of fair value related content has also been paid close attention to by the society. Based on this, in the reform of accounting work to adapt to the times, we should correctly understand the role of fair value, actively promote the practical application of fair value content, so as to help enterprises better reflect their own social value and market value.

2. A BRIEF DESCRIPTION OF FAIR VALUE IN FINANCIAL ACCOUNTING

In the world economic market, the United States is the first to put forward the concept of fair value, which emphasizes that not all measurement attributes must be based on market value, and its measurement attribute itself is a very important part of market value. From the perspective of fair value, any transaction should be carried out on the principle of fairness, and certain means should be used to reduce the adverse impact of market instability on product prices. Secondly, mutual understanding between the two sides should be taken as the premise for the follow-up work, so as to effectively avoid the economic losses caused by the mutual ignorance of both parties. In fair value, the exchange amount refers to the funds flowing in the transaction activities, such as the funds to repay debts. Finally, regardless of the form of exchange amount, it must abide by the principles of openness and transparency in the market.

3. ADVANTAGE ANALYSIS OF FAIR VALUE IN FINANCIAL ACCOUNTING

In the process of practical application, fair value has a very

special value and significance, and fair value is widely respected in the world because of these special significance. In-depth study on the relevant theories of fair value, we find that it has the following advantages in financial management: firstly, the application of fair value in the development process of enterprises can not only present their own financial operation status more accurately, but also guarantee the rationality between the measurement attribute and the dominant demand to a certain extent, which is the financial accounting of enterprises. The development of the Department provides more technical support to adapt to the development of the times, and also provides immortal power for the long-term and healthy development of enterprises. Secondly, in the process of enterprises constantly playing there, it is inevitable to encounter the phenomenon of price rise due to the change of social environment. However, after applying the relevant theory of fair value, the loss caused by such problems can be reduced to the greatest extent through specific ways [2]. Therefore, the application of fair value not only reduces the cost of enterprise production activities, but also makes enterprise management personnel better grasp the actual situation of enterprise operation and lays a solid foundation.

4. PREMISE OF FAIR VALUE APPLICATION IN FINANCIAL ACCOUNTING

4.1 Perfect market economy system

With the continuous development of who, the market economy system has also been better developed, but also gradually become the basis for the realization of measurement objectives in fair value. In other words, if the market price wants to become the basis of fair value, it must have objective, reliable and other specific advantages, so as to ensure that enterprises can better grasp the market price, and then lay a solid foundation for the long-term and healthy development of enterprises in the future. Secondly, in the process of continuous changes in the economic market environment, the prices of various financial instruments will also increase accordingly, which leads to the subtle changes in the measurement environment of fair value.

4.2 Scientific fair value operation standard

Through the in-depth study of relevant work in the market, it is found that there are still obvious defects in the application of fair value related concepts in accounting work at this stage. Therefore, in order to better improve the quality of the practical application of fair value in accounting related work, we must formulate the application rules related to fair value. For example, under the mode of taking cost-benefit as the premise, comprehensive income must use the content of disclosure procedures and disclosure reports in fair value, and strictly abide by the relevant rules of fair value to carry out the assignment of financial statements.

4.3 Reasonably control the range of fair value

In the continuous development of society, fair value has gradually become a widely recognized economic theory. However, when carrying out the specific work based on the relevant theories of fair value, we must pay attention to the difference of the concept of price and value, and in the market environment, price and value will change because of the change of the environment. Therefore, fair value in the application process, also can not avoid the problem of market competition, but, based on this theory, the trading market does not have a high degree of activity, which leads to the fair value has certain uncertainty.

4.4 Strong fair value asset management model

In the process of continuous development, if enterprises want to improve the market value of their products and bring more economic benefits for themselves, they must correctly recognize the advantages of fair value, and actively apply the asset management mode under fair value, so as to promote the asset management ability of enterprises. In other words, it means that in the process of enterprise development, according to the actual process of enterprise development, it is necessary to strictly abide by the relevant provisions of fair value theory and carry out market research work. Only in this way can enterprises grasp market information more carefully in the development process, so as to timely adjust the development direction of enterprises and effectively avoid market environment The management risk brought by the change of the enterprise will ultimately ensure that the enterprise can achieve its strategic goal of sustainable development more smoothly.

4.5 Higher comprehensive quality of employees

The quality of the practical application of fair value is mainly affected by the work quality of accounting personnel. In order to improve the quality of the application of fair value theory, it is necessary to conduct appropriate professional training for accounting related staff, and strictly require accounting personnel to have

professional knowledge and skills, as well as good moral quality, and strengthen the way of relevant personnel Moral and legal education, in order to improve the quality of enterprise accounting work [3]. Secondly, we can regularly organize financial staff to attend some lectures on fair value or strengthen exchanges with other enterprises, so as to provide more professional talent guarantee for the development of enterprises.

5.CONCLUSION

To sum up, with the continuous development of the times and the continuous progress of information technology, if enterprises want to obtain better development opportunities, they must carry out reform and innovation according to the existing financial accounting work system to adapt to the development of the times, and master the characteristics of the current social enterprise accounting related management work, so as to ensure that the actual quality of enterprise financial information can be more steadily improved And lay a good foundation for the enterprise to realize the healthy and lasting development goal.

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Exploration on The Infiltration of Emotional Education in Music Teaching of Preschool Education Major in Higher Vocational Colleges

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Abstract: Music teaching is one of the important teaching subjects in Higher Vocational preschool education. For music teachers of preschool education major in higher vocational colleges, we need to strengthen the exploration of emotional education, infiltrate emotional education into music teaching of preschool education major in higher vocational colleges, enrich the content of music teaching, cultivate students' professional emotion, so as to achieve the teaching goal of "educating people with aesthetics". This paper will explore the penetration of emotional education in music teaching of Higher Vocational preschool education major, hoping to provide valuable reference for related research.

Keywords: Higher Vocational preschool education major; Music teaching; Emotional education; Penetration

1. INTRODUCTION

Emotional education can cultivate students' professional emotion, help to improve students' music aesthetic, promote students to form good quality, and then develop the correct learning habits, and really grow into the music talents needed by the current society. It can make students feel the beauty of music songs, produce emotional resonance, and realize the improvement of their music quality by infiltrating emotional education into music teaching of preschool education major in higher vocational colleges. Therefore, higher vocational teachers should strengthen the exploration of emotional education, use rich and diverse teaching methods to increase teaching interest, stimulate students' learning enthusiasm, so that they can deeply explore the profound connotation of music works, and then realize the ideological education significance of music works, and promote themselves to grow into an excellent piano talent.

2. FORM MUSIC EDIFICATION EFFECT

2.1 Infiltrating emotional education into vocal music teaching

The music teaching of preschool education major in Higher Vocational Colleges involves a lot of content, including a variety of music styles. In the actual teaching work, higher vocational music teachers need to explain the relevant music knowledge for students, so that students can master a variety of music singing methods, improve students' music ability, promote students to feel the beauty in music works, and then produce emotional resonance, realize their own rich emotional experience. For higher vocational music teachers, we need to strengthen the penetration of emotional education, timely change the traditional teaching methods, use a variety of teaching

activities to increase the interest of teaching, stimulate students' learning enthusiasm, cultivate students to form a good ideological quality, so that students can feel the sincere emotion of music works. Teachers need to give full play to their guiding role, infiltrate the emotional education into the professional music of preschool education in higher vocational colleges, establish the educational concept of "common art", pay attention to the cultivation of students' collective consciousness and team concept, and deepen students' memory of music works through chorus tracks such as "Ode to the Yellow River" and "towards rejuvenation", so as to cultivate students' noble feelings Fuck [1].

2.2 Infiltrating emotional education into piano teaching

Piano teaching is an important part of music teaching of preschool education major in higher vocational colleges. It pays attention to the cultivation of students' piano playing skills, as well as the cultivation of students' personal quality, so as to improve students' comprehensive quality and ability. Because many students do not have the piano foundation, it is easy to lose their self-confidence in learning, which is not conducive to improving the overall quality of music teaching of preschool education major in higher vocational colleges. In order to improve students' piano playing skills, teachers need to infiltrate emotional education into piano teaching, let students practice from the basis of piano playing, and provide effective guidance for students, require students to practice the piano patiently, cultivate students' piano playing skills through basic practice, and strengthen the cultivation of students' psychological quality, so as to provide students with a lot of information In order to help students build up their self-confidence in piano playing. In addition, teachers should pay attention to practical teaching, combine theoretical knowledge with practice, carry out rich piano competitions, class activities, etc., improve students' participation enthusiasm, and promote higher vocational students to participate in various activities more actively, so as to improve their music quality [2].

3. INNOVATE THE TEACHING MODE OF EMOTIONAL EDUCATION

Emotional education is an effective way of education, its teaching means are very rich, only the use of traditional teaching methods can not improve the effect of music teaching, so we should strengthen the innovation of emotional education teaching mode, in order to cultivate students' sentiment, promote students to feel the thoughts and feelings of music works, and then produce a good,

positive learning attitude. For music teachers in higher vocational colleges, they need to deeply explore the teaching mode of music theory knowledge and technology, singing teaching, etc., infiltrate the appreciation, creation, singing, performance and other related contents, cultivate students' interest in learning through a variety of teaching activities, and promote students to gradually form good music literacy. At this stage, most vocational students are the only child, there is a lack of collective concept and team consciousness, which is not conducive to promoting their future development, so teachers should strengthen the cultivation of students in this aspect, so that vocational students can recognize their responsibilities and missions, and constantly enhance their collective honor, so as to learn to cooperate with others. In the actual teaching process, music teachers in higher vocational colleges should let students have a correct understanding of emotional education, show the charm of music works for students, infiltrate emotional education into music teaching of preschool education major in higher vocational colleges, and strengthen the innovation of teaching mode to improve the quality and efficiency of music teaching, so as to cultivate students to form good personal quality [3].

4. IMPROVE THE METHODS OF EMOTIONAL EDUCATION

4.1 To stimulate students' inner feelings through music works

According to the music teaching content of preschool education major in higher vocational colleges, many music works have distinctive characteristics of the times, which plays a positive role in cultivating students' Outlook on life, values and world outlook. Therefore, we should pay attention to the selection of music works, so as to improve the overall quality of music teaching of preschool education major in higher vocational colleges. In the music teaching of preschool education major in higher vocational colleges, for the selection of music works, we need to pay attention to the melody, harmony and lyrics, use positive, healthy and optimistic music works to cultivate students' thoughts and emotions, promote students to produce emotional resonance, so that students can feel the ideological connotation of music works, and then stimulate their love for music works, and realize their own music The improvement of quality is conducive to

the growth of excellent music professionals.

4.2 Using music appreciation to create noble sentiment

Music appreciation has a good teaching effect. Higher vocational teachers should pay attention to the teaching effect of music appreciation class when carrying out music teaching of preschool education major, cultivate students' music aesthetic ability through the melody of music works, and constantly improve students' aesthetic taste, so as to give play to the teaching effect of music appreciation class. In professional music teaching, teachers can integrate relevant music teaching materials into music appreciation teaching to achieve an auxiliary teaching effect, such as Violin Concerto "Butterfly Lovers", so that students can feel the beautiful melody of music works, so as to realize the shaping of students' noble sentiment, and finally achieve the teaching purpose of emotional education.

5. CONCLUSION

In the music teaching of preschool education major in higher vocational colleges, emotional education is a very important teaching content, which can not only cultivate students' music literacy, but also shape students' noble sentiment, promote students to grow into excellent professional music talents, and then improve the overall quality of music teaching of preschool education in higher vocational colleges. Higher vocational music teachers should strengthen the exploration of emotional education, integrate emotional education into professional music teaching, let students feel the beautiful melody of music works, constantly cultivate students' aesthetic ability, and further promote the good development of students in the future.

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Research on Autonomous Learning Mode of Oral English In Higher Vocational Colleges Based on Micro Class

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Abstract: In recent years, with the continuous deepening and reform of quality education, students' oral English ability has been paid attention to. Therefore, colleges and universities have begun to explore the scientific research work of oral teaching mode, in which micro class is widely used and reasonably integrated with curriculum. Through the meaning and characteristics of micro class and the problems existing in oral English autonomous learning of vocational college students, this paper discusses the application strategies of autonomous learning mode of oral English based on micro class in higher vocational colleges, hoping to provide some constructive suggestions for the education industry.

Key words: Micro class teaching; Higher vocational oral English; Autonomous learning mode

1. INTRODUCTION

English as the world's common language, its importance can not be underestimated, vocational colleges want to cultivate students' ability in all aspects of development, English is indispensable. At present, the actual situation is not as good as expected. Although higher vocational students have accepted English learning for many years, due to the lower and middle grades, the level is also different, so is the study after entering higher vocational colleges. In order to improve students' English level, we can only make up for it through autonomous learning. As a teacher, we should also make efforts for students' oral ability. The use of micro class can lay a good foundation for students' learning, and it is also of great help to later learning [1].

2. THE MEANING AND CHARACTERISTICS OF MICRO CLASS

Micro class teaching can be traced back to the period of "Khan College", and the specific implementation is also carried out in this college. The so-called micro class refers to the use of modern information technology, through the play of video as the main means of teaching, in which the video is targeted, which is to attack the knowledge points of a certain chapter. In the implementation of micro class teaching process, it provides a background for autonomous learning, greatly improves the defects of traditional teaching mode, and students are promoted and developed accordingly.

The characteristics of micro class teaching are diversified, which are divided into the following items:

2.1 The course time is short. Micro class is aimed at a certain chapter, so the time is not too long, generally between 5-15 minutes, suitable for students' autonomous

learning.

2.2 The course content is less. The teaching purpose of micro class is clear, and the content is mostly accurate and meticulous, which can well cut into the knowledge point for students.

2.3 diversification of course platform. Micro lecture is a model derived from Internet technology, and its main content is video. Therefore, there are many platforms for students and teachers to rely on, which can make multimedia, mobile phone, tablet, computer, etc., which is not limited and convenient.

2.4 The course feedback is timely. Since it is an online mode, students can find their own shortcomings and questions after watching the video, and can timely put forward problems to teachers and solve them, which can consolidate their knowledge.

3. THE PROBLEMS EXISTING IN THE AUTONOMOUS LEARNING OF SPOKEN ENGLISH

3.1 Students' oral English foundation is weak

Students' oral English level foundation is relatively weak, because of the impact of exam oriented education, many times only talk on paper, plus the foundation is not particularly good, need systematic training to effectively improve English scores. In fact, vocational college students have received many years of English education, in learning some simple sentences will not be used, can be summed up in two aspects: first, the foundation is really not high, in the study did not seriously study English, the second is the thinking is rigid, after learning but will not be used, so in the later study is always not linked with the textbook, leading to difficult integration into the classroom Medium. At the same time, the quality of students in higher vocational colleges is different, the level of education they receive can not be determined, and some pronunciation and grammar are seriously wrong.

3.2 Students' lack of motivation in oral English learning

Vocational schools attach importance to skill education, and English learning is too one-sided. Many students are not willing to spend time learning English, but put their energy on the learning of skills. They think that they should rely on this skill for employment after graduation, so they attach great importance to it. On the other hand, some students have poor oral English ability and lack of self-confidence. They dare not read English aloud and are afraid of other people's jokes. Moreover, the process of class is often behind. After a long time, students will be powerless and their grades will drop precipitously, forming a vicious circle, and students will give up learning

English.

3.3 Teachers' English teaching methods are backward

The focus of higher vocational colleges is on the "skills training", which attaches great importance to professional knowledge. The cultivation of English discipline is less, and the energy invested is really limited. Teachers are only formal classes, teaching and testing, and the content is too rigid. In this context, teachers will not reform the curriculum, using exam-oriented education means to teach students, which has caused many obstacles for the development of students' comprehensive quality.

4. APPLICATION STRATEGIES OF AUTONOMOUS LEARNING MODE OF ORAL ENGLISH IN HIGHER VOCATIONAL COLLEGES BASED ON MICRO CLASS

4.1 Grasp the characteristics of students and carefully prepare the micro class video

In the process of oral English teaching, higher vocational English teachers should innovate their thinking, regard students as the main body of the classroom and do a good job in guiding. In the process of teaching, we can pay attention to the students' learning situation and formulate humanized and targeted learning objectives for them. First of all, the basic situation of students is determined according to the textbook in the chapter lecture, and the micro lecture is used to summarize the knowledge points for the students, so that the students can get closer to the English atmosphere and find the way to learn English; secondly, the micro class also has another function, which is to divide the learning objectives, so as to achieve orderly learning. Like some students with poor oral English, teachers can look for videos online, let students follow the practice, slowly correct pronunciation.

4.2 Encourage students to participate in situational experience according to the micro lecture video

The video content of micro class is relatively short, which can help students to learn a certain aspect, but it is not conducive to memory. As a teacher, if you want to solve problems for students, you can integrate situations after watching the video, so that students can continue to explore the use of English in the scene, so as to increase the space for communication, and students can also feel the charm of English in the guidance [2].

For example, when learning English related to "music", teachers can play classic English songs to deepen students' impression of chapters. Moreover, English songs are in line with students' taste of chasing the trend. They can master grammar in listening to songs and learn more

English words in singing, which can kill two birds with one stone.

4.3 Combining micro lecture with other teaching methods
In the process of Higher Vocational English teaching, micro class teaching is more popular, but not only this kind of teaching method, there are more new teaching methods to be explored. During the teaching period, teachers should learn to open up their thinking, not only in micro class, but also be integrated with cooperative learning method, situational teaching and flipped classroom, so as to learn from each other's strong points and make up for their weaknesses, so as to meet the needs of students' fresh personality. Only in this way can English teaching achieve maximum benefits, so students can learn more knowledge.

For example, when learning listening and speaking related units, teachers can invite students to implement group cooperation and role play, so as to have a more thorough understanding of the knowledge points in the chapters, and also carry out oral practice to increase the enthusiasm between groups.

5. CONCLUSION

In conclusion, it is a brief analysis of the research on autonomous learning mode of oral English in Higher Vocational Colleges Based on micro class. In view of the above discussion, it can be seen that vocational colleges focus too much on the cultivation of students. Professional skills are important, but basic learning can not be left behind. Only when skills and cultural courses are equally excellent, can we adapt to the society and make contributions to the society. After all, English belongs to the universal language in the world, so learning English well is of no harm. This paper puts forward several strategies for oral English self-organizing learning mode under micro class: grasp students' characteristics, carefully prepare micro class video, encourage students to participate in scene experience according to micro class video, and combine micro class with other teaching methods.

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Research on the Methods of Counselors in Student Management in Higher Vocational Colleges

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Abstract: Under the new situation, the construction of counselors in higher vocational colleges has received high attention. How to give full play to the positive role of counselors in student management has become an urgent problem for higher vocational colleges. However, it is worth noting that at this stage, some higher vocational colleges in China pay less attention to the construction of counselor team, and counselors are difficult to meet the needs of actual work. In this case, the development level of student management is low, which has also caused some negative effects on the development of teaching work in higher vocational colleges. This paper makes a simple analysis of the problems existing in the student management of higher vocational college counselors, and puts forward some suggestions, in order to bring some help for the counselors to carry out student management work.

Key words: Higher vocational colleges; Counselors; Student management

1. INTRODUCTION

At this stage, the comprehensive quality of counselors in some higher vocational colleges is low, it is difficult to complete the student management work with high quality, which has caused some negative effects on the development of other work in colleges. Under the new situation, higher vocational colleges gradually realize the important position of counselors in student management, and actively build a high-level counselor team. However, due to the influence of many factors, there are still some deficiencies in the performance of counselors in student management, and the related work needs to be further improved. In this case, it is very necessary to study the methods of counselors in Higher Vocational Colleges in student management.

2. THE PROBLEMS OF COUNSELORS IN HIGHER VOCATIONAL COLLEGES IN STUDENT MANAGEMENT

2.1 Higher vocational colleges pay less attention to student management

In the past period of time, some higher vocational colleges in our country did not fully understand the student management work, and paid less attention to it. In this case, the relevant rules and regulations are not perfect, leading to the counselors in the student management work there is greater randomness, lack of reliable basis, and the level of student management is low. Moreover, due to the imperfection of rules and regulations, counselors lack of

effective norms and strict supervision in student management, and can not carry out work according to the established process and standards, which will affect the progress and quality of student management work to a certain extent. Due to the lack of ideological attention to student management, higher vocational colleges invest less in related work, which has caused some obstacles to counselors' work. In addition, some higher vocational college counselor team composition is more complex, counselors' professional quality is low, it is difficult to meet the needs of student management at this stage, and it will also have some negative impact on the work [1].

2.2 The salary of counselors is low, and there is no promotion way

At present, counselors' low salary and lack of promotion path are the main problems in the management of students in higher vocational colleges. In this case, counselors are generally enthusiastic and can't put their energy and time into the management of students. There is a perfunctory psychology in the work. In this case, the development of student management is not ideal. Due to the low salary of the counselors in higher vocational colleges, it is difficult for them to bear the family expenses by their own wages. In this case, some counselors gradually lose confidence in their own work, which will lead to the loss of talents, and then affect the construction of the counselor team. Moreover, the lack of promotion channels makes some counselors lose their passion for work. They just carry out their work according to the tasks assigned by colleges and universities. They can not actively improve the shortcomings of student management, which is not conducive to the improvement of students' management level. In addition, the composition of students in higher vocational colleges is more complex, and it is relatively difficult to carry out student management work. Counselors have a low sense of achievement in their work and bear greater work pressure, which will also affect their work enthusiasm to a certain extent.

3. HOW TO CARRY OUT STUDENT MANAGEMENT BY COUNSELORS IN HIGHER VOCATIONAL COLLEGES

3.1 Improve management level

Under the new situation, counselors in higher vocational colleges should make clear their important position in student management, strengthen the management of students in practical work, and constantly improve their management level, so as to lay a good foundation for other work in higher vocational colleges. In practical work,

counselors should pay attention to the problems existing in their previous work for in-depth analysis, and according to the current challenges in student management work, constantly improve their own work, so as to ensure the high quality of student management. Counselors in student management should change their own work concept, place themselves in the same position with students, strengthen communication with students, ask students for their opinions and demands, and attach great importance to students' dominant position, so as to win students' support and cooperation in management work and reduce the difficulty of student management work [2].

3.2 Higher vocational colleges should strengthen the training of counselors

Under the new situation, social and economic development is advancing by leaps and bounds, various industries have been greatly developed, and the demand for technical talents has increased significantly, which puts forward higher requirements for higher vocational colleges. In order to meet the needs of social development for talents, higher vocational colleges actively expand enrollment, and the number of students has increased significantly. In this case, the difficulty of student management is constantly increasing, and the workload is greatly increased. Counselors are under greater pressure in the actual work. In order to solve the problems in the current student management, higher vocational colleges should attach great importance to the construction of high-quality counselors to provide reliable talent guarantee for the development of student management. Higher vocational colleges should organize regular training for counselors, strengthen the management of counselors, and effectively improve the sense of responsibility and work ability of counselors, so as to ensure the quality of student management. Moreover, higher vocational colleges should pay attention to the introduction of professional talents for counselor posts, inject fresh blood into the counselor team, and optimize the structure of counselor team [3].

3.3 Higher vocational colleges should improve the relevant rules and regulations and institutional mechanisms

In order to improve the level of student management in higher vocational colleges, we must fully realize the important role of counselors in student management, and improve the relevant rules and regulations and institutional mechanisms, so as to provide a reliable basis for counselors to carry out their work and ensure the

orderly development of all work. Higher vocational colleges should pay attention to the process and standards of student management in detail, standardize the behavior of counselors, and ensure that counselors can complete the student management work with high quality. Higher vocational colleges should also pay attention to improve the counselor assessment system, adjust the assessment standards according to the actual situation, ensure the comprehensiveness, systematicness and scientificity of the assessment work, and provide reliable basis for counselors to improve their own work through the assessment results, so as to improve the level of student management. In addition, higher vocational colleges should pay attention to providing promotion channels for counselors, and improve the reward and punishment system, so as to stimulate the enthusiasm of counselors, and ensure that counselors can devote themselves to student management, so as to ensure the efficient and orderly development of student management.

4. CONCLUSION

In conclusion, counselors play an important role in the management of students in higher vocational colleges, and the comprehensive quality of counselors directly affects the level of student management. Under the new situation, higher vocational colleges should change their own ideas, fully realize the importance of student management, face up to the shortcomings of previous counselors in student management, and improve the level of student management by strengthening the construction of counselor team, improving rules and regulations, system mechanism, supervisor training and other means. It will lay a good foundation for the development of the project.

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On the Influence of Rural Revitalization on The Development of Folk Culture

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Abstract: In the process of more than 5000 years of historical development, China has formed a rich and colorful folk culture. As an important carrier of culture, folk custom has witnessed the process of historical development. It is an important task to protect and inherit folk culture. Promoting Rural Revitalization in an all-round way is the top priority of the work of "agriculture, rural areas and farmers" in the new era, and cultural revitalization is the lasting power source of boosting Rural Revitalization Strategy. The implementation of Rural Revitalization Strategy has brought new opportunities for the inheritance and development of folk culture. All localities should actively pay attention to the inheritance and development of excellent folk culture in the implementation of Rural Revitalization Strategy, so as to promote the harmonious development of Rural Revitalization and folk culture protection.

Keywords: Rural Revitalization; Folk culture; Development; Influence

1. INTRODUCTION

Rural Revitalization is a major strategic plan made at the 19th National Congress of the Communist Party of China, and also the general grasp of the work of "agriculture, rural areas and farmers" in the new era[1]. Since the implementation of Rural Revitalization Strategy, China's agricultural and rural work has been steadily promoted, and Rural Revitalization has achieved a good start. At the same time, the implementation of Rural Revitalization Strategy also provides a new opportunity for the inheritance and protection of folk culture. Therefore, we should focus on the protection of folk culture under the background of Rural Revitalization Strategy, and realize the effective connection between Rural Revitalization and folk culture inheritance and protection.

2. ANALYSIS OF THE DEVELOPMENT OF FOLK CULTURE UNDER THE BACKGROUND OF RURAL REVITALIZATION

Folk culture is a general term for a long-term fashion and custom originated and developed in the folk, with distinctive regional, natural, inclusive and other characteristics. It can be said that it is one of the most popular and universal cultural customs among the people [2]. In China, almost every traditional festival contains rich folk culture, such as the Spring Festival, Mid Autumn Festival, Dragon Boat Festival and so on. In particular, the Spring Festival, which is the most important traditional festival for Chinese people, is a happy day for Chinese families to get together. It has a lot of rich and colorful folk culture, and also accumulates profound cultural connotation. However, with the accelerating process of

urbanization and the rapid development of China's market economy, the problem of rural "hollowing out" has gradually emerged and intensified in recent years. Many valuable folk cultures have gradually become stereotyped, which are more reflected in historical knowledge and the image of the young generation. Folk culture is gradually marginalized in the process of modern economic development, especially in the contemporary era. The young generation have asked in their heart: "what's the meaning of Chinese new year besides going home on holiday and sending red envelopes?" Therefore, how to make folk culture fresh again and how to better inherit and carry forward folk culture is one of the practical problems that cultural departments, especially the majority of cultural workers need to think about under the background of Rural Revitalization Strategy.

3. THE IMPACT OF RURAL REVITALIZATION ON THE DEVELOPMENT OF FOLK CULTURE

The implementation of Rural Revitalization Strategy undoubtedly provides a new opportunity for the development of folk culture and injects new impetus. All localities should actively seize the new opportunity of Rural Revitalization Strategy to excavate, protect and inherit folk culture.

3.1 Rural revitalization injects new impetus into the development of folk culture

Rural Revitalization Strategy is a systematic project, including many contents, including cultural revitalization, which is an important part and one of the contents of Rural Revitalization [3]. In the process of the Current Rural Revitalization Strategy in-depth implementation, it also injects new power into the protection and development of rural folk culture, gradually promotes the mining and protection of traditional folk culture in the process of rural revitalization, and boosts the Rural Revitalization. For example, in recent years, Hala new village in Heilongjiang Province has been actively relying on the traditional culture and ecological resources with local ethnic characteristics to build a tourism brand. It has invested 200 million yuan in the construction of tourist reception center, plank road, B & B and other infrastructure. Every year, it holds a Grand Folk Festival "kumule" of the dahur nationality, which promotes the development of tourism while actively carrying forward and inheriting folk culture. At present, Hala new village has been selected as one of the first batch of villages with national minority characteristics and one of the 100 key folk culture villages in China. It has the reputation of "the first village of China's Dahan people". In 2019, Hala new village has received 570000 tourists, with a tourism income of more than 75 million yuan and a per capita income increase of

11000 yuan.

3.2 Rural Revitalization provides talent support for the development of folk culture

The inheritance and protection of folk culture need professional talents as an effective guarantee. What's more important is to actively attract and stimulate the enthusiasm of the young generation, so that they can more actively participate in the rural revitalization, especially the protection and inheritance of folk culture, so as to lay a strong talent guarantee for the protection of folk culture in the process of Rural Revitalization. In recent years, with the in-depth implementation of the Rural Revitalization Strategy, the agricultural and rural work has constantly opened up a new situation, which has attracted a large number of young talents to participate in the excavation, protection and inheritance of folk culture. For example, in recent years, many young people have joined in the process of "building a king's boat" in Xiamen Minnan area, relay this intangible cultural heritage, and participate in the folk culture in recent years. Among the young people who make the king boat, there are the descendants of the local fishermen, the staff of the local workshop and so on. Through the active participation of the young generation, the ancient folk culture of "making the king boat" has burst out new vitality and vitality, and the intangible cultural heritage has been better inherited.

3.3 Rural Revitalization provides a new carrier for the development of folk culture

Folk culture is formed in the process of long-term historical development. With the change and development of the times, the environment for the survival and development of many folk cultures has changed. If we want to continue the existence and development of folk culture today, we must make the traditional folk culture "live" again, let it re-integrate into modern social life, and strive to realize the traditional folk culture. The modern transformation and creative development of culture make it connect with modern culture and realize effective convergence. Therefore, we must speed up the excavation of the modern significance of traditional folk culture and endow the folk culture with the connotation of the times. The revitalization of rural areas can just achieve this goal, which is of great significance for the inheritance and development of folk culture, for example, in recent years, the Daxing County of Shandong Province. In this process, the local government actively combined with the implementation of the Rural Revitalization Strategy and

the theme of the new era, constantly strengthened the pace of Lu opera creation, and created a large number of Lu opera works reflecting the new era, such as "punishment of the mayor", "three generations", "under the grape trellis" and a series of works focusing on traditional folk culture. This year, combined with the work of epidemic prevention, Lu opera works with the theme of fighting against the epidemic, such as "Lian Xin Suo", which shows the dauntless dedication of the majority of medical workers during the epidemic period, has aroused strong repercussions among the local people.

4. CONCLUSION

In short, the implementation of Rural Revitalization Strategy plays an important role in the development of agricultural and rural work, speeding up the modernization of agricultural and rural areas, and promoting the revitalization of rural culture and the protection of folk culture. At present, all localities should take the implementation of Rural Revitalization Strategy as an opportunity to strengthen the construction of talent team, improve the guarantee mechanism of folk culture inheritance and promote the innovation and development of folk culture. Exhibition and other aspects continue to work hard to realize the inheritance and protection of folk culture in the context of Rural Revitalization Strategy.

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Innovation of Enterprise Supply Chain Management Mode Under the Background of Internet Economy

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Abstract: With the development of global economic integration, the demand of consumers is more diversified under the background of Internet, and the competition between enterprises has become the competition of supply chain. The supply chain management in enterprises can make enterprises fully understand the internal and external information of enterprises, control the market demand, so as to better carry out the production and sales plan. A good supply chain can effectively solve the problem of enterprises to solve the problem of supply and demand balance, reduce the production cost of enterprises. The Internet enabled supply chain can better help the development of enterprises. This paper aims to discuss the strategies and methods of enterprise supply chain management under the background of Internet, and put forward the improvement measures of supply chain through some new ideas.

Key words: Internet; Supply chain management; Mode

1. INTRODUCTION

Supply chain management is a management method to achieve the balance of supply and demand by managing the production, processing, transportation, capital allocation and other elements of the enterprise on the premise of meeting the demand of consumption, so as to improve the profits of the enterprise and reduce the unnecessary expenses of the enterprise. With the development of Internet information technology, the application of Internet information technology to supply chain management, relying on Internet technology, big data to reform the enterprise supply chain mode, the application of Internet technology in enterprise supply chain management can strengthen the cooperation between enterprises, improve the anti risk ability of enterprises, and organically integrate the Internet and supply chain.

2. ADVANTAGES OF INTERNET APPLICATION IN ENTERPRISE SUPPLY CHAIN

2.1 Enabling the supply chain to become a platform through the Internet

The Internet will transform the enterprise supply chain into a platform, through information management to formulate standardized production plans and procurement programs, and also through the rationalization of capital mobilization of the actual situation of each link in the supply chain, so as to avoid the shortage of funds in the operation of the enterprise, which leads to the current situation of the middle end of the supply chain. It is more beneficial for the enterprise to control the production and

sales of the enterprise through the Internet information platform The management of the company.

2.2 Build platform supply chain system through core enterprises of supply chain

In the enterprise supply chain, it is inseparable from the leading role of the core enterprises. The core enterprises in the supply chain have the characteristics of abundant funds, large scale and perfect operation, which are conducive to the development of the whole supply chain. The core enterprises are the pillars of the whole supply chain. Through the core enterprises to build the supply chain platform, they can absorb social resources, especially financial resources, and the core enterprises can be put on the supply chain Downstream suppliers become stakeholders. For example, in e-commerce enterprises, as a core enterprise, Jingdong has built a perfect e-commerce platform and logistics platform based on its own scale, which is a complete supply chain. E-commerce enterprises can develop on the platform of core enterprises by embracing the core enterprises, and use the transportation of Jingdong Logistics to ensure the timeliness of their own goods The logistics industry only needs to pay attention to the development of the company, and does not need to invest a lot of money to build its own logistics supply chain.

The supply chain system constructed by core enterprises is also conducive to the financing needs of small and medium-sized enterprises in the supply chain. In the process of enterprise operation, capital is the lifeblood of enterprise development. In the operation, the financial institutions construct the supply chain through core enterprises, and the loans are issued step by step through the core enterprises. The core enterprises have the role of stabilizing the supply chain finance, and the financial institutions are in the process of financing When the supply chain financing enterprises make loans, the key factor is to investigate the cooperative relationship between the financing enterprises and the core enterprises, transfer the risk of SMEs to the core enterprises. The financing demand of SMEs in the supply chain finance can rely on the background of the core enterprises to finance, and enjoy the policy of the national assistant small and micro enterprises to the greatest extent. Through the analysis of the supply chain data, we can find that the financing demand of SMEs in the supply chain finance can be based on the background of the core enterprises Small businesses can also have a reasonable lending relationship. Avoid blind lending leading to business operations.

2.3 Internet informatization can deepen the in-depth cooperation of supply chain node enterprises

The development of supply chain enterprises not only depends on the management, but also depends on the core advantages of the supply chain. How to give full play to the advantages of enterprises among suppliers is the lifeblood of the development of enterprises. The deep cooperation of enterprises in each node of the supply chain is the premise to ensure the high-speed operation of enterprises. Once there are irreversible problems in the supply chain, it is important to interrupt the development of enterprises. The production and sales of the industry will increase the cost of the enterprise and affect the rate of return. Internet information technology provides a deep cooperation opportunity for node enterprises. Through information technology resource sharing, capital lending and so on, enterprises can enhance their anti risk ability and decision-making ability. In the face of node variables, relying on big data analysis, they can effectively adjust ahead of schedule in advance, and quickly connect with cloud computing to replace node enterprises, which will not affect the operation of enterprises.

3. NEW MODE OF SUPPLY CHAIN MANAGEMENT BASED ON INTERNET

3.1 Building a rapid response management mechanism

In the supply chain enterprises, quick response to the information of consumers or dealers is the key factor. In the traditional response mechanism, enterprises in the supply chain rely solely on reducing production costs and business operating costs for management. Enterprises can not effectively manage customers' needs. As long as there is a large number of products backlog, the response mechanism will be triggered when customers have problems. This is the reason This phenomenon is easy to make enterprises out of touch with the actual market, and can not effectively locate the product price range and consumer positioning. The traditional supply chain without quick response mechanism will have high inventory cost, slow response to market changes, unstable production and sales, obvious fluctuation and poor anti risk ability. Through the Internet information technology to build a rapid response mechanism, through the information exchange between each stage of sales changes and production changes, through cloud computing to analyze the most scientific production and sales inventory ratio, can effectively reduce inventory, shorten product delivery time, so as to improve service quality and product quality, in the sales end through multiple frequency data to reflect the product in the market In order to adjust the production plan in time and predict the future market trend through the rapid response mechanism, enterprises can better combine the market trend to increase the depth and variety of products. Let the enterprise run faster and more powerful.

3.2 Build Internet replenishment management mode

Through the construction of Internet replenishment

management mode, using Internet information technology to analyze the inventory table, transaction list and sales information between suppliers and distributors to formulate a scientific and reasonable replenishment management mode. In this mode, suppliers can improve product output value and production efficiency, while distributors can also have more funds to develop on the premise of ensuring the sales share of products Other products reduce the risk of market fluctuation.

3.3 Supplier joint inventory management system

Through the construction of joint inventory management system and Internet information technology, enterprises in the supply chain can clearly understand their own functions and responsibilities. In the supplier joint inventory management system, the third-party logistics supply chain is introduced to reduce unnecessary inventory, increase the agility and coordination of the supply chain, and improve the service level and operation efficiency. In the traditional inventory management, enterprises manage their own inventory information, which not only deepens the cost of inventory management, but also reduces the efficiency of commodity circulation. Through the establishment of supplier joint inventory management system, the transportation cost and handling cost of products are reduced, so that enterprises in the supply chain have price competitiveness in the same products. In the supplier joint inventory management system, by collecting a large number of customer information and enterprise sales information, enterprises in the supply chain can also adjust the development direction of enterprise products through the data in the inventory management system.

4. CONCLUSION

The supply chain management in the new era is supported by Internet information technology, which connects all node enterprises in the supply chain through the Internet, so as to achieve information sharing between enterprises, mutual benefit of resources, reduce enterprise operating costs, enhance enterprise industry competitiveness, so as to ensure better development of enterprises.

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Application Value of Deep Learning Model in Risk Prediction of Type 2 Diabetes Mellitus

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Abstract: This paper constructs a deep learning model based on the risk prediction of type 2 diabetes, and through the analysis of the results obtained by the corresponding models in predicting the risk of type 2 diabetes, explains the application advantages of a series of deep learning models in the risk prediction of type 2 diabetes, such as improving the accuracy of risk prediction and reducing the difficulty of risk prediction.

Key words: Deep learning model; Type 2 diabetes mellitus; Risk prediction

1. INTRODUCTION

Deep learning is a more extensive machine learning method based on artificial neural network. In the process of practical application, it can imitate human audio-visual activities and thinking activities, and form decision-making, instead of manual processing of complex problems. In the current development of the medical field, deep learning has been deeply applied, especially in the prediction of the risk of some complex diseases, deep learning model has played a very high application advantage.

2. CONSTRUCTION OF DEEP LEARNING MODEL BASED ON RISK PREDICTION OF TYPE 2 DIABETES MELLITUS

2.1 Sample selection in model construction

Before building the deep learning model, we must select some cases as the training group, form the "experience" and put it into the follow-up application. In this study, we selected the physical examination information stored in a hospital as the sample, and set the risk predictors related to type 2 diabetes as genetic history, BMI, diastolic blood pressure, systolic blood pressure, individual age, individual gender, triglyceride. In the process of sample processing, the physical examination information with BMI index of 0 and diastolic blood pressure of 0 is mainly removed, and the physical examination information with incomplete data information is removed again, so as to form a sample and construct a deep learning model based on the risk prediction of type 2 diabetes [1].

2.2 Establishing deep learning model

In the construction of deep learning model based on the risk prediction of type 2 diabetes, the main modeling process is: normalizing the sample data - using computer software (this study uses MATLAB software) to build the DBN neural network model - building the BP neural network model - Comparative Analysis of the above two models to form the conclusion about the application effect of the model. In practice, the DBN neural network model based on the risk prediction of type 2 diabetes mellitus is built and used as follows: relying on repeated training, the

network formed by two layers of RBM extracts the characteristic information of type 2 diabetes mellitus; after the last layer of RBM, BP network is introduced to initialize the connection weights; the characteristic output characteristic variables of the last layer of RBM network are accepted and set as the characteristic input of BP network.

2.3 Setting of diagnostic criteria

The diagnostic criteria of type 2 diabetes refer to the standards issued by the American Diabetes Association (2010 Edition), specifically as follows: HbA1c of glycosylated hemoglobin is not less than 6.5%; FPG of fasting blood glucose (blood glucose without caloric intake for at least 8 hours) is not less than 7.0mmol/l; 2-hour blood glucose during oral glucose tolerance test is not less than 11.1mmol/l; in patients with typical hyperglycemia or hyperglycemic crisis symptoms 1 mmol/L [2].

3. THE APPLICATION EFFECT AND ADVANTAGES OF DEEP LEARNING MODEL BASED ON THE RISK PREDICTION OF TYPE 2 DIABETES

3.1 Application effect analysis

Using test samples, the application effects of DBN neural network model and BP neural network model in the risk prediction of type 2 diabetes mellitus were analyzed and compared. The results are as follows: when the DBN neural network model was used, the sensitivity, specificity and Youden index of the prediction were 100%, 91.30% and 0.9130, respectively. When the BP neural network model was used, the sensitivity, specificity and Youden index were 87.5%, 90.48%, 0.7798 and 89.66%, respectively. In general, the deep learning model has a high accuracy in predicting the risk of type 2 diabetes, and the reliability and efficiency are ideal; compared with BP neural network model, DBN neural network model has a higher accuracy in predicting the risk of type 2 diabetes, and the overall learning effect is more ideal.

3.2 Application advantage analysis

First, the accuracy of disease risk prediction is improved. The deep learning model mainly relies on the "experience" formed in the training stage to analyze and judge the new input data and information, and finally forms the analysis results in a shorter time, which can be applied to the prediction of disease risk to achieve the effect of improving the accuracy of the prediction results. By introducing deep learning model instead of artificial thinking, it can effectively avoid the decline of prediction results caused by human factors (such as lack of experience, analysis of wrong data, human error, etc.), promote the accuracy of disease risk prediction, and

realize the diagnosis of disease at the same time.

Second, the difficulty of disease risk prediction decreased. In the process of disease risk prediction, there are many factors that need to be judged by relevant personnel, and comprehensive judgment is needed, so the difficulty is relatively high. This requires the development of a disease risk prediction method that can replace artificial thinking to a certain extent, reduce the difficulty of prediction, and give better play to the advantages of disease risk prediction in disease control. The application of deep learning model can achieve this goal. For the deep learning model, after training, it can replace the artificial thinking, only need to input the index data in the corresponding system, can directly obtain the risk prediction results. At this time, the relevant personnel can put more energy into other aspects.

Thirdly, the timeliness and efficiency of disease risk prediction should be improved. The timeliness of disease risk prediction is directly related to the speed of disease discovery and treatment. In the case of type 2 diabetes, relying on the accurate prediction of individual disease risk within 5 years, can rely on early prevention and control to avoid individual disease, and can improve the detection speed of disease, realize the earlier control of the disease. Compared with the traditional prediction methods, the disease risk prediction based on deep learning model has higher advantages in timeliness and efficiency. In the actual application process, the deep learning model can analyze the parameters of various indicators to reveal the characteristics and laws that are not easy to be detected by human eyes, so as to predict whether women may suffer from type 2 diabetes in the next five years, so as to promote the early intervention of preventive interventions

and better maintain the individual health level.

In addition, for the deep learning model, the disease risk prediction system based on the model is expected to promote the new type 2 diabetes screening program, which can transform the traditional screening recommendations into more scientific and personalized screening recommendations based on risk factors.

4. CONCLUSION

In conclusion, deep learning model plays an important role in improving the accuracy of disease risk prediction, reducing the difficulty of disease risk prediction, and improving the timeliness and efficiency of disease risk prediction, which makes the early diagnosis and early intervention treatment of type 2 diabetes become a reality. The results show that: DBN neural network model has higher accuracy in predicting the risk of type 2 diabetes; deep learning model has high accuracy in predicting the risk of type 2 diabetes, and the reliability and efficiency are ideal.

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Bluetooth Indoor Location Based on RSSI Ranging and Its Robust Algorithm Analysis

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Abstract: At present, the functions of electronic devices are constantly improving. With the rapid development of information technology, in the past, Bluetooth indoor positioning was often affected by external disturbances, which affected the overall positioning accuracy. This paper mainly introduces the overview of indoor wireless positioning, and analyzes the basic principle of RSSI ranging. Combined with the design and implementation of indoor positioning system, it discusses the robust algorithm in detail. Combined with the test results, it selects the appropriate robust algorithm.

Key words: RSSI ranging; Indoor positioning; Bluetooth; Robust algorithm

1. INTRODUCTION

At this stage, with the development of society, the user's demand for positioning is further improved, especially the indoor environment has a great impact on GPS satellite signal. In order to achieve accurate indoor positioning, technicians have taken a variety of countermeasures, including ZigBee, WiFi and Bluetooth technology. At present, technicians mainly use Bluetooth technology to achieve indoor positioning, which has low cost and power consumption and is favored by technicians.

2. OVERVIEW OF INDOOR WIRELESS POSITIONING

Different from the outdoor open space, the indoor space is narrow and there are obstacles, which has a great impact on the wireless positioning technology. At present, the indoor wireless positioning technology mainly includes the following three basic characteristics. First of all, the positioning accuracy directly determines the performance of the current equipment. In the past, technicians did not have high requirements for positioning accuracy. With the increasing demand for indoor positioning at this stage, technicians pay attention to the improvement of positioning accuracy. Secondly, the current indoor environment is small, and in the process of signal transmission, it is easy to encounter obstacles, which makes the current positioning work vulnerable to external interference, and can not achieve the accurate positioning of objects. At present, robustness has a great impact on indoor positioning, which is mainly reflected in the use of equipment. Because of the complexity of the indoor environment, signal strength will not jump, which is not conducive to the accurate calculation of the location of items, thus affecting the application of indoor wireless positioning technology at this stage. Finally, security is one of the basic characteristics of indoor wireless positioning. In the use of equipment, technicians should pay full attention to the user's privacy. Some indoor

positioning information leakage will bring some trouble to users. Technicians need to continuously improve the security of positioning information in the comprehensive application link, so as to meet the needs of the current job [1].

3. THE BASIC PRINCIPLE OF RANGING BASED ON RSSI

The application of RSSI ranging technology in indoor positioning, there are two main methods, one is through fingerprint positioning, the other is through distance measurement. In daily work, based on fingerprint positioning method, the main technical personnel in the use of equipment link, through RSSI and physical location relationship to achieve indoor positioning.

This method is mainly divided into two different steps in the use stage, which are fingerprint database establishment stage and online matching stage. The AP equipment installed in the current equipment will effectively divide the room into different grids, match the strength of the signal, obtain the MAC address of different equipment, and gradually build the information database, which is also called fingerprint database in RSSI ranging work. Online matching stage is mainly based on different strength of wireless signals, through the matching of fingerprint database, to achieve the accurate positioning of items [2].

The use of another RSSI ranging technology pays more attention to the energy loss in the process of radio transmission, so as to scientifically calculate the location of the equipment, so as to achieve accurate indoor positioning. In the use stage of equipment, technicians should pay attention to the signal strength, and combine different kinds of measurement methods to calculate the distance between the receiving equipment and the signal transmitter.

4. DESIGN AND IMPLEMENTATION OF INDOOR POSITIONING SYSTEM

4.1 Development environment

Android system is a common mobile device system at this stage. In the use link, technicians can combine Linux related technology to provide drivers for devices at this stage, so that different components can run normally. In the running stage of the system, some runtime libraries can provide basic functions for applications. Technicians in the indoor positioning system development stage, mainly based on Android development system, using eclipse development tools, to achieve the effective design of the application at this stage. In the program development stage, technical personnel should master the relevant knowledge of Android development, be able to use Android development language, debug the overall design

scheme, ensure that the program can run normally in Android mobile phone after compiling and generating APK file, mobilize the existing mobile phone hardware resources, and complete the indoor positioning work.

4.2 System design

At this stage, when developing indoor positioning software system, technicians should pay attention to the application of RSSI ranging in system development, combined with the specific requirements of the current navigation, and pay attention to the effective design of the overall system architecture. Technicians should pay attention to the hardware foundation, be able to effectively mobilize some sensors in the current mobile phone, gradually improve the current work quality, and realize the effective mobilization of mobile phone hardware. In the function realization link, combined with the current system database, it is convenient for the application to effectively run the system database and realize the data receiving and processing.

In the overall system framework design stage, technical personnel should pay attention to the use of hardware resources, through the Android system layer for the underlying hardware call, can effectively transfer the existing data, in the system design link, technical personnel should pay attention to the software design of the core layer of the system, through the application of indoor positioning grass-roots algorithm, complete the overall system function. In the overall positioning software design, technicians pay attention to UI call, and design the application framework in detail to complete the interaction between mobile phone and users. In the process of system design, technicians should improve the current work according to the equipment requirements, and gradually strengthen the quality of their own management work, so as to realize the functions of self positioning, route navigation and search [3].

4.3 System implementation

At this stage, technical personnel should pay attention to the application of RSSI ranging technology, combine with the signal of Bluetooth device, realize the effective acquisition of existing work, and formulate more detailed countermeasures, understand the equipment error, gradually improve the existing equipment function, analyze the accuracy of positioning, and judge whether the current indoor positioning work meets the needs of work. In the system implementation phase, technicians should pay attention to the software testing to ensure that there is no direct connection between the experimental error and the application software. And technical personnel should pay attention to the selection of relevant robust algorithm, formulate more detailed countermeasures, and gradually improve the quality of current software design work. In the whole design process, technicians should pay attention to the call of the system, and store the data effectively through the database technology, so as to complete the indoor positioning work.

5. ANALYSIS OF BLUETOOTH INDOOR POSITIONING ROBUST ALGORITHM BASED ON RSSI RANGING

At the current stage of using the device, the Bluetooth

signal is often disturbed by the personnel, and the Bluetooth signal refracts many times, resulting in the abnormality of the current stage of using the device. At this stage, technical personnel should pay attention to the improvement of their own ability, take the current signal strength change as an abnormal error, and use more convenient measures in the comprehensive design link to gradually reduce the error in the equipment use stage. In the use stage of equipment, technicians pay attention to the data collection, combined with some robust algorithms, to achieve the effective processing of the current indoor positioning project.

At present, the technical personnel mainly through the processing of Bluetooth propagation signal, which is convenient to eliminate more reflection and multipath effect, so as to realize the effective processing of the current data, and can clear the RSSI value, so as to improve the quality of the current signal acquisition. In daily work, technicians analyze the Bluetooth signal propagation model effectively.

$$RSSI=A-10n*\lg(d)$$

RSSI mainly represents the strength of the current signal, with the help of this formula to calculate the anomalies in the current signal transmission process, so that the device can correctly play its role and eliminate the negative impact of multipath effect, so as to reduce the error of Bluetooth indoor positioning.

In the use of equipment, technicians should pay attention to the optimization of the ranging model, gradually improve the current management quality, and effectively optimize the parameters of the ranging model, so as to reduce the indoor positioning error. At this stage, technicians in the comprehensive design link should combine some research literature to analyze the impact of the current environmental parameters on indoor positioning. Technicians should combine the linear regression method to analyze the measured data and collect the current experimental parameters to ensure that the RSSI values meet the expectations. Combined with the actual experiment, the current technicians can find that in the indoor environment, the measurement of different nodes has a certain volatility. The technicians optimize the received RSSI values to ensure that the indoor environment parameters selected by the current work can meet the requirements of the scheme. Because the indoor environment is more complex, technicians should use different sampling methods to compare the accuracy of indoor positioning. The commonly used sampling methods mainly include linear sampling, cross sampling and scattered sampling. At present, technicians should pay attention to the processing of experimental data and complete the algorithm correction of indoor positioning error.

6. ANALYSIS OF EXPERIMENTAL RESULTS

In this experiment, the experimenters choose the indoor hall, and there are many obstacles in the hall. The technicians pay attention to the selection of the ranging sample points, and set up 25 stages in the experimental area. The technicians call the Bluetooth and other hardware resources of the mobile phone combined with

the software and algorithm, and combine with the RSSI ranging model to carry out the actual ranging for the sampling points selected at this stage, And several actual measurement data for effective statistics.

Through the analysis of different signal strength, technicians combined with the intersection centroid method to accurately locate the current measurement area. In the whole design process, the staff should pay attention to unify the error data of the inspection position, and draw a table.

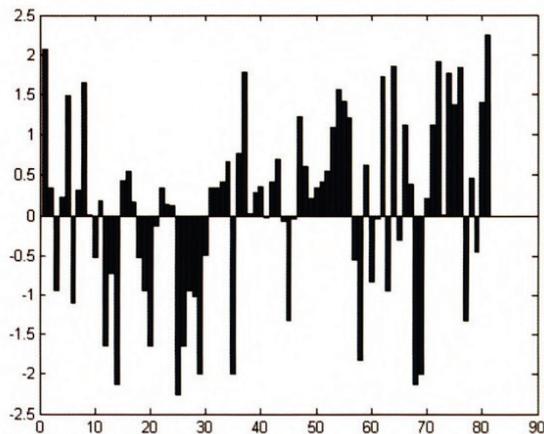


Fig. 1 experimental error results

In the follow-up test stage, technicians plot different data errors, and compare the measurement results corrected by the robust algorithm. It is found that the indoor positioning accuracy corrected by the robust algorithm is higher than that of the data not corrected by the robust algorithm. In the design of indoor positioning project, technicians use RSSI ranging Bluetooth device robust algorithm, which can effectively improve the accuracy of indoor positioning

Improve the indoor positioning accuracy. In the practical application, technicians also need to pay attention to the changes of energy and communication value, and formulate more detailed management measures, so that the equipment can better complete the indoor positioning, and gradually improve the accuracy of indoor positioning.

7.CONCLUSION

In a word, RSSI ranging Bluetooth indoor positioning robust algorithm can effectively reduce the impact of external factors on the device. At present, technicians should pay attention to the use of equipment, gradually improve the existing management system, and play an important role of the algorithm, so as to improve the accuracy of indoor positioning. The technology has strong practicability, especially in some similar indoor logistics car positioning project has a broad market prospect.

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On the Application of Incentive Principle in The Management of College Students

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Abstract: Under the new situation, the enrollment scale of colleges and universities in China is expanding, and the difficulty of university management is increasing, which puts forward higher requirements for the management personnel. The application of incentive principle in the management of college students can improve the management level to a certain extent, but it is worth noting that some colleges and universities pay less attention to the incentive principle in the management, and can not actively try to apply the incentive principle, which leads to the low application level of incentive principle, which is not conducive to the further improvement of the management level. This paper makes a simple analysis of the shortcomings of the application of incentive principle in college student management, analyzes the application principles of incentive principle, and puts forward some application methods, in order to bring some help to the application of incentive principle in college student management.

Key words: University; Student management; Incentive principle; Principle; Method

1. INTRODUCTION

Introduction: at the present stage, the level of student management in some colleges and universities in our country is low, and the application of incentive principle is less. Most of the work is carried out through the traditional management mode, and the situation of management is not ideal. At present, some colleges and universities gradually realize the shortcomings of student management, and actively try to apply the incentive principle. However, due to the lack of relevant experience and the limited ability of managers, there are still some problems in the application of incentive principle in student management. The application level of incentive principle still has a lot of room to improve, and the student management needs to be further improved. In this case, it is necessary to study the application of incentive principle in college student management.

2. THE DEFICIENCY OF INCENTIVE PRINCIPLE IN THE MANAGEMENT OF COLLEGE STUDENTS

2.1 Single incentive mode

At this stage, although colleges and universities in China have realized the positive role of incentive principle in student management and tried it, due to the lack of understanding of incentive principle, there are still some deficiencies in the application of incentive principle. The incentive mode is relatively single, which is difficult to effectively mobilize the enthusiasm of students, and can not play the role of incentive principle. In the student management of some colleges and universities, students

are rewarded by means of material incentives, ignoring the inner needs of students, causing some negative effects on the application effect of incentive principle [1].

2.2 Unfair incentives

The unfair incentive is also the main problem in the application of incentive principle in the management of college students at this stage, which should be paid attention to in the actual work. At the present stage, the application of incentive principle in student management in Colleges and universities is mostly based on students' unilateral achievements, which can not conduct a comprehensive investigation on students, leading to some one sidedness in management. Moreover, the unfair incentive will hit the enthusiasm of students to a certain extent, making students not recognize the application of incentive principle, which not only can not play a positive role of incentive principle, but also has some negative effects on the development of student management.

2.3 The incentive lag

At present, there is a certain lag in the application of incentive principle in student management in some colleges and universities. Students often can not get rewards in time. In this case, students' recognition of rewards is low. Moreover, some colleges and universities only pay attention to the result of reward, but ignore the process of reward, which leads to students' lack of expectation for reward, and it is difficult to give full play to the role of incentive principle [2].

2.4 Subjectivity of incentive subject

There is a problem of subjectivity in the application of incentive principle in college student management, which will lead some students to question the evaluation results and affect the enthusiasm of students. It is difficult to avoid the subjectivity of incentive subject. The main reason for this situation is that the management personnel integrate personal feelings into the evaluation of students' performance and can not carry out the work in strict accordance with the established process and standards. In the application of incentive principle, university administrators should pay enough attention to this situation and actively take effective measures to deal with it.

3. THE APPLICATION PRINCIPLE OF INCENTIVE PRINCIPLE IN THE MANAGEMENT OF COLLEGE STUDENTS

3.1 Principle of fairness

In the application of incentive principle in student management, university administrators should adhere to the principle of fairness, ensure the rationality of the application of incentive principle, and improve the level of student management [3]. In practical work, managers should make clear the objectives of student management,

determine the incentive plan after making clear the objectives, and improve the pertinence and rationality of the incentive plan. Moreover, managers should pay attention to the publicity of incentive scheme and evaluation standard, and include all students into the evaluation standard. They should fully consider the actual situation of students and consider each student as much as possible, so as to win the recognition and cooperation of students and ensure the quality of student management.

3.2 Principle of diversity and pertinence

University administrators should adhere to the principle of diversification and pertinence when applying the incentive principle in student management, so as to ensure the application effect of the incentive principle. In practical work, managers should keep good communication with students, ask about students' needs, and take different incentives for different students, so as to ensure that the incentives can be recognized by students and improve the level of student management. Moreover, university administrators should pay attention to innovative working methods, actively study and apply multiple ways, so as to ensure the application effect of incentive principle.

3.3 The principle of combining material incentive with spiritual incentive

In the past, university administrators used more material incentives in student management, but ignored the psychological needs of students. They used less spiritual incentives, which caused some negative effects on the application effect of incentive principle. Under the new situation, university administrators should make clear the shortcomings in the application of incentive principle, adhere to the principle of combining material incentive and spiritual incentive, and encourage students by setting up models, billboards, scholarships and other ways, so as to better mobilize the enthusiasm of students, ensure that students can actively participate in learning under the guidance of administrators, and promote the progress of students Step development [4].

3.4 Principle of moderation and timeliness

In student management, teachers should adhere to the principle of moderation and timeliness, so as to provide the application effect of incentive principle. In the application of incentive principle, managers should analyze the students' acceptance ability and expectation, adjust the incentive mode and frequency appropriately, ensure the moderation of incentive, and avoid the psychological pressure of excessive incentive on students while ensuring the incentive effect. In addition, university managers should pay attention to optimize the evaluation process, shorten the evaluation time, and immediately implement the incentive scheme after the evaluation, so as to ensure that students can feel the recognition of the outside world in time, so as to stimulate the enthusiasm of students [5].

4. THE APPLICATION OF INCENTIVE PRINCIPLE IN THE MANAGEMENT OF COLLEGE STUDENTS

4.1 Target incentive method

In the management of college students, managers can

actively try to apply the target incentive method, through this way to motivate students, so as to mobilize the enthusiasm of students. In practical work, managers should help students reasonably set learning objectives according to the management objectives and students' development needs, and provide professional guidance and necessary help for students. Through the objectives, students are encouraged to strengthen the learning of relevant knowledge and improve their compliance, so as to reduce the difficulty of student management and ensure the high quality of student management Development [6].

4.2 Reward and punishment incentive method

Colleges and universities should pay enough attention to the incentive method of rewards and punishments in student management and apply it in practical work. University administrators should pay attention to the evaluation of students' learning situation, and reward and punish students according to their performance in the management work, so as to standardize students' behavior, help students realize their own shortcomings, and provide some help for students to improve their work. Managers should regulate students' behavior through bonus, billboard and other ways, improve the application level of incentive principle, and promote the level of student management.

4.3 Model incentive method

Academic administrators in Colleges and universities can try to apply the model incentive method in their work, and motivate students by setting an example for them, so as to arouse their enthusiasm. In practical work, managers can publicize the advanced deeds, set an example in the school, strengthen the influence on students' thinking through the example, and call on students to actively learn from the example. Moreover, managers can select the students with better performance from the students, and ask them to introduce their own experience, so that students can feel the gap between themselves and their classmates, and stimulate students' competitiveness, so as to form a good learning atmosphere on campus.

4.4 Emotional motivation

In practical work, university administrators should fully realize the role of emotional incentive method in student management, win the resonance of students through emotion, so as to reduce the difficulty of management work. Managers should maintain good communication with students, attach great importance to the status of students, and give students enough respect, so as to establish a good relationship with students and lay a good foundation for the subsequent application of emotional incentive method [7]. Managers can not simply explain relevant knowledge to students, but also help students realize the importance of management through detailed explanation, so as to ensure that students can actively participate in relevant work and ensure the level of management.

4.5 Competition incentive law

In practical work, university administrators should make full use of students' competitive spirit, apply competitive incentive method, create a good competitive atmosphere on campus, and lay a good foundation for students to learn

good knowledge. In practical work, university administrators can divide students into different groups, require different groups of students to compete, and encourage students with good performance, so as to attract students to actively participate in relevant work. However, it is worth noting that managers should strengthen the management of students, regulate students' behavior, and avoid the occurrence of malicious competition [8].

5. CONCLUSION

To sum up, the application of incentive principle in college student management can better mobilize the enthusiasm of students, promote students to actively cooperate with the development of management, reduce the difficulty of management, and improve the level of student management to a certain extent. Under the new situation, colleges and universities should face up to the shortcomings of the previous incentive principle in the application of college student management, actively improve the student management according to the needs of the current work, and apply the incentive principle through the target incentive method, demonstration incentive method and other methods according to the principles of fairness, material incentive and spiritual incentive, so as to improve the application level of incentive principle. To ensure that it can play its due role in the student management work, to achieve a substantial improvement in the level of student management in Colleges and universities, and to lay a good foundation for the development of teaching work in Colleges and universities.

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Research and Analysis Based on The Three-Education Reform

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Abstract: Under the new situation, various industries in China have been greatly developed, and the internal competition situation of the industry is becoming more and more severe, which puts forward higher requirements for talents. How to improve the level of education work has become a major problem faced by colleges and universities. However, it is worth noting that in the past, the comprehensive quality of teachers in some colleges and universities is poor, the teaching content is relatively single, and the teaching method is relatively backward, which has caused some obstacles to the development of teaching work, reduced the level of education to a certain extent, and is not conducive to the future development of students. At this stage, the "three education reform" has received high attention. This paper analyzes the significance and role of the "three education reform", and puts forward some specific strategies, in order to bring some help to the reform of colleges and universities.

Key words: Three education reform; Significance; Strategy

1. INTRODUCTION

At present, the teaching level of some colleges and universities in our country is low, which makes the students' comprehensive quality poor, and can not meet the needs of the industry development at this stage, and has brought some negative effects on the social and economic development. At present, some colleges and universities gradually realize the shortcomings of their past work, and actively promote the "three education reform" work, and have also made some achievements. However, due to the influence of many factors, there are still some problems in the "three education reform", and there is still a large room to improve the level of related work. Therefore, it is necessary to make a more in-depth study on the "three education reform".

2. THE SIGNIFICANCE AND FUNCTION OF "THREE EDUCATION REFORM"

In recent years, with the rapid development of China's social economy and the significant improvement of people's material living standards, the field of education has received more and more attention. How to ensure that the field of education can keep up with the development of the times has become a major problem faced by colleges and universities. Under the new situation, the international market competition situation is becoming more and more complex, China's economic development is facing new challenges, and various industries have put forward higher requirements for talents. In this case, it has strong practical significance to promote the "three education reform" work. "Three education reform" mainly

involves three aspects: teachers, teaching content and teaching methods. The purpose is to study and explore "who to teach, what to teach and how to teach". The promotion of "three education reform" can help colleges optimize the structure of teachers and provide reliable talent guarantee for the development of teaching work. Moreover, the "three education reform" can effectively help teachers innovate teaching content, reform teaching methods, enrich teaching content, and improve the interest of teaching work, so as to greatly improve the level of education work [1].

3. THE STRATEGY OF "THREE EDUCATION REFORM"

At this stage, the "three education reform" in the actual work has received higher attention, colleges and universities are also actively trying to promote the "three education reform" work, in order to strengthen the influence on students and promote the improvement of students' comprehensive ability. Teachers play an important role in education. They can provide students with professional guidance and necessary help, help students better learn relevant knowledge, reduce the difficulty of learning, and improve their sense of acquisition and achievement. And through the innovation of teaching content can effectively enrich the teaching content, improve the attractiveness of teaching to students, promote students to participate in teaching work more actively, ensure the efficient and orderly development of teaching work. In addition, the reform of teaching methods can improve the interest of teaching work to a certain extent, activate the atmosphere of classroom teaching, stimulate students' learning enthusiasm, and improve the level of teaching work. Therefore, under the new situation, colleges and universities should actively promote the "three education reform" work [2].

3.1 Building a team of high quality teachers

In the past, the comprehensive quality of teachers in some colleges and universities in our country is generally low, teachers can not meet the needs of the work at this stage, which has caused some negative effects on the development of education. Some teachers have poor working ability, backward teaching concept and single teaching method, which makes teaching work less attractive to students, slow progress and poor effect. Moreover, some teachers have weak sense of responsibility, lack of full understanding of their own work, and can not always maintain a rigorous and serious attitude in the teaching process, which has a certain negative impact on the teaching work. Under the background of "three education reform", colleges and universities should fully realize the influence of the

comprehensive quality of teachers on teaching work, strengthen the training of existing teachers in practical work, require teachers to actively learn and apply advanced concepts and models, and provide reliable talent guarantee for the development of teaching work. In addition, colleges and universities should pay attention to the adjustment of teachers' employment standards, pay attention to the investigation of teachers' teaching ability and ideological consciousness, inject fresh blood into the existing teaching team, and optimize the structure of the teaching team [3].

3.2 Innovation of teaching content

In the past period of time, teachers have a greater dependence on teaching materials when carrying out teaching work, mostly explaining the contents involved in teaching materials to students. The teaching content is relatively single, and it is difficult to get innovation for a long time. In this case, the attraction of teaching work to students is poor, which increases the difficulty of teaching work to a certain extent. Under the background of "three education reform", teachers should change their own ideas, make clear the role of teaching materials in the teaching process, and can not rely too much on teaching materials, but also need to ensure that teaching work is based on teaching materials, so as to ensure the rationality of teaching content. In the process of teaching, teachers should pay more attention to the use of information technology, enrich teaching contents and ensure the advanced nature of teaching content, so as to expand students' vision and enhance the influence of teaching work on students [4].

3.3 Reforming teaching methods

In the traditional teaching mode, teachers occupy an absolute dominant position in the teaching process, teachers pay less attention to students in the actual work, in this case, students' recognition of teaching work is low, teaching work will cause some restrictions on students' thinking, and even lead to students' resistance to teaching work, which increases the teaching work to a certain extent It is difficult to carry out. In the "three education reform" work, teachers should actively reform the teaching methods, through a variety of teaching methods to carry out the work, in order to promote the level of teaching work. In practical work, teachers can actively try to apply hierarchical teaching method, improve the

pertinence of teaching work, narrow the gap between students at different levels, and ensure that all students can improve their performance through learning. Moreover, teachers can try to carry out game teaching, improve the interest of teaching work through game teaching, and attract students to actively participate in it, so as to ensure the effective development of teaching work in Colleges and universities. In addition, teachers should also be able to apply situational teaching method in their work to reduce the difficulty of students' learning and understanding of relevant knowledge, and help students better learn relevant knowledge.

4. CONCLUSION

To sum up, the implementation of "three education reform" can improve the comprehensive quality of teachers to a certain extent, innovate the teaching content, reform the teaching methods, and promote the improvement of the level of education. Under the new situation, colleges and universities should face up to the shortcomings in their own work, make clear the significance and role of "three education reform", and actively build a high-quality teaching team, innovate teaching content, reform teaching methods and other ways to improve teaching work in order to strengthen the influence on students and promote the all-round development of students.

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Research on Supply Chain Design Based on Cost Control Strategy

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Abstract: In this era of electronic information, the competition of all walks of life tends to be global. Any enterprise will not exist in isolation. It must have suppliers and customers, so as to form a complete supply chain. Only in this fierce competitive environment can the enterprise survive. Nowadays, it is difficult for enterprises to achieve certain benefits by relying on the traditional cost control methods. With the progress of science and technology, people's needs are constantly changing, and the competition pressure between enterprises is also increasing. In order to make the enterprise develop better, we need to design a better supply chain. This paper introduces the related concepts and theories of supply chain and supply chain management in detail, and then puts forward the scheme and views suitable for enterprise supply chain management on the basis of cost control.

Key words: Cost control; Supply chain; Supply chain management

1. INTRODUCTION

1.1 Research background

As early as 2001, the world authoritative Fortune magazine listed supply chain management as one of the four most important management strategic resources. In the 20th century, cost control has become the focus of competition among major enterprises. As a new management mode, supply chain management is an effective way for enterprises to adapt to global competition. Nowadays, in this era of continuous extension and expansion of logistics, the core strategy of enterprises is to create higher profits by controlling logistics costs.

1.2 Research purpose

Under the modern enterprise management system, good or bad management will directly affect the long-term development of enterprises. The cost control is an important part of the enterprise supply chain management, so the cost control and saving will affect the success or failure of the enterprise. In this paper, through the study of enterprise procurement cost, storage cost, transportation cost and inventory cost, a set of feasible enterprise supply chain design scheme is put forward.

2. RELATED BASIC THEORIES

2.1 Supply chain overview

Stevens of the United States believes that "to control the flow of suppliers from suppliers to users through value-added processes and distribution channels is a key issue in the supply chain. It starts with the source of supply and ends with consumption." In this concept, the external environment of supply chain is emphasized.

Fred a. kuglin once defined the supply chain as

"manufacturers and their suppliers, distributors and users, that is, the whole" extensive enterprise", which is located in all links of cooperation, that is, customers want, which is necessary and willing. To provide common products and services for the payment market, such as the extended enterprise, multi enterprise organizations can maximize the use of shared resources to achieve collaborative operation, so as to achieve high-quality, low-cost and rapid market start-up.

In general, supply chain is a form of organization, which is customer-oriented and uses integrated resources to maximize organizational demand. In general, it realizes efficient and coordinated product design, procurement, production, sales and service in the whole process.

2.2 Overview of supply chain management

Supply management refers to the identification, acquisition, evaluation, positioning and management of resources and related functions that an organization needs or potentially needs to achieve its strategic objectives. Here are some typical views and opinions:

"The essence of supply chain management is to connect suppliers, manufacturers, distributors and end users with three kinds of information flow (feedforward information flow, feedback material flow and information flow). This kind of management is very different from the current enterprise management mode." "Supply chain management is to meet the demand of service level, at the same time, in order to minimize the system cost, it uses an effective combination of suppliers, manufacturers, warehouses and stores to produce goods, and corrects a series of methods. Deliver a certain amount of goods to the right place at the right time." (Renwei Xinqi)

2.3 Cost control in supply chain

In supply chain management, supply chain cost is closely related to logistics activities. Therefore, only by determining the business activities of the enterprise can we get the total cost of the enterprise supply chain. Often the logistics business activities of enterprises follow the following steps: procurement, distribution, loading and unloading, warehousing, manufacturing and distribution. At the same time, in order to ensure the stability of the quantity and quality of raw materials and products during the whole activity, relevant measurement, quality inspection and other management methods are added. Enterprise logistics cost is generated by the business related to production, supply and sales, which is mainly composed of the following four parts.

2.3.1 Storage cost

Storage cost refers to all kinds of input in business activities. As an important part of logistics cost, warehousing cost plays a very important role in enterprise

cost.

Nowadays, the storage cost of enterprises mainly includes storage fees, wages and benefits of storage personnel, depreciation and rental of equipment, management fees and storage losses. Storage cost is an important part of enterprise logistics cost and affects its profit. Strengthening warehouse cost management is conducive to improving the overall management level of enterprises. Therefore, a good storage cost control strategy will bring more optimistic benefits for enterprises.

2.3.2 Transportation cost

Transportation cost refers to all kinds of expenses incurred in the transportation of goods. It is a part of the cost of supply chain. Choosing a reasonable means of transportation plays a very important role in transportation.

2.3.3 Inventory cost

We can classify them into raw materials, work in process, semi-finished products and finished products according to their forms. Different forms of inventory management are different. Inventory cost refers to all expenses incurred in the whole inventory process, including the following three parts.

2.3.3.1 Holding cost of inventory refers to a series of expenses paid for holding and managing inventory.

2.3.3.2 Shortage cost: refers to the loss caused by shortage. Including shortage of raw materials, semi-finished products and finished products. It will cause the company to lose more sales opportunities.

2.3.3.3 Inventory acquisition cost: refers to the cost incurred by an enterprise to acquire inventory. If the enterprise purchases through outsourcing, the purchase cost of inventory mainly includes ordering cost and goods transportation cost. If it is purchased by the enterprise itself, the purchase cost of inventory is mainly a series of raw materials prepared for the production of products.

2.4 Procurement cost

Purchasing cost refers to a series of expenses incurred by enterprises in purchasing raw materials for production products, mainly including purchase order expenses, management expenses of relevant purchasing personnel, transportation expenses, etc. Procurement costs account for a high proportion in many industries. If we can control the purchasing cost through effective strategies, it will improve the competitiveness of enterprises.

3. SUPPLY CHAIN DESIGN STRATEGY BASED

ON COST CONTROL STRATEGY

3.1 Supply chain construction of supply chain

From the perspective of products, the raw materials provided by suppliers are the basis of product production. Therefore, as the starting point of supply chain, supplier management is very important. Supply chain itself needs coordination and division of all links. It is the cooperation between manufacturers and suppliers, both of which are committed to win-win mechanism. In addition, in the case of a good division of labor, suppliers will formulate cost strategies and constantly pursue excellence in their own fields. "

3.2 Manufacturer's supply chain construction

As the second link of the supply chain, in today's rapidly changing market, how manufacturers accurately grasp the market demand and produce more suitable products will become the focus. In addition, the ultimate goal of supply chain is to achieve overall optimization rather than partial optimization. Although this goal is difficult to achieve, all links in the supply chain are coordinated in a variety of ways, which may be closer to the final goal.

3.3 Supply chain construction of distributors

Establish logistics distribution network. Logistics distribution is a positive choice of distributors and consumers in the current network society. Whether this method can quickly push the products to the market depends on whether the logistics distribution network is perfect and the development of the market. Logistics distribution network is the key to the existence of supply chain. Perfect, professional distribution network and market share, so that the rapid development of enterprises, embarked on a professional, delicate road.

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Creeping Jurisdiction in The Law of The Sea

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Abstract: Nowadays, 'creeping jurisdiction' is a perennially popular subject in the world. This phenomenon also become a challenge for the contemporary law of the sea. In fact, there are three challenges in this field and this one is the third one. Baselines is a significant concept to explain 'creeping jurisdiction' and this point can be confirmed by the example of the case: *South China Sea*. Certain Australia's perspectives also provided in this essay.

Keywords: Creeping jurisdiction; Baseline; South China Sea

1. INTRODUCTION

On the basis of developing state practice, the view of publicists, or via new international treaties and instruments, the international law of the sea has been developing.[1] However, due to new geopolitical challenges, the international law of the sea needs to confront several challenges to manage environmental effects. There are three challenges which are climate change and ocean acidification, marine environmental security and creeping jurisdiction.[2] This article will introduce the third challenge. Creeping jurisdiction is a common issue, which exists throughout the history of the law of the sea. During the 1960s and 1970s, there are certain new claims to EFZs and EEZs, which may put forward an expanding assertion of maritime zones.[3] As the coastal states have the ability to assert unilateral claims, it may have certain negative impacts on other states' rights and interests. In a word, the phenomenon of 'creeping jurisdiction' in the law of the sea is that some coastal states expand marine zones unilaterally and these claims may have a conflict with other relevant states' rights and interests. This essay will analyze two aspects. The first is that coastal states draw baselines including straight and archipelagic baselines to interpret the provision of the LOSC unilaterally.[3] The other is that several coastal states have the capacity to unilaterally interpret of the LOSC to assert more extensive claims of sovereign rights or jurisdiction than the Convention's framers' original claims.[3]

2. DEVELOPMENT OF CREEPING JURISDICTION

According to Garry (2015), in 1982, the United Nations Convention on the Law of the Sea defined EEZ as a typical resource area. However, more and more coastal countries are seeking to impose restrictions on activities that have little or no connection with living or non-living resources- this phenomenon is called "spreading jurisdiction".

He also said that at the beginning of the 17th century, Spain and Portugal claimed absolute sovereignty over the world's major seas, which developed and triggered a more formal international debate, that is, whether the world's major seas should be free seas or closed seas. Dutch

lawyer hugo grotius is a strong supporter of marine liberalism. He published a booklet in 1609, arguing that "the ocean cannot be owned by private people, except for bays and straits, and the navigation and fishing rights in free seas should be respected." Grotius also acknowledged the existence of a country's jurisdiction over coastal waters, which can be effectively controlled from land. The degree to which a country can achieve this goal depends to a great extent on the level of military technology at that time, because how far its artillery can fire shells. Therefore, the 3-nautical-mile limit of territorial sea is caused by the so-called "artillery firing" rule. Grotius' views became widely popular; However, in 1619, a British barrister, John Seldon, published a competitive paper on the law of the sea, entitled Ocean Clause, in which he claimed that the high seas could actually be owned by private individuals. According to Selton, coastal countries have the right to various resources in the adjacent sea areas, and each country has the sovereign right and obligation to protect itself by restricting the use and access to its adjacent coastal sea areas.

Garry (2015) contend that facts have proved that these two concepts of maritime jurisdiction developed into customary law of the sea, which was basically not questioned in the next 300 years. Grotius's view is that there is no sovereign jurisdiction there, and all countries have the freedom to explore, develop and sail, which has become widely accepted customary law on the high seas; However, Seldon's viewpoint, including sovereign control over navigation, fishing and customs, has increasingly influenced the development of the concept of territorial sea.

He also pointed out that in the 20th century, sovereign maritime jurisdiction has once again become an international concern, which is an unprecedented period of technological, political and legal change. Just as the above-mentioned 300-year period represents a period of universal acceptance of customary law related to oceans, the same period coincides with one of the largest periods of imperialism and colonialism expansion in human history, involving Portugal, France, the Netherlands, Britain, Spain, France, Germany, Japan, Russia and American empires-just to list the main players in world politics during this period. Parallel to and supporting the expansion goals of these countries, the exponential growth of military technical strength and complexity makes the traditional 3mm foundation of territorial sea somewhat meaningless. With the arrival of the 20 th century, the world is in an increasingly chaotic political state, and colonial countries gradually lose control of distant empires; The former colonial country gained independence (through attrition, agreement or open war); In addition, the old countries have fundamentally changed their internal leadership structure and political orientation.

All these factors have been aggravated by the influence of the two world wars, which in turn has produced some new (or newly liberated) sovereign countries.

Next, this article described in the 20th century, sovereign maritime jurisdiction has once again become an international concern, which is an unprecedented period of technological, political and legal change. Just as the above-mentioned 300-year period represents a period of universal acceptance of customary law related to oceans, the same period coincides with one of the largest periods of imperialism and colonialism expansion in human history, involving Portugal, France, the Netherlands, Britain, Spain, France, Germany, Japan, Russia and American empires-just to list the main players in world politics during this period. Parallel to and supporting the expansion goals of these countries, the exponential growth of military technical strength and complexity makes the traditional 3nm foundation of territorial sea somewhat meaningless. With the arrival of the 20th century, the world is in an increasingly chaotic political state, and colonial countries gradually lose control of distant empires; The former colonial country gained independence (through attrition, agreement or open war); In addition, the old countries have fundamentally changed their internal leadership structure and political orientation. All these factors have been aggravated by the influence of the two world wars, which in turn has produced some new (or newly liberated) sovereign countries.

Nevertheless, the space of this paper available does not allow a separate investigation of the emergence of a series of new sovereign States in the 20th century political arena-just saying that this phenomenon has a profound impact on the number of new maritime sovereignty claims and the expansion of maritime claims of many existing sovereign States. The issue of maritime jurisdiction has once again become a very important issue, because many countries have begun to extend their claims to the territorial sea 3 nautical miles beyond the customary law. Although many countries with existing territorial claims insist on the customary 3-nautical-mile limit, other countries gradually claim more areas that used to be the high seas. Sweden, Norway, Finland and Denmark all claim a limit of 4 nautical miles, while Italy claims a limit of 6 nautical miles. The international community is shocked by the changing boundaries of the traditional law of the sea and calls for an international conference to discuss and solve this problem. Therefore, a conference on codification of international law was held in 1930 to try to standardize the width of territorial sea. A survey conducted before the meeting found that 20 countries still advocate the restriction of 3 nm, 4 countries now advocate the restriction of 4 nm and 2 countries advocate the restriction of 6 nm. Unfortunately, the Hague Conference in 1930 failed to reach a consensus on the standardization of the territorial sea width, and more countries began to expand their claims. Therefore, by 1945, 15 sovereign countries advocated that the territorial sea width ranged from 4 nautical miles to 12 nautical miles.

Although the discussion on expanding maritime jurisdiction claims increased significantly at the beginning

of the 20th century, in the middle of the 20th century, maritime claims can only be described as a surge in terms of both the geographical area of the claimed maritime territory and the functional jurisdiction. At this time, there are many political and strategic reasons for the increase of such claims-many of which, although leading to maritime claims, originated from land events and locations. (Garry, 2015).

The next period showed in this article is that by the end of 1945, the Allies (including the United States, Britain, France and the Soviet Union) had won the Second World War, and the above-mentioned "new or newly liberated sovereign States" were seeking all the rights and territories they could acquire, including marine assets. As far as this article is concerned, the most important event is the establishment of the United Nations, which was founded on October 24, 1945 and originally consisted of 51 sovereign States, including allies. The opposing philosophy of capitalism and communism emerged in the war as a delicate balance of power between once unified allies. The United States and the Soviet Union, two growing superpowers, tried to secure their hegemony by negotiating territorial claims (including maritime claims) on a global scale. Germany is divided into four regions, allowing each ally to be managed by a military government until a suitable strategy can be designed to unify the country. The United States, Britain and France agreed to join their branches in order to manage the region more easily. However, the Soviet Union withdrew from this arrangement, blocked the allied roads and railways entering Berlin, and prevented the transportation of food and other necessities. American President Harry S. Truman overcame this problem and established the now famous "Berlin Air Transport". From June 1948 to May 1949, more than 2 million tons of necessities were transported by 270,000 aircraft flights. Later, the Soviet Union lifted the blockade, but this led to the establishment of the notorious Berlin Wall. Germany was divided into eastern and western sovereign countries, which heralded the beginning of the so-called "Cold War", which will last until the Berlin Wall was demolished in 1989.

Finally, the adopted Convention consists of 320 articles and 9 annexes, which solved many controversial issues that could not be solved by UNCLOS I and UNCLOS II, among which the concept of exclusive economic zone (EEZ) is a major innovation in maritime supervision and the ten zones and associated rights established pursuant to UNCLOS are as follows. (Garry, 2015)

3. BASELINES

Baselines are the legal expression of a state coastal front, which has three main functions.[4]The first is that baselines can divide the land and internal waters of a coastal state from the territorial sea.[4] The second is that baselines can measure which is the outer limits of the TS, the CZ, EEZ, and juridical CS from the coastal front.[4] The last is that when states have an overlapping maritime zone, baselines are relevant to identify maritime boundaries.[4] According to Article 5[5], Article 7[6] and Article 47[7], there are three types of baselines. They are normal baselines, straight baselines and archipelagic

baselines. In the Anglo-Norwegian Fisheries Case[8], court and UK accepted that normal baselines could not be used when the coast is special such as Norway. In addition, the United Kingdom also agree that straight baselines could be drawn across bays, between islands, islets and rocks.[9] This case shows the early development of straight baselines. However, when dealing with the delimitation of coastal water, we shall consider several relevant factors. Under Article 10, [10] we should consider bays and bights. Nevertheless, this Article does not apply to historic bays and we should also take into account history bays and juridical bays. Furthermore, low-tide elevations [11] and islands [12] also need to be considered. Although there are 93 coastal states that have drawn straight baselines in their national legislation, not all of them have claimed straight baselines at the same time.[13] Nevertheless, some states have drawn excessive straight baselines.[13] For instance, Burma's straight baseline is not closely linked to the land domain involving one baseline which length is 222 nm.[14] When determining the archipelagic baselines, Articles 47[15] and 48[16] could be considered. The examples of drawing archipelagic baselines are Indonesia and the Philippines. For example, under Article 47(1), [15] the ratio has been practiced in Indonesia whose ratios is 1:1.2 and Philippines whose ratio is 1:1.8.

As we discuss the three types baselines and give some cases and some states practices, coastal states can interpret the provisions of the LOSC unilaterally because these states can claim of drawing baselines, the assertion of island and rocks, and the proclamation of outer continental shelves.[3] However, this activity may have an adverse effect on other states' rights and interests such as the *Anglo-Norwegian Fisheries Case*[17]. Therefore, creeping jurisdiction have a significant impact on the law of the sea.

4. SOUTH CHINA SEA ARBITRATION

The second is that some coastal states may have the capacity to assert more extensive right than the Convention's framers' original claims.[3] When we analyze this aspect, we need to look at the *South China Sea*[18] arbitration. In this case, Philippines claimed that although rocks (entitled to a 12 nm territorial sea), low-tide elevations no territorial sea), or islands (entitled to a 200 nm zone) in the South China Sea and these features were subject to territorial sovereignty disputes, the Tribunal had jurisdiction to identify these insular features.[19] However, China had an adverse claim and China argued that the dispute concerned territorial sovereignty and did not apply UNCLOS.[19] According to Article 121(3), the Tribunal claimed that this Article applies in the Spratly Islands and concluded all of the high-tide features were regarded as rocks.[19] Furthermore, the Tribunal agreed to the Philippines's conclusion of the nine-dash line.[19] The conclusion is that UNCLOS does not have space for an assertion of historic rights and the historic right China claim is not consistent with the Convention.[19] This case shows creeping jurisdiction between China and Philippines and jurisdiction is a significant dispute. Australia also

disagreed China's claims, especially the claims on baselines, maritime zones and classification of features.[20] Thus, creeping jurisdiction is a challenge in the contemporary law of the sea, and it affects some state practice.

5. CONCLUSION

In conclusion, with discussing the baselines and the *South China Sea* arbitration, creeping jurisdiction is a usual phenomenon in the contemporary law of the sea, and it has a significant effect on some state's practices. In addition, creeping jurisdiction is a vital challenge for the law of the sea.

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Research on The Development of Rural Sports Tourism Resources in Shanxi Provinces

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Abstract: This paper studies the development of rural sports tourism resources in Shanxi Province from the perspective of the ecological development of resources by using the methods of Literature Review and field investigation. The research shows that the rural sports tourism resources in Shanxi Province has formed three development models under the internal and external effects. The development strategy of rural sports tourism resources should follow the rural ecological development of Shanxi, strengthen the industry integration development, perfect the guarantee system, pay attention to the government regulation and control function, exert the advantage of media propaganda.

Keywords: Sports Tourism; Rural tourism; Resource development; Shanxi Province

1. INTRODUCTION

China will be in the primary stage of socialism for a long time, the characteristics of the countryside to a large extent. To build a well-off and powerful modern socialist country in an all-round way, the most arduous and arduous task of our country is to build the countryside with the broadest foundation, the deepest foundation, the greatest potential and the strongest lasting power. The implementation of the rural revitalization strategy is a major decision and deployment made by the 19th National Congress of the Communist Party of China, and is a decisive victory in the major historical task of building a moderately prosperous modern socialist country in an all-round way, the strategy of doing a good job in the overall task of agriculture, rural areas and farmers'work in the new era has been successfully implemented. We will expand the ways for developing countries to achieve modernization and provide new options for eliminating urban-rural antagonism and differences, contribute to the development of mankind China's wisdom and the course of the Times. With the development of Social Economy, fitness, leisure and recreation, and the pursuit of health become the pursuit of a better life for the whole people in the new era. In 2014, national fitness became a national development strategy, with no national health, there will be no overall well-off, in order to build the Xiaokang in an all-round way from a height and a long-range requirements, contribute health wisdom to the realization of socialist modernization with Chinese characteristics. In October 2017, the 19th National Congress of the Communist Party of China (CPC) put forward the strategy of "rural revitalization", which was taken as seven key strategies and put into the strategic task of the decisive period of building a well-off society in an all-round way.

At this point, the rural revitalization of industrial development, resource development, national fitness, National Health, Leisure Sports, tourism and other areas have become the focus of attention, the integration of many factors of rural leisure sports tourism has also become an academic focus on the research area. Therefore, based on the background of rural revitalization in Shanxi Province, this study discusses the development model and strategy of Rural Leisure sports tourism resources from the characteristics of sports and tourism elements, to provide the train of thought for realizing the sustainable development of rural economy and society in Shanxi Province.

2. THE DEVELOPMENT MODEL OF RURAL SPORTS TOURISM RESOURCES IN SHANXI PROVINCE

2.1 Types of patterns

Due to the dual characteristics of sports and tourism, and the different environment in which the resources start, the development mode of rural leisure sports tourism resources has multi-type and multi-mode characteristics. The rise of national fitness as a national strategy, the emergence of a healthy China, and the transformation of major social contradictions highlight the importance that the state attaches to people's needs for a better life, and people's own concerns about leisure, fitness and health, many scholars at home and abroad take this opportunity to study the development mode of Rural Leisure Sports Tourism Resources, and put forward agricultural tourism + Sports, experience tourism + Sports, sports + Tourism and other development modes. From the perspective of ecological development of resources, this paper discusses the Development Mode of Rural Leisure sports tourism resources, and holds that the development of Rural Leisure sports tourism resources can be divided into three types: infiltration mode, extension mode and expansion mode.

2.1.1 Infiltrating Mode of Rural Leisure Sports Tourism Resources Development

The mode of infiltration refers to the way that the rural leisure sports industry and the tourism industry penetrate each other and complement each other in the form of industrial elements, and penetrate the value chain originally belonging to the industry into the marginal industry, to form industrial symbiosis. The infiltration mode is characterized by a single horizontal penetration or all-round Penetration, the advantages are: first, the insertion of marginal industrial elements has not changed the original industrial core; Secondly, the market competitiveness of the original industry is enhanced

through the embedding of industrial elements. According to the direction of infiltration and the target of integration, the infiltration of the development of rural leisure sports resources can be divided into the infiltration of leisure sports elements into rural tourism elements and the infiltration of rural tourism elements into rural leisure sports elements. The infiltration of Rural Leisure sports elements into the tourism industry is the basis for the development of rural tourism industry according to industrial characteristics, market demand, technological progress, by embedding leisure sports elements into the development of Participatory Leisure, fitness, Entertainment Integrated Rural Leisure sports tourism activities, in order to enhance the competitiveness of tourism products in the market, in this process, the main body of operation, function and market-oriented are tourism enterprise, tourism function and tourism market. The infiltration of Tourism Elements Into Leisure sports industry refers to the infiltration of tourism elements into the development of rural leisure sports resources by taking advantage of tourism market and resources, in order to enhance the competitiveness of rural leisure sports industry. The main body of its operation is the Leisure Sports Enterprise, it often takes the form of developing outdoor activities such as mountain climbing, skiing, wing gliding, fishing, fruit and vegetable picking, etc.

2.1.2 The extended model of Rural Leisure Sports Tourism Resources Development

The extended model means that the leisure sports elements and tourism elements extend their industrial value chain to each other's industry, lengthen the industrial value chain, expand the industrial development space and create higher added value. The reason why the extended development model is feasible is that there are complementary functions and value demands between the rural leisure sports and tourism, and through the vertical extension of the industry's own functions, to produce extension of industrial products and tourism services and to enrich the original rural tourism industry. At the same time for the development of Rural Leisure Sports Industry to find a carrier can carry its own content, such as rural complex, sports experience shop, sports creative design industry. The aim of the extended development mode is the integration of Leisure Sports and tourism, and the main body of operation is the leisure sports enterprises, sometimes the combination of the two. At present, sports tourism in China is not short of tourist attractions, tourist markets, tourist consuming bodies, and the government Macroeconomic regulation and control has the advantage of policy support, except for the lack of sports tourism content, and the development of Rural Leisure sports tourism resources can just enrich sports tourism, rural tourism and eco-tourism content needs. The extended model is characterized by the vertical extension of industrial functions to lengthen its own industrial chain, expand its own industrial development space and create high added value.

2.1.3 Development Mode of rural leisure sports tourism resources

The Development Model realizes the integrated

development of Rural Leisure Sports Industry and tourism industry by means of industrialization development, forming a new industrial formation process. The development model has strong industry foundation, the Path is two-way, the model is also high-level, has the integration and the development idea, the advantage which learns from each other, the different quality competition. To expand the leisure sports elements to the rural tourism is to develop new tourism products through the value of leisure sports fitness, the function of Tourism Leisure and the demand of tourism consumption. The main body of this process is the leisure sports enterprise, facing the tourism market, giving full play to the leading role of tourism. The expansion of tourism elements to the Rural Leisure sports industry is the result of the popularization of tourism itself and the superiority of the rural ecological environment, is the development of Rural Leisure sports tourism related to their own products, with strong participation and experience, to participate in the Rural Leisure Sports Industry Competition.

2.2 The driving mechanism of pattern formation

2.2.1 Endogenous drive

The countryside is not only the foundation of the development of leisure sports resources, but also the common space of the development of rural tourism. Rural Sports Resources, leisure resources, tourism resources integration, development, utilization, resources into consumer products or fitness service products, stimulate consumption to bring economic benefits. Rural Leisure sports tourism is to enrich the content of rural tourism, so that more tourists due to the impact of leisure sports activities to travel experience, participate in entertainment, to achieve secondary and multiple tourism. As leisure sports enrich the content of tourism and enhance the popularity of rural tourism, the rural economic income has a feedback function for the development of Rural Leisure sports resources, and promotes the development of related industries through the inner penetration, extension and expansion of the industry, the co-utilization of funds, technological innovation and operation and management will realize the protection of Rural Ecology, the utilization of resources, the sustainable development of economy, the formation of new industrial forms, the transformation of resources, economic sharing and industrial symbiosis.

2.2.2 External drive

The process of the integration of Leisure Sports and rural tourism resources is driven by many factors of external environment. For example, rural resources, rural economic level, market and tourist demand, government regulation and control are the external driving factors of rural leisure sports tourism resources development. In addition to the leading factors, there are external driving factors such as environment, society and Science and technology in the development of rural leisure sports tourism resources have an impact.

2.2.2.1 The attraction of resources. Rural resources are the main supply station for rural social and economic development, and also the carrier for the development of Leisure sports tourism resources. With the attraction of resources, we should not only develop the rural leisure

sports tourism resources owned by the villages themselves, and through the integration of resources, economic integration, relying on related resources to develop leisure industry, promote the development and utilization of rural leisure sports tourism resources, so that the rural economic benefits.

2.2.2.2 Driving Force of rural economy. In the development of Rural Leisure Sports Tourism Resources, the government and developers need to invest a large amount of financial, material and human resources. The driving force of rural economic development level will directly affect the development of leisure sports tourism resources, it also affects the construction of public service facilities for Leisure Sports Activities, which shows that rural economic impetus can provide material and financial support for the development of Rural Leisure sports tourism resources.

2.2.2.3. Market demand and customer demand. The rural public space resources are the foundation of the development of the rural leisure sports tourism resources, and the market and the demand of the tourists are the conditions for the development, the subjective demand of tourists is the improvement of people's life quality and the increase of leisure time, which makes people need leisure, fitness and entertainment on the basis of Rural Tourism Objective scientific and technological progress, ecological landscape, economic development level for people to meet the Leisure needs of the foundation, so the demand for tourist resources for rural sports tourism resources in Shanxi Province played a driving force.

2.2.2.4 Government regulation. In the development of Rural Leisure Sports Tourism Resources, government management performance has become a major factor, mainly reflected in policy support, planning and design, operational supervision, etc., but the rural leisure fitness public facilities construction, the market stability has the practical significance. In addition to the above-mentioned driving forces, the development of Rural Leisure Sports Tourism Resources is also supported by such auxiliary driving forces as environmental attraction, social impetus and scientific and technological support, through the development and supply of rural sports tourism resources in Shanxi Province, industry penetration, expansion and integration of rural resources, industry-related development to provide impetus.

3. DEVELOPMENT STRATEGY OF RURAL SPORTS TOURISM RESOURCES IN SHANXI PROVINCE

3.1 Ecological Protection and sustainable development as the basic concept of development

We should put the development of rural sports tourism resources under the overall framework of livable rural areas, adhere to the development idea of simultaneous improvement of production, life and ecology, and build a beautiful rural area with a civilized rural society, economic development and healthy environment, so that the rural material cycle, energy savings, the integration of resources can be achieved. It is the basic principle or requirement for the development of Rural Leisure sports tourism resources that the ability of meeting the needs of

the present generation's production and life does not constitute an unbalanced and uncoordinated development.

3.2 To implement the integration of rural primary, secondary and tertiary industries to innovate the development ideas

The effective utilization of rural cultural resources, tourism resources and agricultural resources can promote the development of rural leisure sports tourism resources. Therefore, priority should be given to the development of Agriculture and leisure industry in the development of rural leisure sports tourism resources, and actively expand the tourism industry chain, give full play to the related and leading role of rural leisure sports industry, so as to promote the integrated development of rural leisure sports resources and tourism resources, to upgrade the industrial structure on the basis of resource development and resource recycling. Strengthening the integration and utilization of effective rural resources through technological innovation, cross-industry development and integration of business forms. We will establish and improve institutional mechanisms and policy systems for resource integration and development, and accelerate the integration and development of rural leisure sports resources with tourism resources, as well as rural regional cultural resources and other marginal industrial resources, to promote the modernization of rural socio-economic industry to provide security.

3.3 To improve the security mechanism to build sports tourism product brand and form a competitive pattern of order

Compared with policy guidance, the former has mandatory requirements, which can provide a long-term and stable force guarantee for the ecological development of Rural Leisure sports tourism industry. Therefore, in the development of Rural Leisure sports tourism resources, it is necessary to perfect the guarantee system for the standardized development of the industry, and standardize the orientation, objectives, principles, governance system and other basic measures for the development of the rural leisure sports tourism industry and related industries, and coordination between government departments and social organizations, to ensure the sustainable and stable development of leisure sports tourism industry. In order to support the development of rural sports tourism industry in Shanxi Province, market management system, financial investment system and tax system should be established.

3.4 To promote the orderly development of resources by government regulation and supervision

The government Macroeconomic regulation and control is the effective management of the Rural Area Leisure Sports Tourism Product Development, is the main strength of the rural leisure sports tourism resources orderly development. The regulation function of the government in the development of Rural Leisure sports tourism resources mainly embodies in: Guiding function and supporting function.

3.5 Take the media propaganda as the carrier to expand the brand influence

The development of Rural Leisure sports tourism resources should give full play to the propaganda means

of modern media, which is the characteristic advantage of media. Through modern media + sports events to publicize and disseminate rural ecological environment, tourism landscape, historical context, and leisure sports products, to create a new image of rural leisure sports tourism, and to expand the social publicity influence of rural tourism, raise the visibility and brand image of the countryside.

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The Design and Application of The Animal Modeling in The Book of Mountains and Seas

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Abstract: This paper introduces the animal modeling in the book of mountains and seas, analyzes the cultural value and application of the animal modeling. These unique artistic forms are the important source of materials in the current art creation, and are widely used in many fields. This paper analyzes this, in order to provide the basis for designers in related fields.

Key words: Mountain and sea classics; Exotic animal modeling; Meng Tu; Youxi

1. INTRODUCTION

Shanhaijing tells about all kinds of ancient Chinese deities, introduces the knowledge of geography, involves many fields of knowledge, and has strong research value. The book introduces a large number of exotic animals, and its artistic modeling has important research value.

2. THE OUTLINE AND VALUE OF EXOTIC ANIMAL MODELING IN SHANHAIJING

2.1 Overview of exotic animal modeling in Shanhaijing

In the book of mountains and seas, a large number of ancient sacred animals and exotic animals are introduced, which mainly come from ancient folk myths and legends. They are important refinements of folklore in the image of the work, reflecting the religious beliefs and national beliefs in different regions in different periods. They are one of the products of ancient Chinese civilization, reflecting the worship and faith of the working people to nature and society at that time. Look up. Through infiltration and combination, these beliefs derived an imaginary image, which was refined, drawn and modeled to form the original image of exotic animals. With the development of agricultural society and economy, the expression methods and shapes of exotic animals also have diversified characteristics.

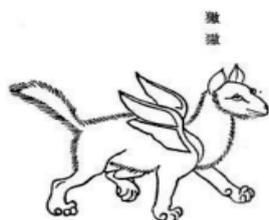


Figure 1 "verification"



Figure 2 "He Luo fish"

There are a lot of fantasy stories and legends in Shanhaijing, which promote the concretization of artistic image. The art of Shanhaijing has important inspiration for novel creation and literary works, and has important application significance in modern works creation [1]. The text of Shanhaijing is concise, and many strange images are drawn in the form of graphics, such as "test", which describes its image as "it looks like a fox and has wings"; and "Heluo fish", which describes its image as "one song but ten bodies". These biological images were created by people in production activities combined with imagination at that time, which showed the impression of people in panic state at that time, or were drawn by memory [2]. See Figure 1 and Figure 2.

2.2 The modeling value of exotic animals in Shanhaijing

The book of mountains and seas contains the contents of religion, philosophy, geology, medicine and other fields. It is an ancient book of ancient geography, with various myths and stories. It has a variety of artistic forms in different forms, and different forms have unique charm. It is widely used in animation, novels and other fields.

People's interpretation of the image of exotic animals in Shanhaijing has been going on. For example, the image of cuwu in magic animal reflects the charm of Chinese sacred animals. The work comes from Shanhaijing, and the image color is gorgeous, powerful and domineering, which has left a deep impression on people [3]. For example, the door god in the little door god, the chaos in the return of the great sage, Zhu Rong and Houtu in the big fish and begonia, and the sour and other images in the sea watching strategy all come from the exotic animals in Shanhaijing. In the children's animation shanhaibao, the cultural connotation in Shanhaijing is interpreted from the perspective of modern socialist core values.

3. THE APPLICATION OF EXOTIC ANIMAL MODELING IN SHANHAIJING

3.1 Using addition and subtraction method to deal with the modeling of different animals in Shanhaijing

The exotic animal modeling in Shanhaijing is showing more and more important value at present. Under the background of re deconstructing the traditional cultural elements, we can design a variety of interesting derivative art images through the use of a variety of innovative elements. In the application of different animal modeling in Shanhaijing, combined with the needs of use, the modeling is deleted or added to meet the needs of use.

Addition is a fuller and three-dimensional display of the exotic animal modeling in the classic of mountains and seas, which brings people stronger visual sensory stimulation effect. Through the use of addition and subtraction method, the recognition of exotic animal

modeling is improved, and the attraction is increased.

In the book of mountains and seas, the design representative of Meng Tu's image can judge whether a person is lying or not. Combined with this story background and modern cultural elements, the image of Meng Tu can be changed to that if a person is lying, it can be dealt with by throwing bombs. Thus, the main design element of bomb fox is used in the design, and the image element of Tongtianyan is designed on his clothes. In order to increase the original image design. See Figure 3.



Figure 3 image design of "Meng Tu" in Shanhai classic
3.2 Grafting method is used to treat the exotic animal modeling of Shanhaijing



Figure 4 image design of "Youyu" in Shanhaijing

The application of grafting method is mainly reflected in the combination of the modeling elements in the Shanhaijing. Based on the needs of use, it is transformed into a new character modeling. In the field of animation and film design, the application of grafting method can be spliced or changed in different range, or local changes can be made. The use of grafting method has strong flexibility and creativity. This kind of element can be used in different fields. The application mode is more common [4]. The image of "You Ying" in the book of mountains and seas represents a naughty little monkey, with a lively character and likes to make fun of others. Based on this element background, it is grafted into modern design elements. Combined with the red fire of Chinese hip hop program, the image of apes is grafted into hip-hop style, presenting a new image element, and the image characteristics locate as a happy and charming person, as

shown in Figure 4.

3.3 Using deconstruction method to deal with the modeling of different animals in Shanhaijing

In the application of the artistic image of the classic of mountains and seas, we can deal with the original artistic form through dissection and decomposition, peel off some elements, and reassemble and combine them based on the needs of use, so as to build a new image. The image in this work is optimized. After reconstruction, it reinterprets the exotic animal image from the perspective of modern culture and art, recombines and analyzes various elements, and caters to the current people's artistic needs and aesthetic taste.

In many fields, it is used in this way. The book of mountains and seas has a large number of exotic animal models, which can build a more obvious exotic animal image through reasonable splicing and combination. One of the more common exotic animal images in Shanhaijing is "Dijiang", which is reflected in many art works. In the original book, the image has no facial features and is good at singing and dancing. This paper reconstructs the exotic animal image and combines it with the current rock and hip-hop elements to re create an image that is good at singing and dancing, and designs the image in the gorgeous sky Chinese dance can bring people joy. See Figure 5.



Figure 5 image design of "Dijiang" in Shanhaijing

4. CONCLUSION

Shanhaijing has a variety of outstanding images of exotic animals, which has important application value in modern society. It provides rich materials for artistic creation in many fields. Based on the needs of modern society, we can re combine and analyze the original artistic images in Shanhaijing, enhance the national characteristics of artistic images, and better carry forward the development of exotic animals in the new era Value.

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