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Challenges and Countermeasures of Online Teaching of "College Physical Education" under the Background of Regular Prevention and Control of COVID-19

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Abstract: Under the background of regular prevention and control in COVID-19, online teaching is the best alternative of "college physical education". Normalized online teaching has brought new challenges to college physical education. This study makes an in-depth and systematic analysis of the challenges encountered by schools, teachers, and students. Through the discussion of the details and key issues in the implementation of online teaching of "College Physical Education", the corresponding countermeasures are put forward from the macro, meso and micro levels. This study will help and support the physical education system to formulate online teaching policies and norms and ensure the sustainable development of "college physical education" under the background of regular prevention and control in COVID-19 quickly and accurately.

Keywords: COVID-19 pneumonia; Regular prevention and control; College physical education; Online teaching; Challenges and Countermeasures

1. CHALLENGES FACED BY ONLINE TEACHING OF "COLLEGE PHYSICAL EDUCATION" UNDER THE BACKGROUND OF REGULAR PREVENTION AND CONTROL OF PNEUMONIA IN COVID-19

Under the background of prevention and control of COVID-19 epidemic, school teaching has to be changed to online teaching. Through the hard work of the whole country, the prevention and control of pneumonia in COVID-19 in China has been further consolidated, and the prevention and control work has changed from emergency state to normalization [1]. Although the pneumonia epidemic in COVID-19 has been controlled, it does not mean that it is completely over. If schools cannot resume offline physical education, online physical education is still the best alternative [2]. Normalized online teaching has brought new challenges to college physical education.

1.1 School level

1.1.1 It is difficult to guarantee the quality of teaching

For many years, the study of "college physical education" has been mainly carried out in the way of "face-to-face teaching in class + practical exercise". Under the epidemic situation, teachers have developed some online physical education curriculum resources urgently, but due to

subjective and objective conditions, it is difficult to guarantee the teaching quality. In addition, the virtuality of the network platform affects the teaching effect, the long-term use of electronic products has adverse effects on the health of teachers and students, and the openness and uncertainty of the Internet have brought various potential risks, etc. [3]. This series of problems perplex the management and decision-making of online teaching of "College Physical Education" by the competent authorities.

1.1.2 Network resource configurations is not suitable

On the one hand, the traditional "college physical education" teaching focuses on outdoor practice teaching, and educational resources are carried out around outdoor practice teaching; On the other hand, physical education online teaching relies on the school education network platform, and most platforms are specially built for indoor theoretical courses. There are more than 30 massive open online course platforms in China's massive open online course (MOOC), and the number of massive open online course exceeds 34,000 [4]; However, there are only 240 kinds of physical education courses in colleges and universities that have not yet covered the public physical education courses currently offered in colleges and universities in our country. Compared with other subjects, the overall number of public physical education courses is small, resulting in a small range of choices for students and uneven quality of courses [5]. The current network resource allocation unable to meet the needs of online teaching of College Physical Education.

1.1.3 Lack of home-school cooperation

Under the background of regular prevention and control in COVID-19, how schools and families work together to ensure the effectiveness of students' online teaching has aroused social concern and much discussion. Home-school cooperation has become an important force to ensure the effectiveness of "suspension of classes and non-stop learning" [6]. In online teaching, parents' participation and companionship can reduce students' loneliness and helplessness in studying at home. Good home-school coordination can reduce the resistance of schools to carry out various decisions and affairs [7]. However, parents have to deal with many affairs, and it is difficult to ask them to participate in students' online learning.

1.2 Teacher level

1.2.1 Insufficient conceptual understanding

During the prevention and control period of COVID-19 epidemic, "College Physical Education" was forced to carry out online teaching. However, the traditional idea is that physical education class can only be carried out in playgrounds, gymnasiums and other sports venues, and online teaching cannot be carried out. Under the background of regular prevention and control of COVID-19, online teaching of physical education will become a normalized work, and traditional concepts and understandings will restrict the development of online teaching of "college physical education".

2.2.2 Lack of online teaching capacity

Under the global epidemic situation, online teaching has become a new task for teachers. According to the survey, only 20.43% of teachers had conducted online teaching before the epidemic [8], while fewer physical education teachers had conducted online teaching. Under the epidemic situation, there are many problems in the online teaching of "College Physical Education", such as equipment installation and debugging, application of teaching platform, student organization, classroom teaching, online answering questions and so on. These problems have brought different degrees of adverse effects to the online teaching of "College Physical Education".

2.2.3 Lack of effective application of teaching methods

Instruction and influencing others by one's words and deeds is the traditional mode of college physical education. Online physical education has formed a mode of "only words" not "deeds". At the same time, due to the limitation of visual information, physical education teachers can't see students' mistakes in sports skills at the first time, and there is no way to correct them immediately, which affects students' mastery of sports skills. In addition, in traditional physical education teaching, instant interaction between students is also very important. If these problems cannot be effectively solved, the online teaching of "College Physical Education" is difficult to proceed normally.

2.3 Student level

2.3.1 Transformation of learning models

Research shows that only a few students like the mode of completely online courses [9]. There is a big difference between physical education online teaching and traditional teaching. Students not only need to have a high level of information literacy, integration ability and reflective practical ability; What is more important is to change the traditional learning mode of passive listening and practice, and to actively participate in the teaching process. Online physical education is a great challenge of students' self-learning management ability.

2.3.2 Lack of intuitive emotional communication

In traditional physical education, teachers can have real face-to-face emotional communication and smart ideological collision with students through a series of different limbs, expressions, tones and intonation; At the same time, by observing each student's manner, expression and state, we can better understand their real

learning effect. Online physical education courses often lack peer interaction in traditional physical education classes, which limits students' ability to prove that they can get along with other students, accept other learners, and self-control their ability to cooperate or compete with others during physical activities [10].

2.3.3 Limited learning environments

Under the background of epidemic prevention and control, online learning of "college physical education" is generally carried out at home or dormitory, and the learning environment such as venues and equipment is greatly limited, which seriously affects students' learning enthusiasm. In addition, the particularity of physical education class makes the probability of safety accidents much higher than that of other courses, and the hidden dangers of sports injury accidents in online physical education class cannot be ignored [11].

3. COUNTERMEASURES OF ONLINE TEACHING OF "COLLEGE PHYSICAL EDUCATION" UNDER THE BACKGROUND OF REGULAR PREVENTION AND CONTROL OF COVID-19 EPIDEMIC

On September 24, 2020, "Guidelines for Regular Prevention and Control of COVID-19 Epidemic in Colleges and Universities" defined the regular prevention and control measures in colleges and universities [12]. Based on the current challenges faced by the online teaching of "College Physical Education", this topic puts forward corresponding countermeasures by analyzing the details and key problems in the implementation of the online teaching of "College Physical Education".

3.1 Macro level

3.1.1 Overall regulation and control, and formulation of the outline

Under the background of regular prevention and control in COVID-19 epidemic, "College Physical Education" needs to make sustainable development plans for online teaching. According to existing research, it is inferred that 1 trillion sensors will be connected to the Internet by 2025, and the use of wearable technology will reach more than 90% [13]. Teaching authorities should combine the needs of the development of the times and guide virtual simulation, artificial intelligence and big data to integrate into future sports online teaching.

3.1.2 Multi-party cooperation to gather resources

After entering the 21st century, based on the development of Internet technology, the intelligence of education has been continuously improved. Nowadays, there are more and more online teaching platforms, such as MOOC of Chinese universities, Chaoxing Digital Library, mooc, teach, yuketang, dingtalk, Tencent Class, Enterprise WeChat and other domestic online learning platforms [14]. The physical education system needs to further strengthen cooperation with other relevant departments to speed up the development of online resources of "college physical education" that can cope with multiple projects, multiple environments, more reasonable layout, more flexible and more innovative.

3.1.3 Equity in education and care for the disadvantaged

During the epidemic period, due to the great differences in personal conditions among students, the issue of education equity was once again focused within the education system. Online learning makes students in disadvantaged schools or at the bottom of socio-economic status unable to obtain equal quality education due to lack of necessary digital equipment and resources. Although China has more than 900 million Internet users and is a big Internet country, the Internet penetration rate in rural areas is only 46.2% [15]. In this regard, the government and social organizations should strive to provide these students with Internet access, computers or iPad and other devices, or organize them to study at home through TV, telephone or radio.

3.2 Meso-level

3.2.1 Enrich online teaching content

At present, the natural advantages of online teaching of "College Physical Education" are not explored enough, and most of them are carried out in a single form, such as taijiquan, aerobics and physical training. In fact, China's traditional sports are very rich in content, with 977 national traditional sports [16], and its value is also recognized internationally [17]. All these contents can be introduced into the online teaching activities of "College Physical Education".

3.2.2 Improve teachers' online teaching ability

The online teaching ability of physical education teachers directly determines the online teaching quality of College Physical Education. Online teaching is by no means a "handling" of traditional classroom teaching content, but a deep reconstruction of teaching and learning. Teacher training needs to be organically combined with technical support; Schools should organize regular professional training for teachers; Encourage all employees to participate in the training and give key assistance to teachers with weak online teaching ability. In the online physical education teaching during the emergency period of epidemic prevention and control, more media resources are introduced, which further enhances the attractiveness of the course, and will contribute to the sustainable development of online teaching of "College Physical Education" and promote the cultivation of online teaching ability of physical education teachers.

3.2.3 Explore and share together

Under the epidemic situation, the boundaries among school, off-campus and family education are dispelled, which coincide with the students' families in space and share the students' daily study time in time. The epidemic crisis pushes off-campus education into the competition with school education at the same time [18]. Online teaching is an emergency measure for most schools when the epidemic strikes, but it has been a teaching mode explored for a long time for some off-campus training institutions [19]. Schools and off-campus institutions will move towards the integration of online and offline, and the combination of online learning and offline learning into mixed learning is the way out for future education [20].

3.3 Micro level

3.3.1 Strengthen responsibility

The Ministry of Education clearly emphasizes that "online

teaching in colleges and universities is not only an emergency, but also a learning revolution that colleges and universities have been striving to promote" [21]. Teachers should be clear about the specific impact of the change of teaching environment on their responsibility scope, role division and teaching content, so as to establish a clear sense of responsibility. Based on the responsibility orientation, teachers should adjust and change their roles conveniently [22]. Physical education teachers should give full play to their initiative, promote the continuous appreciation of teaching knowledge and skills through self-improvement and platform development, and make greater contributions to the deepening reform and continuous development of online teaching of College Physical Education.

3.3.2 Home-school cooperation

Home-school cooperation is an important driving force for online teaching [23]. In the online teaching of "College Physical Education", teachers and parents should strengthen communication, urge and guide students to exercise actively, and at the same time, pay attention to the health status of students in learning, so as to create a good online physical education learning environment for students. Research shows that building a home-school communication platform, realizing home-school cooperative monitoring and intervening in students' physical exercise can effectively stimulate students' enthusiasm to participate in physical exercise and effectively improve students' health level [24].

3.3.3 Innovative application of new technologies

The difficulty of emotional interaction between teachers and students caused by the separation of time and space in online teaching will affect the effect of teaching and learning. The characteristics of 5G technology are conducive to building a "cloud-network-end" platform. 5G can accelerate the interconnection of everything, change the interaction mode of everything, realize the high-speed, large-capacity and low-delay interaction of VR, AR, MR, AI and IOT, and make the natural interaction between teachers and students smoother. 5G technology innovates new teacher-student interaction modes such as remote video interaction, holographic interaction, VR interaction and AR interaction, enhances the telepresence and interaction of online teaching, and provides a new way to solve the key problem of lack of telepresence that has long plagued online education [25]. In the future, we should make full use of the development of new science and technology to promote the development of online teaching of College Physical Education.

4 CONCLUSIONS AND RECOMMENDATIONS

Under the background of regular prevention and control of COVID-19 epidemic, online teaching of physical education is the best alternative of "college physical education". Normalized online teaching brings new challenges to college physical education from three levels: schools, teachers and students. Combined with the above challenges faced by the online teaching of "College Physical Education", through the analysis of the details and key issues in the online teaching of "College Physical

Education", the corresponding countermeasures are put forward from the macro, meso and micro levels.

At present, there is still much room for improvement in the online teaching of "College Physical Education" in China. The future society is a society led by science and technology. It is suggested that the university sports authorities should actively sum up the experience and lessons of online teaching in this epidemic, formulate countermeasures for sustainable development, and explore a new road in line with the development of the discipline itself in the teaching field of "university physical education".

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(2) Research topic of teaching reform in Nantong University: Challenges and Countermeasures of College Physical Education under the background of epidemic normalization; No.:2020B48.

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The Present Situation and Countermeasures of Sports Tourism development In Yichang

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Abstract: With the increasing abundance of materials and the gradual improvement of the level of consumption, people's health concept and tourism concept have also undergone fundamental changes. Tourism is not only a simple travel and play, but also a social activity combining sports and fitness with tourism and leisure. As an important part of the tourism industry, sports event tourism plays a positive role in meeting people's demand for tourism, promoting economic development, improving people's living standards and expanding the tourism consumption market. Sports event tourism is a new industry integrating tourism and sports industry. Based on sports resources and with sports as the core, it can meet the various sports needs of tourists and play its functions with the help of different kinds of sports activities. So that tourists' physical and mental development can achieve the purpose of physical and mental health, leisure and entertainment, and promote the development of social civilization and spiritual civilization, and enrich the social and cultural life. Through a variety of sports activities to provide related products to the public, to meet people's consumption desire and demand, to the scene to watch the game, participate in the experience and visit the tour as the main form, the participants can get fitness and play two different experiences, is a new way to feel the fun of sports activities and tourism. Sports event tourism is not only a category of sports and competition, but also a new interactive field of tourism and entertainment. Sports tourism has become the most promising industry in today's world. The development trend of sports tourism is unified with the source market, and it gradually becomes a public activity leading the trend. However, due to the influence and restriction of related factors, there are still some problems in the development process of sports tourism industry. Currently, Yichang sports tourism is still in its infancy, according to the economic and cultural development level, geographic location, characteristics and the existing sports resources condition, if to observe the feasibility principle, adaptive principle, the principle of the unity of social benefit and economic benefit, scientific and reasonable use of the developed sports resources, timely development for the development of sports tourism, put forward the corresponding optimization measures, solve the problem of sports events in the process of developing the tourism, will be to Yichang sports and play a role to promote the development of local economy and enhance the level of urban development. Facing the huge market and tourist sources, sports competition tourism should take people's actual needs as the starting point, study the publicity of this kind

of industry, understand its inherent meaning, and vigorously promote this kind of public activities, to make them have intuitive knowledge and understanding of sports tourism, to better promote the development of sports competition tourism.

Key words: Sports Event Tourism; Development Status; Countermeasures

1. DEVELOPMENT STATUS OF SPORTS EVENT TOURISM IN YICHANG

Yichang, located in the southwest of Hubei Province, is located at the junction of the transitional zone from the middle and upper reaches of the Yangtze River to Jiangnan Plain. The terrain is high in the west and low in the east, and the terrain is complex and changeable, forming the geomorphic features of "seven mountains, two hills and one flat". The water system in Yichang is dominated by the Yangtze River, with many rivers and abundant water. The superior natural and geographical resources lay a good foundation for outdoor sports, and the development of sports tourism has unique advantages. There are more than 600 scenic spots in Yichang, including 3 world-class scenic spots, 30 national-level scenic spots and 40 provincial-level scenic spots. Yichang boasts unparalleled tourist attractions in the world [1-8]. World class brands such as the Three Gorges Project and Qu Yuan's Hedge are outstanding among the natural scenery in Yichang, and its rich tourism resources make Yichang a popular summer tourist destination. In recent years, tourism has achieved good development results while giving full play to regional advantages. Adhering to the principle of "taking sports events as the carrier and relying on the unique advantages of natural resources", Yichang has carried out a series of tourism sports events such as rafting, exploration, rock climbing, bungee jumping and outdoor expansion. These include the Three Gorges Dragon Boat Race, the Jiuwan River Rafting Race, and the Zhangjiajie Qinghe Gallery Challenge, which have become major sporting events in China. Sports events have a great impact on regional economic development. In addition to the successful holding of sports events to obtain certain economic income, they are also a way to promote the name card of a city to the whole country and even the world and take the opportunity of holding sports events to realize the connection between cities. Yichang is rich in tourism resources and cultural heritages and has the natural advantage of developing sports tournaments. However, it is not enough to make use of natural resources to carry out outdoor sports. Although rock climbing, mountaineering,

exploration and bungee jumping have been carried out on land natural resources, the rich water resources have not been fully utilized. Only rafting and dragon boat projects have been carried out in a few areas. The development of sports event tourism project is slow, and there are many shortcomings compared with other provinces and cities.

2. PROBLEMS OF SPORTS TOURNAMENTS IN YICHANG

2.1 The service function of sports events tourism project is weak

The sports tourism projects mainly focus on outdoor development, seasonal rafting movement is limited, lack of long-term effective sports projects to maintain and deepen the scale. Yichang sports tourism projects in addition to the dragon boat rally and rafting race such limited water outside the sports events. This is an issue that needs to be addressed, as residents' limited capacity for accommodation, sightseeing and shopping limits their appeal. Although Yichang is known as "China's excellent tourism city", there are still some problems, such as incomplete functional service system, facilities can not be improved, aging hardware and software in the tourist area, incomplete information platform of tourism consulting service, inconvenient information query, unclear management mode and so on. The lack of quality services for tourists has affected the purpose of relaxing their body and mind.

2.2 Lack of sports tourism professionals

Sports tourism professionals are in short supply, the development of sports tourism is inseparable from talent, Yichang sports tourism management talent is scarce. Although some colleges and universities have set up tourism major, due to the regional limitations and the lack of understanding of the development of tourism industry, the training of talents not only in quality, but also in quantity can not fully meet the needs of sports tourism industry. Some colleges and universities in Yichang have not yet set up sports tourism major, and the number of sports tourism professionals is limited. The management professional talent is an important part of sports tourism. The lack of talents restricts the development of sports tourism in Yichang.

2.3 The tourism brand effect of sports events has not been formed

As a kind of commodity, sports tourism is only a product stage at present, and has not developed to the stage of brand. Although the sports tourism in Yichang has begun to take shape, there is a lack of overall planning. The number of large-scale comprehensive tourist attractions is small, the lack of brand, sports tourism market awareness is not high, lack of experience in holding large-scale sports events. Yichang is rich in natural resources and human resources, but it has not made full use of the unique cultural resources such as qu yuan, wang zhaojun and The Three Kingdoms to create the unique sports tourism brand of Yichang. At present, the development of sports tourism products in Yichang is relatively lagging behind, and the traditional sports tourism is the main one. The structure is single, which restricts the overall development of sports tourism.

2.4 Insufficient publicity awareness of sports tournaments
Compared with economically developed areas, the development of sports tourism in Yichang lags behind relatively, and the publicity is not enough. Residents do not have enough knowledge of the functions, characteristics and tourism methods of sports tourism as well as the tourism projects of sports events, and do not have enough understanding of this new way of tourism, leisure and fitness. Sports event tourism promotion is related to the cooperation between multiple departments, the most important is the need for the cooperation of government departments. At present, the awareness of cooperation between government departments is lacking, the coordination between the existing sports departments and tourism departments is not in place, and there is no regular and specialized sports event tourism organization.

2.5 The main body of sports tourism market is not mature
There is no systematic concept of sports tourism in Yichang. Sports tourism is an emerging industry, which belongs to the derivative of tourism and sports fitness, with a strong degree of professionalism. In the sports tourism products, the production, management, and consumption of the whole industrial line is the main body of the sports tourism market. In terms of service providers, Yichang lacks competitive sports tourism services, such as large sports tourism organizations [9]. The government has not formulated a reasonable sports tourism development plan, and the environment for the development of sports tourism industry has not been formed. The concept of sports consumption in Yichang has not completely changed, and the consumption ability and level of sports tourism are relatively low, which restricts the development of sports tourism [10].

3. COUNTERMEASURES FOR THE DEVELOPMENT OF SPORTS EVENT TOURISM IN YICHANG

3.1 Strengthen the leadership of government departments to promote development

As a new industry, sports tourism has comprehensiveness and reliability, which needs the normative guidance of the government. For the sports tourism, the government should set up a special department management and operation of sports tourism, the development of sports tourism pillar industry, strengthen the industry policy guidance, increase the intensity of support, perfect the sports tourism infrastructure, to develop and perfect the relevant policies and measures of sports tourism, increasing investment in sports tourism industry, also can be the introduction of large-scale activities, in order to improve the status of yichang, let more people know about yichang. In the future sports tourism competition, the traditional tourism industry will be gradually replaced by sports tourism. The development of sports tourism is fundamental. We should keep up with the pace of The Times, promote the development of sports tourism step by step, and accelerate the development of sports tourism in Yichang.

3.2 Give play to the sustainable development of sports tourism

The sports tourism industry consumes less resources, the

investment efficiency is high, can accommodate more employment opportunities, has the big driving effect. Yichang is rich in sports tourism resources, including canyon rafting, cave exploration and other natural resources. The quality and value of resources are closely related to the environment and humanity. The increase in the number of tourists will promote the prosperity of the local economy, and the economic development will make the society more stable. With the development of tourism, the ecology of some sports tourism areas has been destroyed, the tourism market is chaotic, and the phenomenon of disputes and consumption that do not conform to the law of market operation often occurs, which has a bad impact on the local image, and the loss of tourists has a great negative impact on the newly emerging sports tourism industry. Local governments should attach great importance to it and take decisive and severe measures to regulate the tourism market, so that the chaos in the tourism market can be contained. Relevant departments should institutionalize, standardize and normalize the market regulation and governance work. The sports department and the tourism department should combine organically, integrate the resources, improve the utilization rate, unify the planning, jointly set up the tourism organization, and promote the overall development.

3.3 Strengthen the training of sports tourism talents

The biggest factor restricting the long-term healthy development of sports tourism is the lack of professional talents, which is a problem we must face up to. Talents are the key factor of regional economic development, and the shortage of tourism talents is the stumbling block of tourism development. The sports tourism department of Yichang should adopt the combination of talent training and introduction to improve the present situation. We should strengthen the cooperation with tourism management majors in colleges and universities to jointly cultivate sports tourism talents, so that students can combine learning with practice and apply what they have learned to enter the sports tourism industry market in Yichang as soon as possible to promote sustainable development. In order to cope with the emerging sports tourism industry and promote regional development, colleges and universities in yichang should set up sports tourism specialty and train a group of sports tourism talents.

3.4 Scientifically plan sports events and create a good cooperation platform

Sports departments and tourism departments should cooperate and coordinate with each other, build a bridge of communication between demand and resources, establish a coordination and cooperation platform of market mechanism, and jointly promote the development of sports tourism. Various sports events with high international and domestic influence, such as Yichang International Marathon Challenge and 100 km cross-country race, will be held to attract excellent athletes from home and abroad and tourists to watch. In the process of cultivation of sports tourism industry, in addition to foreign investment promotion and capital introduction, should constantly strengthen learning, strengthen the

support policies, laws and regulations, pushing forward the construction of the local sports cultural tourism enterprises promote the collectivization large-scale operation of the enterprise, enhance the competitiveness of the local sports culture tourism enterprises at home and abroad. To develop mass sports and mass sports, Yichang Municipal Government takes the lead, special departments are in charge of it, strengthen the cooperation between the Sports Bureau and the Tourism Bureau, and create sports tourism projects with large scale and strong brands. With the yichang special topography and the cultural landscape of the three gorges water conservancy hub project, create the high-quality outdoor expand and mountaineering activities, development of sports tourism projects, the world first-class yichang to attract professional talents, elite athletes and sports fans from around the attending, developing tourism, strengthen cooperation to develop the national popular outdoor sports, attract more units, organizations and individuals to participate in, to establish the national well-known outdoor development base.

3.5 Develop distinctive local culture

In the process of developing yichang sports tourism, the characteristics of yichang should be embodied, the unique sports tourism projects should be built, the route and scenic area design of sports tourism should be adapted to local conditions, the natural and cultural advantages of yichang should be reflected, the characteristic products of sports tourism should be creatively developed, and the rich value should be fully displayed. Promote the development needs of sports tourism industry, improve the corresponding regional policies, and provide effective support. According to the structure, function and characteristics of sports tourism, the government should evaluate and analyze the feasibility of sports tourism, formulate the special development plan of sports tourism in Yichang, and focus on developing several sports tourism projects according to regional characteristics, resource characteristics, development basis and market prospect.

4. CONCLUSION

Relying on the high-quality geographical, cultural, environmental and tourism resources of Yichang, the sports tourism industry is rich in resources, but overall, the industrial development is still in the stage of extensive development, although some new projects have been introduced, but the scientific and reasonable layout and systematic industrial group has not been formed. At the same time, the marketization process is still in the primary stage, and the integration degree of various resources is not enough overall, and there are not many high-quality projects. In the process of development, sports tourism should actively integrate and utilize various resources, strengthen publicity, improve product quality and service quality, create high-quality projects, and form a benign and sustainable industrial development trend.

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The Present Situation and Countermeasures of The Development and Management of Sports Associations in Chinese Colleges and Universities

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Abstract: With the continuous improvement of the development of sports in China, colleges and universities attach great importance to the development of school sports and the construction of campus sports culture. Nowadays, in terms of the development situation of college physical education, the number of campus associations is increasing gradually, and the development of sports associations is becoming more and more perfect and diversified. As an important part of the development of physical education in colleges and universities, sports associations provide great power for the development of the overall physical education in schools and the construction of campus sports culture. Based on this, facing the current development trend of China's sports and college sports, college sports associations need to constantly improve and expand in this process to attract more college students to participate in. At the same time, it also puts forward higher requirements for colleges and universities to cultivate relevant talents and gives a higher guarantee to college students' own quality and sports ability.

Key words: Chinese colleges and universities; Sports associations; Management status quo; countermeasures

1. INTRODUCTION

Facing the development of different types of sports associations, to complete the era of hope for the development of sports societies in colleges and universities, colleges and universities sports community needs from the community itself, the development of society and the object of service is analyzed, explore the problems existing in it and eclecticism, gives the corresponding response, in order to realize the overall development of college sports associations of comprehensive and diversified. This survey from the type of college sports associations, the service object of college sports associations, the development of the sports community in college and universities, college students' cognition to the university sports club, an investigation on participation and participation motivation and so on, to research and analysis, in order to the development of colleges and universities sports clubs provide some improvement measures are worth reference.

2. THE CURRENT SITUATION OF STUDENT PARTICIPATION IN COLLEGE SPORTS

ASSOCIATIONS

The types of sports associations in colleges and universities are mainly divided into three types: school management sports associations, students' spontaneous sports associations and social cooperation sports associations. The school manages sports associations. The school Youth League Committee issues recruitment information and organizes registration. Most of its activities are conducted by arranging students or teachers to participate in various activities carried out by sports associations under the leadership of the school, which is relatively common among colleges and universities. Because of love a movement, and organize related to be fond of sports clubs, and encourage all students to volunteer to participate in the sports community, hope that through social organizations could learn more professional knowledge and technology, at the same time also wants to promote development of the sport students spontaneous sports societies in colleges and universities sports club accounts for less, and cooperative society sports community development is few. In the investigation of the factors affecting college students' participation in sports associations, the higher proportion of reelection mainly focuses on the management of college students' sports associations, the arrangement of sports venues and facilities, the support of college students to participate in sports associations, and the cognition of college students to sports associations.

2.1 Motivation of college students to participate in college sports associations

With the continuous development of social economy, the development of physical education in colleges and universities is also constantly improving, and the number of students participating in sports associations is also increasing. The motivation of college students to participate in sports association activities is diversified. Most students participate in sports association activities to exercise their ability and contribute themselves, but there are still some students participate in sports association activities to meet their personal interests. Therefore, while developing the construction of sports associations, colleges and universities also need to strengthen the understanding of students' sports associations, and at the same time, they should give certain support and propaganda to various sports associations in the school, so

as to promote the development, expansion and perfection of the sports associations in the school.

2.2 College students' understanding of intramural sports associations

College students are the main part of the development of college sports associations. To improve their cognition and participation consciousness of sports associations plays an important role in promoting their participation in college sports associations. The understanding degree of college students to sports associations, on the one hand, reflects the propaganda of college sports associations, on the other hand, reflects the overall cognition of college students to sports activities.

3. RESTRICTING FACTORS FOR THE DEVELOPMENT OF COLLEGE SPORTS ASSOCIATIONS

With the improvement of the state's attention to the work of college sports associations, under the background of national fitness, the number of college sports associations and the social services of the associations are gradually increasing, and they are trying to keep up with other cities and colleges with better and faster development in China. Due to the unstable foundation of the development of college sports associations, no certain rules have been formed. They often start from the new recruitment of the hundred teams, but they often end up in the end because of the development of schoolwork and other related activities, and even go to dissolution.

From the perspective of students, the development of sports associations in colleges and universities is affected by the fact that the students' participation enthusiasm is not high, the participation motivation is not strong, and there are few ways to understand sports associations. From the dimension of the operation of sports associations, the operating mechanism of colleges and universities is generally not perfect, which causes some resistance to the development of sports associations. From the perspective of the dimension of activity development, there are problems of poor professional and low level of community activities in colleges and universities. Association activity time is only stipulated in the normal working day, resulting in the frequency of students to participate in sports associations and activities are less, in addition, the type of sports associations in colleges and universities is relatively single, the type of sports associations is centralized, and other problems, restricting the development of college sports associations.

3.1 Centralized sports associations cannot meet the diverse needs of students

At present, due to the lack of attention to sports associations in colleges and universities, the attributes of sports associations are inclined, most of the sports associations belong to the school management sports associations, and the number of students' spontaneous sports associations and social cooperation sports associations is less, which is not conducive to the balanced development of college sports associations. In today's society, students' demand factors for sports associations are increasing day by day. The centralized development of sports associations restricts the diversified development of

sports associations, and at the same time restricts the satisfaction of the diverse demands of college students in sports associations, causing certain resistance to the overall construction and improvement of college sports associations.

3.2 The operation mechanism of sports organizations needs to be standardized and improved

As a collective organization, college sports associations need a sound operation mechanism to maintain the normal development and operation of sports associations. A clear division of rights and responsibilities is the premise to ensure the normal development of sports associations, and a reasonable and perfect organization and management mechanism is an important guarantee for the normal development of sports associations in colleges and universities. The recruitment mechanism, guarantee mechanism, incentive mechanism, autonomous mechanism and self-discipline mechanism of sports associations in colleges and universities exist as internal operating mechanisms, which play an important role in the internal management of sports associations. At present, due to the five internal operation mechanism is not perfect enough, resulting in some problems in the operation of college sports associations, causing a certain resistance for the development of college sports associations; The service mechanism is a kind of service mechanism in college sports associations, which can serve itself, others and the society. It is another performance of sports associations. Its formation is not perfect, will cause the university sports association service effect is not good, at the same time for the association itself, the school and even the society will also form a certain resistance, which is due to the university sports association and the sports association itself organization strength and attention degree is not enough. However, in the operation mechanism and management system of sports associations in western countries, there are many merits that are worth learning and learning from in our country. Nowadays, following the pace of the development of The Times, the university associations in China gradually show the characteristics of standardization, diversification, and specialization. The quality of the association activities is increasing. With the help of this situation, the development of sports associations in colleges and universities should also be equipped with a complete and sound organization operation mechanism, improve the enthusiasm of college students to participate in sports associations, so as to ensure the orderly development of college sports associations.

3.3 Colleges and universities have insufficient support for intramural sports associations

The colleges and universities lack the support for college students' sports associations, which is mainly manifested in the fund support of the associations, the management system of the associations and the supply of venues and equipment. The development of college sports associations needs the support of colleges and universities, and the comprehensive development of college sports associations is the result of the mutual promotion of various factors, and the importance and support of

colleges and universities to college sports associations will directly affect the overall development of the associations. Compared with western countries, foreign colleges and universities support more intramural sports associations, and the activity funds of foreign colleges and universities sports associations are generally more sufficient. In addition, the management mechanism of sports associations in most universities in western countries is relatively perfect, the content and form of association activities are also relatively perfect, and the social recognition is relatively high. At the same time, some colleges and universities take college students' participation in community activities as a required course for students to obtain graduation qualifications. Only by completing the corresponding community practice contents can students obtain graduation qualifications. In terms of the arrangement of venues and facilities, the United States and Japan, for example, provide relatively stable and sufficient equipment and venue resources for sports associations, which are sufficient to ensure the normal development of activities of sports associations. At present, China's colleges and universities have insufficient support for the development of college students' sports associations, which leads to the low degree of college students' participation in the associations, and the slow development and promotion of college sports associations. The lack of support for sports associations in colleges and universities can be attributed to the failure to pay enough attention to the development of sports associations in colleges and universities. Therefore, it is an important measure to improve the development status of sports associations in colleges and universities to pay more attention to them and to enhance their support for them.

3.4 The professional development of college sports associations needs to be improved

There is a lack of professional guidance personnel for the development of sports associations in colleges and universities, and the professionalism and standardization of the development need to be improved. College sports associations in the cadre selection, for corporate property must have the professional performance is not up to standard, for teachers or students employ system is not fully formed, therefore in the process of the development of university sports club activities, generally presents the club activities guidance technology is not high, community types, though more content and single repeatedly, the scientific nature of the sports activities is not strong, such as the status quo. This directly leads to students' ideological understanding of sports associations with little gain, reduces the enthusiasm of students to participate in association activities, and directly leads to the frequency of sports associations, which has a certain impact on the long-term sustainable development of associations. Abroad, most of the sports community has obtained qualification accreditation of teachers' practical guidance to club activities, and ensure quality of students in the process of club activities, give play to the role of all kinds of sports community, in order to improve students' physical quality, sports skills, comprehensive ability and social adaptation ability, and foreign students enthusiasm

high, the sports community's participation of campaigns, plays a certain role in promoting. With the continuous development of college sports associations, it is of great significance to carry out appropriate professional training courses, fully explore the characteristics of college students and their own advantages, flexibly develop the forms of association activities, and improve the professional ability and comprehensive quality of the organization and leadership, which will promote the sustainable development of college sports associations. On the contrary, it is easy to cause the role of the sports associations to be buried, resulting in the actual effect of the work of the sports associations to reach the expected level.

4. STRATEGIES FOR THE DEVELOPMENT OF COLLEGE SPORTS ASSOCIATIONS

With the rapid development of the society, the standards and requirements of college sports associations are constantly improving. The development of college physical education needs to popularize more professional foundation and skills to academics. The formation and development of sports associations is one of the most effective ways to popularize physical education knowledge, technology, and skills. College students are in an important period of life, it is an important stage to learn professional knowledge and skills. This period can be regarded as the critical period for college students to seriously study relevant professional knowledge and comprehensive knowledge, and comprehensively improve their professional ability, comprehensive ability, and social adaptability. The study of the theory of college students' professional knowledge and professional ability of ascension based on classroom teaching time and practice after class to consolidate, and promotion of comprehensive ability and social adaptability, can use the platform of the sports club, and therefore the development of the college sports community to seek viable path for the development of college students' comprehensive quality has a pivotal position in zhuhai.

4.1 Cultivate the consciousness of college students to actively participate in sports associations

College sports associations are the development platform of social practice activities, and college students are the main body to participate in sports associations, whose relationship is self-evident. Increasing college students' participation in sports associations is of great significance to the implementation of the opinions jointly issued by the Central Committee of the Communist Youth League and the Ministry of Education. In other words, the consciousness of college students' participation in sports associations needs the interaction between individuals and the external environment. By combing the interviews with the teachers of the Youth League Committee and the administrators of sports associations in some colleges and universities, it can be concluded that the enthusiasm of students to participate in sports associations is the basis to ensure the development of activities of sports associations, but this enthusiasm will gradually weaken with the passage of time. To maintain the enthusiasm, colleges and universities on the consciousness of students participate in

sports clubs appeal, cannot only through previous campus network news, propaganda means such as Posting notices, need to change the way sports organization propaganda, if in the past in the form of post bar propaganda sports club is now is in the form of broadcast, mainly by the feeling that find everything new and fresh to the student, to deepen the understanding of sports community, to enhance the enthusiasm of college students to join the sports club; In addition, it is necessary to give lectures on sports associations from time to time and invite all students to participate, so as to cultivate students' awareness of participating in sports associations and extend this enthusiasm. Then the college physical education teachers can also encourage more students to join the sports associations in the classroom. Finally, in the development of sports community activities, first of all, it is necessary to ensure the diversification of the forms of activities, to meet the diverse needs of the members of the club; Secondly, sports venues with large flow of people can be selected to attract the attention of more college students through high-quality activity processes, so as to indirectly transform college students' views on sports associations, promote college students' participation in sports associations, and continue and strengthen the development of sports associations.

5. CONCLUSION

From the perspective of student participation, the motivation of college students to participate in sports associations shows a trend of diversification, which promotes the development and perfection of college sports associations to a certain extent. However, due to the single promotion path of sports associations in colleges and universities, and the few ways for college students to understand sports associations, college students have insufficient cognition of sports associations, lack of awareness of participating in sports associations, and it is difficult to form a strong motivation to participate. At the same time, because of the centralization of the types of sports associations and the single and rigid development mode of sports associations, it is difficult to meet the needs of students.

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Research on the Influence of Network Multimedia on Badminton Teaching in Colleges and Universities

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Abstract: Network multimedia technology can not only make the current education and teaching quality has been comprehensively improved, but also play a role in improving teaching methods and means, fundamentally promote the development of teaching modernization. Based on this, this paper mainly carries out an in-depth study on the influence of network multimedia on funny badminton teaching.

Key words: Network Multimedia; College Badminton; Impact

1. THEORETICAL TEACHING IS MORE COLORFUL

The contemporary college students are very fond of a sport, is badminton, its mass base is very wide. In the process of carrying out badminton teaching in colleges and universities, the effective application of network multimedia technology can not only improve the teaching effect, but also improve the teaching quality, and promote the development of badminton education in colleges and universities.

In badminton teaching materials, the main component of the three aspects, the first is text, followed by map, the last is the CD, overall involves the theory of knowledge is not much, so the students in the learning process, unable to realize the profound experience and understanding the connotation of specific knowledge, therefore, in the process of reshuffle to teaching material, Must keep the past the main content of teaching material of comprehensive not, try to make some new contents include network collect come in, not only that, but also fully embodies the multimedia technology, not only have animations and pictures, and music and video, that previous books is a single source limit theory knowledge comprehensive breakthrough, expand students' vision. In the process of teaching, teachers, through the application of network multimedia technology, can vividly show the specific badminton action mechanism and some fitness effects to students in the way of animation when teaching theory, and explain the latest badminton knowledge in a vivid and scientific way, so as to achieve better teaching effect. In addition, in the teaching process, teachers can also recommend some very good badminton site to students, through the way of network, so that the students can be timely and effective understanding of relevant content, can also access to the real badminton is the most abundant learning resources, to achieve never leave home, master badminton theory knowledge, Therefore, the

richness and color of badminton teaching in colleges and universities will be comprehensively promoted.

In classroom teaching, based on the abundant teaching resources and the intervention of network multimedia technology, not only the radical changes in the past teaching structure, also can maximize enrich the teaching content, to update teaching ideas, to provide students a broader field of vision and space, makes students better and in-depth learning badminton the sport.

2. FLEXIBLE AND DIVERSE TEACHING METHODS

Of badminton in teaching process, in most cases, will be applied in oral body gives way, where the teacher talked about, where the student is thought of, the teacher not only guide, is more dominant, but this kind of teaching methods, too monotonous and boring, resulting in further reduce the students' interest in learning, in addition, still can make the students' active learning enthusiasm further reduced. The application of network multimedia can solve the above problems comprehensively, enrich the teaching methods and improve the teaching effect.

2.1. Observe technical actions in a comprehensive way

For badminton movement, the main is the rapid and flexible emphasized, and most of the action has the characteristics of the overnight, so, in the action in the process of demonstration, if in slow motion, often can not meet specific demonstration effect, and introduce the multimedia, the students on the new action before, First of all, play at normal speed to watch the demonstration movements as a whole, so that students can roughly understand the direction of movement and action lines. Then play slowly, so that students can deeply understand the specific image, structure and details of the movements, so as to further strengthen their memory. The action is in the normal state of integrity, but the speed is slow, so you can better observe the technical details, familiar with the corresponding action route, so that the students' thoughts are really perfect.

2.2. Pay attention to the combination of pace and body

Stage in the past, most of the teachers are attaches great importance to the hand movements, but ignores the footwork, so, in the process of teaching, teachers must pay attention to the overall situation, from the initial mobile, then to the whole body and hand movements, but for beginners, in the process of learning, to achieve full control, difficulty is bigger, so, in the teaching process, Teachers through the application of network multimedia technology, adopts the amplification and intercept and

slow play, so that the students can be the center of gravity of footwork section observation, step on the pedal switch details carefully observe, in addition, can also will zoom in way of viewing applications come in, to experience and observe, causes the student to master completely.

3.TEACHING DEMONSTRATION, MULTIMEDIA ORGANIC COMBINATION

In order to achieve better teaching effect, in the process of carrying out badminton teaching, it is necessary to achieve human-computer interaction and organic combination, repeatedly watching the courseware, can make students more clearly understand some new actions, better grasp. Demonstrate the process of interpretation, teachers must focus on the wholeness of action, not the motion of the courseware to watch between effectively compensate for the specific situation, from various angles to break down the local action, make a overall and coordinated combination to form, will be a more the whole image of the image and the concrete show students, through continuous explanation and contact, Make the students have formed the sense of proprioception to a greater degree of consolidation.

4.CONCLUSION

In a word, in the process of carrying out badminton teaching in colleges and universities, it is necessary to apply network multimedia, through animation, video, music and other ways, to achieve all-round teaching and explanation. Students can better master some sports

details when they are fully involved in it. Through the application of network multimedia, teaching means can be effectively updated to enrich classroom teaching and make teaching means more flexible. While improving students' learning efficiency, students' learning initiative and enthusiasm can also be fundamentally improved, ultimately promoting the all-round development of badminton education.

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On the Inheritance and Development of Folk Music in Music Education in Colleges and Universities-- Take Nankai University as an Example

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Abstract: Chinese folk music has a long history, rich in content and forms, is the crystallization of five thousand years of Chinese wisdom and civilization. Under the background of globalization and diversification, to play its role in cultural inheritance, spiritual civilization construction and international exchange, music education in colleges and universities should actively promote folk music so as to promote the inheritance and development of folk music. Given the ordinary university music education problems, in this paper, as well as inheritance and the development of national music is to the ordinary university music education's meaning and value, the ordinary university music education talks about the problems existing in the outside, also in nankai university music education practice, for example, to illustrate the ordinary university music education in the national music heritage and development path of practice, It is expected to play a certain inspiration and reference role in the education of folk music in ordinary colleges and universities.

Key words: Colleges and Universities; Music Education; Ethnic Music; Inheritance and Development; Nankai University

1 THE SIGNIFICANCE AND VALUE OF INHERITING AND DEVELOPING FOLK MUSIC IN MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES

Chinese folk music is the crystallization of the wisdom of Chinese civilization in the past five thousand years, and it is an important carrier of inheriting national culture and spirit. In the era of globalization and diversification, the development of Chinese folk music is also faced with great challenges. Music education in ordinary colleges and universities, as the front position to improve the students' musical aesthetic quality and cultivate students' correct patriotism, nationalist values and outlook on life, has the obligatory responsibility and obligation to promote the inheritance and development of folk music. However, the current music education in colleges and universities still has some prejudices on the concept of folk music education and misunderstandings on the teaching methods. These are the problems that must be corrected and avoided in time in our teaching process.

Chinese folk music has a long history and is rich in content and forms. As the crystallization of the vast majority of

working people's long-term work and life, it has a unique emotional connotation, aesthetic orientation and cultural value, is an important component of national culture, is also an important basis for the construction of spiritual civilization in our country. However, with the development of The Times, especially in the face of the increasingly diversified and complicated development trend of the world cultural development pattern, the inheritance and development of folk music is also faced with the challenge of being marginalized and assimilated by European and American music.

Music education in colleges and universities belongs to the category of minor in musicology. Compared with the major courses in musicology, it is distinctly comprehensive, including philosophy, aesthetics, literature, sociology and other educational contents. Music education in colleges and universities is not to cultivate music professional talents, but to improve the artistic accomplishment of non-music major students in colleges and universities, and to inspire the cultivation of students' comprehensive abilities such as thinking. As an indispensable part of aesthetic education in higher education, music education in ordinary colleges and universities has the responsibility and obligation to teach excellent Chinese folk music to students, so that it can play an important role in the inheritance of Chinese traditional culture, the construction of spiritual civilization and the promotion of international exchanges.

First, in terms of cultural heritage, Chinese folk music is the important carrier of the traditional culture of more than five thousand years in our country, is the treasure of the Chinese nation culture, has the rich cultural and artistic value: the Chinese music culture pays attention to the awareness of life, so Chinese instruments to hear songs, rubbing, herein, note the spoke of music as well as the detailed mental, finish a lot of enthusiasm; Chinese music culture advocates the way of nature, so we can hear the "five tones" corresponding to the "five elements" in Chinese music and the "eight tones" made of natural materials. Chinese music culture is inclusive, so we can hear the unity and diversity of folk music and the continuity of Huangzhong rhythm. Ordinary university national music education in the national music to make the students enjoy the colorful music language, content rich variety of forms and profound cultural connotation at the same time, also let he persuaded the music culture of the

motherland and profound, deepened further promote patriotism and national music play a positive role in traditional cultural heritage.

Secondly, in terms of the construction of spiritual civilization, Chinese folk music gives modern people profound enlightenment with its rich wisdom of life and philosophical thoughts, among which the strong feelings of home and country are the fine traditions of the Chinese nation: From ancient music of violin "li SAO" shows the "body die xi god in spirit and soul yi xi as a soldier" strong patriotic feelings, to bring the two springs month of dare to struggle with life, unswervingly the spirit of the pursuit of ideals, and then to modern poems to music art song of the healthy enterprise still reflects the history of the feelings, These excellent folk music works have played an admirable patriotic movement of the Chinese nation. Music education in colleges and universities is taught in Yue, which enables students to appreciate folk music and at the same time, imperceptibly enhance their sense of national identity, effectively help students to establish a correct world outlook, outlook on life and values, and enhance their core qualities, thus becoming an effective way to cultivate high-quality talents.

Finally, in the aspect of enhancing international communication, promoting the inheritance and development of Chinese folk music is the only way for Chinese music art to stand in the forest of national art in the world. In the face of the multi-cultural situation in the world, the music education in colleges and universities should also be diversified, but its precondition is to respect the local culture. "Only national, is the world". With 5000 years of cultural accumulation, Chinese folk music has enough strength and confidence to have an equal dialogue with the world music culture. Music education in colleges and universities should also integrate national music into the vision of global culture, so that students can understand the charm of different types of music culture, find out the commonness and individuality, and promote the integration and coordinated progress of national and world music culture.

Therefore, under the new era background, it is necessary to strengthen folk music education in colleges and universities, promote the inheritance and development of folk music culture in modern society, and have a positive impact on cultural inheritance, spiritual civilization construction and international exchanges, so as to give full play to the aesthetic education role of music education in colleges and universities. Highlight the artistic value and charm of folk music culture in modern society.

2 THE PROBLEMS EXISTING IN MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES

As is known to all, music education in colleges and universities is consistent with the overall characteristics of China's educational development. Since its "voyage to the east", western music is fundamentally based on western music. Right now, the impact of cultural diversity, especially in the face of Europe and the United States, Japan and South Korea music, the influence of domestic music aesthetic culture but also to the western music followed, including the ordinary university music

education, the domestic various level music education in virtually has formed a "western" education mode, and the traditional music speakers are on the shelf, no takers. This situation of music education not only leads to the abnormal phenomenon that the popularity of western music culture among college students is far greater than that of ethnic music culture, but also goes against the goal of talent training in colleges and universities in China, which is not conducive to the cultivation of students' cultural confidence. In my opinion, in addition to the problems left over from the history of music education, the reasons are directly related to the deviation of educational concepts and improper teaching methods of music educators in colleges and universities today.

First, in music education philosophy, nowadays many people in the ordinary university music education workers have profound western music education background, many of whom have music colleges abroad study abroad experience, many of them are "advanced or backward, more sound", "open music structure, seal structure of music", "folk music, "Symphony advanced" and other wrong aesthetic ideas, so in the music teaching in colleges and universities, it is natural to praise the "classical western music as the criterion" education idea. Browsing the course selection handbooks of ordinary colleges and universities, it is not difficult to find western music courses ranging from "basic theory" to "music history" to "work analysis". These numerous western music courses naturally occupy the advantage of course selection in terms of quantity and variety. Even some Chinese folk music courses occasionally appear, their course system can not get rid of the thinking mode of western music teaching. Teachers do not know or understand Chinese music theory, but blindly apply western music theory to interpret the current situation of Chinese music aesthetics and value distortion. Under the influence of this education idea, the student can't really appreciate the charm of traditional Chinese national music culture, combined with the national music teaching facilities and the lack of resources, lack of professional teaching team construction and investment to reduce the enthusiasm of the teachers' teaching, makes the original ethnic music culture education mechanism is difficult to resist the invasion of western music culture, It also has a negative impact on the inheritance and development of folk music culture.

Secondly, in terms of teaching methods, there are also common problems such as rigid teaching mode, inconsistent teaching content with students' actual needs, and monotonous teaching methods in the teaching of folk music in ordinary universities. For example, in some music classes, teachers still continue the backward teaching mode, focusing on the transmission of knowledge and skills, while ignoring the integration of emotion and other elements. The prominent manifestations are: Teachers will teach students the knowledge points, merely mechanically for music expression of each element in the process of mutual combination and mutual cooperation not enough emphasis on form and the characteristics of the correct cognition, not the music rhythm feeling and metrical sense enough

request and so on many kinds of music element, make students form a pioneering thinking, just blindly imitate, not only limit the appreciation and creation ability of students, It also makes the class boring. And some national music teaching, the void content and distance students' real life, only hard blindly will be superficial national music and the modern culture, and emotional resonance, thought connotation, cultural heritage deep cultural expression such as link, causes the student to study in cost a lot of time and energy, to little effect.

These education methods are not only lack of aesthetic sense, but also easy to lead students to be misled, which is an urgent problem to be solved in the current music general education in universities in China.

3. THE PRACTICAL PATH OF THE INHERITANCE AND DEVELOPMENT OF FOLK MUSIC IN THE MUSIC EDUCATION OF ORDINARY COLLEGES AND UNIVERSITIES

In order to better promote the ordinary university music education on the inheritance and development of national music, music educators in colleges and universities in addition to the education conception attaches great importance to the national music education, more to optimize teaching practice, so that students in a rich and colorful, effective teaching practice activities feel the charm of national music, national music culture inheritance and development. The following part takes Nankai University, where the author works, as an example to discuss the practical path of the inheritance and development of folk music in the music education in colleges and universities, in terms of its curriculum setting, classroom teaching methods and the development of the second class of folk music in the general arts class.

Reasonable and adequate curriculum setting is an important way for students to acquire systematic knowledge and broaden their cultural vision in school. It is necessary to have a clear goal to incorporate folk music into the curriculum of music education in colleges and universities: different from the professional nature of music colleges, its goal is to improve students' ability of aesthetic appreciation and critical innovation through folk music appreciation and practice activities. Therefore, the curriculum of folk music should not only meet students' different interest directions and have a wide coverage, but also consider the actual situation of ordinary college students to grasp the depth and practicability of the curriculum. As one of the first national bases for quality education for college students, Nankai University has actively implemented the program of quality education and opened a sufficient number of elective courses for the undergraduates with high teaching quality.

Nearly half of them are folk music general education courses. These courses cover all aspects of folk music culture: With the basic theory and history classes, such as the basic knowledge of music and the sightsinging Chinese quyi history "into the Chinese national music" Chinese traditional music culture, music appreciation class, such as "Chinese music appreciation" "Chinese ancient opera masterpiece appreciation" of the guqin music appreciation, the feeling of Peking Opera, and

appreciation and practice of combining the, Such as "Peking Opera Performance and Practice", "Kunqu Opera Appreciation and Oratsang", "Chinese Folk Song Appreciation and Singing", "Hulusi Performance and Improvement", "Erhu Introduction and Improvement". In addition to the courses specifically teaching folk music, some music general courses in Nankai University also try to combine folk music with western music, and actively carry out the teaching mode of Chinese and Western fusion. Such as: the author in his courses in the piano masterpiece appreciation of piano music in China and the west in the art system, compares the development process and technique of expression of appreciation, it is concluded that the Chinese piano art by playing Chinese music in the piano this western instruments to connect the world, make the world feel the charm of Chinese culture; In the course of "Appreciation of Pop Music", the author makes students realize the significance of national culture in the current situation full of pop and fashion elements by analyzing the pop and national elements in one fashion and beautiful pop song after another. It should be said that these different names and various folk music courses show students a panorama of Chinese folk music culture, enabling students to walk into folk music under the guidance of professional teachers and feel the charm of folk music. The seats of these courses are often sold out at the very beginning of the course selection, which shows the high enthusiasm of students for folk music courses.

Flexible and diversified classroom teaching methods are the magic weapon to stimulate students' desire for exploration, curiosity for knowledge and desire for creation, and the powerful guarantee to effectively improve the curriculum efficiency. The teaching of folk music education in ordinary colleges and universities should not be scripted or "one speech" style, but should be rich and colorful, more situational and situational teaching, and take the form of combining theory teaching with practice teaching in course teaching. In the folk music class of the Quality Teaching Department of Nankai University, teachers and students can often see the interaction scene and hear the laughter and singing of teachers and students. For example, when teaching different folk songs, teachers will not only introduce the musical characteristics, historical background and other theoretical knowledge of the songs and appreciate the audio and video, but also set specific scenes of the songs for practical training. The students, dressed in different ethnic costumes, danced and sang with the simple ethnic dance choreographed by the teacher. Although these songs and dances are not very familiar, but this teaching method makes the textbooks and audio-visual folk music "alive", so that students can truly feel the charm of the national folk music. In addition, the "Quality Teaching Department Report and Performance" is held once a semester for the students of the public elective courses of the school as the conclusion of the class, which gives students more space and stage for performance. Especially in the series of performances with the theme of "Inheritance and Development of Traditional Chinese Art", the students not only showed their skills and feelings of folk music learned

in class, but also gave full play to their creativity by writing, directing and performing many different forms of folk music works. Through these flexible, diverse and colorful classroom teaching activities, students not only acquire the knowledge and skills of folk music, but also make folk music more deeply rooted in people's hearts, which is conducive to its dissemination and development. The second class is a useful supplement to the first class, which helps students consolidate and deepen the results of the first class and make useful creative attempts. Nankai University students' passion for folk music is obvious to all: Students spontaneously organized include "folk music club of Nankai University", "Chinese Crosstalk Association", "Ballad Singing Kunqu Study Club", such as community, its affiliated in different departments, respectively by the relevant professional teachers' obligation to make regular counseling, spontaneous communication activities and reporting performance, performance and fellowship between teachers and students of other universities; Some associations also release relevant activity information through online public accounts to publicize and promote folk music in a way that college students themselves like. In addition, the school level also actively use the form of lectures, music to promote folk music culture. For example, the "Peking Opera Party Class" was held to tell the glorious history of the Party with the traditional Peking Opera art. The students were deeply moved by the teachers and guests' sincere Peking Opera performance and the explanation of the Party history in simple and profound ways. There was a warm scene of singing Peking Opera on the stage. As a brand activity of cultural quality education of the school, "Nankai Weekend Forum" also invited Mr. Song Dong'an, a master of Lei Qin, to come to Nankai to popularize the knowledge of intangible cultural heritage music for students, and invited Li Fengyun, a descendent of Guqin of Guangling School, and Wang Jianxin, a flute performer, to give a special performance of Qin and Xiao. From the students' spontaneous community to school level, it should be said that at Nankai University national music education of the second classroom, it not only enrich the campus culture life of college students, and exerts a subtle influence on the student's music aesthetics, to enhance the students' patriotic feelings, is conducive to the heritage and development of national music culture.

4. CONCLUSION

As an important carrier of Chinese traditional culture and national spirit, Chinese folk music is an indispensable part

of music education in colleges and universities. The aesthetic experience of Chinese folk music plays an imperceptible role in shaping the spiritual quality and value system of college students, and plays an important role in the inheritance of Chinese traditional culture, the construction of spiritual civilization and the promotion of international exchanges. For the ordinary university music education in the national music education idea backwardness, rigid teaching mode, teaching content and students' actual demand discrepancy, such problems as the teaching method of the single boring, music education workers should be in the transformation of education idea at the same time, actively effort to reform the teaching methods, rich variety of teaching activities, to promote better inheritance and development of national music in colleges and universities. Therefore, the successful practice of Nankai University's music general education course in the course setting, classroom teaching methods and the second classroom has representative significance and promotion value.

Chinese folk music is the treasure of Chinese culture and the precious wealth that Chinese people should be proud of. We music educators must make unremitting and tireless efforts to make the music talent flowing in the blood of Chinese people boil again. Chinese folk music will stand out in the world music circle and become an important component in the ecological balance of global diversified music education.

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On Cultural Factors in the Translation of Chinese Landscape Reclusion Poetry

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Abstract: Chinese landscape reclusion poetry attracted more and more attention at home and abroad, and many masters have made a thorough study about Chinese landscape reclusion poetry, at the same time, they have made lots of achievements. This paper proceeds with the Chinese landscape reclusion poetry, to probe into cultural factors in the translation of Chinese landscape reclusion poetry, so as to help them make it better to appreciate the Chinese landscape reclusion poetry.

Key words: Chinese Landscape Reclusion Poetry; Translation Technique; Cultural Factor

1. INTRODUCTION

This paper mainly focuses on probing into cultural factors in the translation of Chinese landscape reclusion poetry. The author will try her best to study the English translation techniques of Chinese landscape reclusion poetry, and make it easier and better for readers to understand and appreciate the original landscape reclusion poetry connotation. The paper takes on the English translation of Chinese landscape reclusion poetry more comprehensive and perfect.

From the existing research achievements, the author found that most of the past researchers often pay much attention to the Chinese landscape reclusion poetry itself, and study it only from its English translation text, style, and the translators' cognitions, but few of them pay much attention to study the translation techniques which can express the culture more perfect [1-4]. To write this paper better, the author refers to many bibliographies, such as Contemporary Translation Theories, The Theory and Practice of Translation, Language Culture, and Translation, and so on. The author hopes it has a positive effect on how to appreciate and analyze the Chinese landscape reclusion poetry.

2. LITERATURE REVIEW

2.1 The definition of Chinese landscape reclusion poetry
Poetry is a main affection of literary genre, it is highly condensed in lyrical way to reflect the focus of social life, with a rich imagination, rhythmic forms of language and rhythm of the branches in order to express thoughts and feelings [10]. It is the oldest and most basic form of literature in the world, meanwhile, it is the highest form of expression of language art [7]. Chinese Landscape Reclusion Poetry refers to the description of idyllic natural scenery or the aspiration to the pastoral life of the poet, to describe the beautiful pastoral scenery, to compose the leisure and comfortable life.

2.2 The Language Features of Chinese landscape reclusion poetry

There are three language features of Chinese landscape reclusion poetry. Firstly, these poetries have a quiet atmosphere, the poets' performance in the poetry is carefree, easy and leisure. Most of the poets describe beautiful scenery, and compose the leisure and comfortable life. Secondly, These poetries tend to have strong flavor of rural life. Due to some of the poets suffered some setbacks, they are longing for the rural life. Thirdly, in artistic style, most of these poetries have the characteristics of simple and pure.

2.3 The principles of poetry translation

There are three principles of Chinese landscape reclusion poetry. The principle of faithfulness, faithfulness is the basic principle of poetry translation. The principle of creativeness, poetry is a creative activity. The Principle of "three beauty" - meaning beauty, sound beauty and form beauty.

3. CULTURAL FACTORS REFLECTED IN CHINESE LANDSCAPE RECLUSION POETRY

3.1 The embodiment of the Chinese ancient culture

3.1.1 The reason why converting the object into adverbial
Comparison in Chinese and English, the biggest difference is that Chinese focus on Parataxis, but English focus on Hypotaxis [9]. However, Chinese poetry which is one of literary form pays more attention to Parataxis. Because of different cultural backgrounds, we should use the conversion method in translation. In order to keep the unique and fresh style of the poets and their poetries, we should pay more attention to the conversion method in translation. In order to convey artistic conception, we should focus on the conversion method in translation. Therefore, we should convert the object into adverbial to render artistic conception.

3.1.2 Analysis of Xie Lingyun's poetry

For example, this is the Xie Lingyun's poetry:

The weather changes morning and night;
Mountain and lake with radiance beam.
Their radiance clear gives me delight;
I forget to go home downstream.
I left the vale the sun still crowned;
At sunset I come back by boat.
In twilight woods and vale are drowned;
In evening mist colored clouds float.
Green lotus leaves and caltrops sway;
Dark reeds and cattails lean before.
I hurry back on southern way;
Happy, I rest behind east door.
Unworried, you make light of things;
Content, you won't go against reason.
If you want to live long, long spring,

Please try to take my word in season!

The poet describes the beautiful scenery in the first sentence and the second sentence. So, the first sentence and the second sentence can be said to be the summary of the whole poetry. "morning and night" and "the weather" summarized the tour about the longitudinal time. However, "mountain and lake" and "radiance beam" summarized the beautiful scenery about the horizontal space. The sentence "I left the vale the sun still crowned." and the sentence "At sunset I come back by boat." played an important role in a connecting link between the preceding and the following and set the stage for the beautiful scenery of the lake in the evening. The viewer loved the beautiful scenery of the lake in the evening through the following lines: "In twilight woods and vale are drowned; In evening mist colored clouds float. Green lotus leaves and caltrops sway; Dark reeds and cattails lean before." When we read these lines, we can feel that we are personally on the scene and appreciate the beautiful scenery of the lake [2].

In twilight woods and vale are drowned; In evening mist colored clouds float. The two sentences describe the scenic beauty of sunset. The word "drowned" and the word "float" are led up to meaningful afterthoughts. In order to make the translation concise, and accord with the artistic conception of the original poetry, we should convert the object into adverbial, and put the verb "drowned" and "float" at the end of the sentence. At last, the whole poetry leads person to endless afterthoughts.

3.2 The embodiment of the historical reality

3.2.1 The reason why using the extended translation method

Because of different cultural backgrounds of the readers, inevitably in the process of writing with links to a variety of different allusions and historical figures [1]. When it comes to this kind of verse, we will probably need to use extended translation method to deal with the original poetry. A famous translator had said "The extended translation is a two-way method, it can be general, converts general reference into specific reference, but, it also can be specific, converts specific reference into general reference." We convert general reference into specific reference, such as "green tea" and "commit suicide". We convert specific reference into general reference, such as "in rapid succession" and "extremely". Extended translation method can improve the readability of poetry and adaptability to the target language culture. We use the extended translation method to cross culture barriers.

3.2.2 Analysis of Su Shi's Ci-poetry

For example, this is the Su Shi's Ci-poetry:

A leaflike boat goes light;
At dripping oars wild geese take fright.
Under a sky serene
Clear shadows float on calm waves green.
Among the mirrored water grass fish play
And egrets dot the riverbank mist- grey.
Thus I go past
The sandy brook flowing fast,
The frosted brook bright to behold.

Hill upon hill is picturesque scene;
Bend after bend looks like a screen.

I recall those far-away years:

The hermit wasted his life till he grew old;
The emperor shared the same dream with his peers.
Then as now, their fame was left out in the cold.
Only the distant hills outspread Till they're unseen,
The cloud-crowned hills look disheveled
And dawnlit hills so green.

The poetry refers to an allusion about Yan Ziling who lived in early years of the eastern Han Dynasty. This allusion is not too hard for Chinese to understand, but, it is hard for foreigners to understand. If we translate the Ci-poetry word by word, maybe, many foreigners can't understand it, although, this kind of translation is faithful to the original Ci-poetry.

3.3 The embodiment of the values

3.3.1 The reason why converting parataxis into hypotaxis
Parataxis stressed the significance associated with the logical associations between words and forms and do not care about convergence between sentences. Hypotaxis emphasize the relationship between sentence elements required in the form of mark indicates [3]. English pays more attention to Hypotaxis and focus on the logical relationship between members of sentence. Conjunction, preposition and other connection elements are very important in English [5]. However, Chinese pays more attention to Parataxis. It mainly embodies the course of literature creation, the composition of sentence and the cohesion of sentence. But, it doesn't take it serious about how to use the conjunctions. What is called Parataxis that something can be understood by sight. In the process of translating, we must abide by the principle which is faithful to the original text. We must adopt the translation technique which is called foreignizing translation. And this translation technique accords with the aim principle.

3.3.2 Analysis of Chen Fu's poetry

For example, this is the Chen Fu's poetry:

Jade flowers whirl in endless sky;
Sana islets whiten far and nigh.
No traces of wild geese withdraw,
Cliffs loom at dusk as if at dawn.
The fisherman, cold, will go back,
But he has lost the beaten track.
His boat drifts while he sits asleep;
His cloak melts in mist dense and deep.

When we read the original poetry, we can feel that the old fisherman's yearning for being a recluse from the falling snowflake all over the sky and the old fisherman's boat and cloak. But, if we translate those sceneries one-to-one, the target readers will feel confused, they cannot understand the poetry, let alone appreciate the poetry. Therefore, we should convert Parataxis into Hypotaxis. For example, the sentence "His boat drifts while he sits asleep.", it stressed that the old fisherman was sleeping while his boat was drifting down the stream. The sentence "But he has lost the beaten track.", we add the appropriate conjunction "But", consequently, the target text became more logical, and stressed the reason why the old fisherman was asleep.

Therefore, in the process of translating this poetry, we convert parataxis into hypotaxis and increase logical relationship to convey the original poetry better.

3.4 The embodiment of the social customs

3.4.1 The importance of the artistic conception of poetry

Chinese and western invariably focus on the artistic conception of the poetry for the aesthetic of poetry. The artistic conception of poetry is by introducing specific image, and fusing different emotion and reason, interest or individual factors, at last, is formed by the state or emotional appeal. When the artistic conception presents the pictures to the people, known as the 'state'. When the artistic conception makes the emotional atmosphere to the people, and causes emotional contagion field effect, known as the 'emotional appeal' [8]. For example, when we talk about the flowers, we instinctively associate with spring or love. When we talk about the color of red, we instinctively associate with happy things. When we talk about the ghost, we instinctively associate with goose bumps. These are different things may cause different artistic conception. Artistic conception is decisive for poetry, the poet who adopts the artistic conception of things in the poetry determine the nature of poetry.

3.4.2 Analysis of Zhang Xu's poetry

For example, this is the Zhang Xu's poetry:

Dimly an arching bridge arose,
Veiled in moorland haze.

On the west bank, by the rock close,
I asked a fisher boat about the maze:

"All day long the peach petal flows
On the stream that attracts my gaze.

In which place, as I come and doze,
Is found the cave that stays?"

"All day long the peach petal flows on the stream that attracts my gaze. In which place, as I come and doze; is found the cave that stays[6]?" It has only scene on the original text, in fact, a word for love inside, the translator translated out the scene, injected with infinite love. This reflects a sentence which said by Wang Guowei: "All the scene language is language also." "asked a fisher boat", the three characters vividly express the poet's fascinated modality. The third and fourth sentence are about the questions for the fisherman: only see pieces of peach blossom petals with clear water constantly drift out, but

don't know where the ideal hideaway cave is. Through that, we can see that the poet desperately longings and feels uncertain mood which is hard to find.

4. CONCLUSION

Chinese landscape reclusion poetry attracted more and more attention at home and abroad, and many masters have made a thorough study about Chinese landscape reclusion poetry. This paper probes into cultural factors in the translation of Chinese landscape reclusion poetry. The author hopes that it has a positive effect on how to appreciate and analyze the Chinese landscape reclusion poetry.

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On Linguistic Features of Journalistic English

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Abstract: Journalistic English which is a genre of English has its own distinctive features, differing greatly from everyday English in structure, style, vocabulary and grammar. Learners will not fully understand journalistic English if they do not possess certain knowledge about linguistic features or common sense of journalistic English. This paper tries to analyze the major linguistic features of journalistic English and discusses the art of journalistic writing in English, helping English learners understand journalistic English more effectively.

Keywords: News; Journalistic English; Linguistic features

1. INTRODUCTION

News has different definitions at different times and places. China's academic circles define news as the reporting of recent events. A news story consists of headline, lead, body, and before lead, there are dateline and by line. News can be divided into "hard news" and "soft news". The structure of soft news, such as features and opinions, may or may not be in form of inverted pyramid. It emphasizes on human interest instead of timeliness of an event. Soft news usually uses a delayed lead and the climax might be in the ending of the story; however, hard news is often put in inverted pyramid structure in which the most important element is higher up and the rest information is written lower down in sequence of importance. The direct lead is often used in hard news [1], whose body is a kind of further elaboration. This kind of structure allows readers to choose according to their needs. If one does not want to read the whole news, he or she may just glance at the titles and lead to get general ideas. Journalistic stories should be important, interesting, unique and timely. News written in a special style has its own linguistic features.

2. LEXICAL FEATURES OF JOURNALISTIC ENGLISH

2.1 Conciseness and Simplicity

In the omnimedia era, news reaches more people from all walks of life in a very short time. Journalistic wording should be concise and resonate with readers as much as possible, which often uses basic level category and tries to avoid superfluous expressions. For example, in the phrase final outcome, the word final is redundant for the word outcome which has included such a meaning. There are many similar examples to illustrate: (new) innovation, (brutal) murder, visible (to the eye), (totally) destroyed, (controversial) issue, consensus (of opinion), and such like. An example: "China is becoming a leader in the science and technology fields." UAE ambassador said [2]. The ambassador didn't use "now" or "at present", because the time is served by the tense of the verb. Such redundant

modifiers are also a kind of Chinglish [3].

Furthermore, one of the most crucial principles in news writing is to make readers easy to understand. Thus, the word is supposed to be commonly used. For instance, it is better not to express star by silver sphere; heaven by firmament; joyful by blithe. In English news, we use about rather than approximately; show rather than demonstrate; fear rather than apprehension.

2.2 New Words and Buzzwords

New words, in a certain sense, are a miniature of social development, which emerge endlessly. They, in most cases, appear in news firstly and then are used by the people. When get popular, they might be brought into dictionary, becoming a part of modern English. Just take the word Brexit as an example, which means the withdrawal of the UK from the EU. It was first recorded by the dictionary publisher Collins in 2013. Since a historic British referendum in 2016, the word's usage has increased unprecedentedly. Dictionary Merriam-Webster has named it as its word of 2016. After that, many commentators and comedians tend to use the prefix bre- and the suffix -exit to make any incident more compelling. For example, "bremorse" refers to anyone who was filled with remorse for Brexit. "Mexit" is defined as the Lionel Messi's retirement from international football. "BrexPitt" is Angelina Jolie's divorce from Brad Pitt. So journalistic English keeps pace with the time and records the new word.

As mentioned above, journalists have use blending and derivation to make new words. Derivation, namely, newsmen create new words by adding a prefix or a suffix to an old word. Other examples such as "cyber-": cybercafé, cyberchat, cyberculture; "e-": e-mail, e-commerce, e-sports, and the like. Moreover, blending is a very popular process. A blend is a compound word made by blending one word with another [4], such as sharenting (share parenting), taikonaut (taikong astronaut).

Newsmen sometimes make new phrases by imitation. To cite the word crisis as an instance: economic crisis, beef crisis, development crisis, currency crisis, health crisis, North-south crisis, the gulf crisis, and such like; also the word powerhouse: economic powerhouse, innovation powerhouse, manufacturing powerhouse, museum powerhouse, sci-tech powerhouse, etc.. In addition, "generation gap" have been analogized a great many new phrases: credibility gap, communication gap, digital gap and so forth.

Buzzword can often be found in journalistic English, some of which are new words. It is popular among people and easier to draw readers' attention. Just like fashionable dresses spread overnight, so with buzzwords, some of

which have gone with the time, yet others maintain a long time becoming a general word. Modern information technology provides multimodal means, platforms, and space for news reporting. News spread on new media is characterized by brief and eye-catching expressions, full of buzzwords.

2.3 Clipping and Acronym

The important processes of word-formation in journalistic English are clipping and acronym. They are frequently used in journalistic English, which simplify expressions and save newspaper layout.

Clipping is a method of shortening a word without changing its meaning [4], such as vic (convict), impro (improvisation), tech(technology), quake(earthquake), chute(parachute), fridge(refrigerator), flu (influenza).

Acronyms are a special kind of clipping. An acronym is a word formed from the initial letter of a word that makes up a name [4]. AIDS (Acquired Immunity Deficiency Syndrome), IMF(International Monetary Fund), WWF(World Wildlife Fund), FIFA(International Federation of Football Association), NBA(National Basketball Association), COVID(Coronavirus Disease), EU(European Union)are all acronyms.

2.4 Jargon

People from all walks of life speak their own jargon which is often hard to understand to outsiders. Journalistic English prefers to use jargon from other professions. Some frequently-used jargon gradually become daily words. The original meaning of the word escalate is upgrading of the war. Now, it becomes a daily word referring to increase. The following are two headlines: Semiconductor Conference Kicks off in Nanjing ("Kick off "is jargon from football referring to the first kick of the game.); Morocco Artisans Fear "Knockout Punch" from Virus ("Knockout Punch" is jargon from boxing meaning a blow that makes an opponent fall down and be unable to get up again.)

2.5 Multiple Pre-modifiers

Pre-modifiers of nouns have descriptive and decorative functions which are words put before nouns. They fall into two categories: pre-modifiers of the same grammatical category and multiple pre-modifiers. The former can be classified into two subcategories, namely, a single word used as a pre-modifier and two or over two words of the same part of speech used as pre-modifiers [5, 6], such as "a national identity" and "a tedious and long speech". The former is widely used in English. Journalistic English is characterized by multiple pre-modifiers of nouns and has a preference for heavy use of attributes [7].

Journalistic stories must be written concisely and clearly. It is very common for journalists to use multiple pre-modifiers in front of nouns, as they condense information and save space.

Multiple pre-modifiers of nouns can be roughly classified into four types [5]. The following examples are cited to illustrate:

(1) noun/adjective/adverb +past/present participle: nuclear-contaminated wastewater, peace-keeping force, short-lived coup, long-standing issue, highly-

sophisticated technology, far-reaching significance.

(2) adjective/noun/numeral + noun: high-resolution images, supply-demand imbalance, 3-child policy.

(3) (numeral)+noun + adjective: earthquake-prone area, oil-poor country, a-2-hour-long talk, a 50-meter-wide street.

(4) phrase/sentence: dusk-to-dawn curfew, off-and-on war, wait and-see policy, the Be-Kind-to-Animal campaign, on-the-spot interview.

3.GRAMMATICAL FEATURES OF JOURNALISTIC ENGLISH

3.1 Ellipsis

News stories need to be brief and concise. Journalists often use elliptical sentence. The preposition on used before the date is often left out, which almost becomes a trend. The following is a good example: "We want to make sure those on unemployment have enough lead time to start searching for work. Saenz said **Thursday** [8].

The conjunction that is often omitted in an informal register when it introduces an objective clause [7]. However, it may be left out in English news.

Moreover, the limited space demands that headlines must be even more brief and concise, so ellipses frequently appear in headlines. The functional words are usually omitted, such as articles, pronoun s, auxiliaries. Examples: Mother, Daughter Share Fulbright Year (A Mother and Her Daughter Share a Fulbright Year); Three (Were) Dead After Inhaling Oven Gas; Signs of Inflation (Have)Threaten Investors' Portfolios; Huawei's HarmonyOS (Is) Coming to Phones; US (Is)to Donate Millions of Vaccines Abroad.

3.2 Flexible Tense

Traditionally, the tense between a main clause and a subordinate clause should be in agreement, but there will be much flexibility in journalistic English. The following paragraphs are excerpted from news:

China's strong rebound from the Covid-19 pandemic last year was largely driven by its swift factory resumption and government-led investment, while household spending has repeatedly fallen short of expectations.

China's gross domestic product reported a record year-over-year gain of 18.3% in the first quarter. That makes meeting Beijing's official target of above 6% growth for 2021 a relatively light lift [9].

The above paragraphs not only have past tense but also present tense and present perfect, which fully illustrate the flexible tense of news report.

Newspaper headlines usually adopt simple present tense, making a feeling of seeing something on the spot. Present tense, present future tense and present progressive tense are often used in headlines. Present future tense is always indicated by infinitive "to+do" or simply in simple present tense. "shall" or "would" are hard to find in headlines [1]. Instances: Bidens **Celebrate** First Lady's Birthday at Her Favorite Place; China's 'Father of Hybrid Rice' Yuan Longping **Dies** at 90; Healthy Dairy **Gaining** Popularity After COVID Experience; China's Wandering Elephants **Becoming** International Stars; China's Golden Week **to Test** Tourist Demand After Covid-19.

3.3 Source Attribution

No matter what kind of information, there must be a source attribution. It is authenticity, objectivity and credibility that news is supposed to possess. Source attribution features some expressions or sentence patterns. There are three kinds of source attributions [7].

First, information is from specific sources, such as particular persons, organizations or institutions. Specific sources are made public as they are crucial to the news stories. An instance: PYONGYANG - Kim Jong-un, top leader of the Democratic People's Republic of Korea (DPRK), said here Thursday that his country should get prepared for both dialogue and confrontation with ...the official Korean Central News Agency reported Friday [10].

Second, information sources are partially unveiled to public, such expressions as sources, circles/quarters, witnesses, analysts, observers, experts, authorities, official [7]. Namely, only tell you what area they are. Unclear sources could secure the important person or organizations, or highlight the news information for the reason that specific sources are not so important.

Third, information sources are not disclosed completely. Sometimes even journalists don't have any details of the sources, so they use some sentences: "It has been proved/illustrated/found/calculated"; "It is alleged/declared/claimed/believed/authoritatively learned that..."; "According to an anonymous/reliable source"; "Foreign radio announced" [7]. The source attribution is full of uncertainty and just like reporter's disclaimers. An example: One ally trying to guide Trump in his messaging is Sen. Lindsey Graham, according to a source familiar with their conversations [11].

3.4 Direct and Indirect Speech

Journalists frequently employ direct and indirect speech, which not only improve the authenticity and vividness of news, but also indicate objective reality. Moreover, indirect speech does not waste space.

An example: The profitability of some consumer goods industries has not yet recovered to their level before the pandemic, said Zhu Hong, an official at the NBS. A state council meeting chaired by Li, China's premier, last week said measures should be taken to avoid those costs feeding through into consumer prices [12].

4. SEMANTIC FEATURES OF JOURNALISTIC ENGLISH

4.1 Rhetorical Devices

Figure of speech will enrich expressions, which plays an indispensable role in news reporting. Alliteration, metaphor, metonymy and euphemism are widely employed.

Alliteration is the use in speech or writing of several words close together that all begin with same letter or sound [13]. It is easier to attract readers' attention and enhance rhythm. To take the headlines of news (The Times, 2011-07) as an example: (Day 4) **W**hat **W**ould the Framers Say, **D**ubbing the **D**owntown. (Day 11) **D**ay of the **D**ead, **T**he **B**achmann **B**oomlet, **T**o **M**ake **M**ore than a **B**anker, **B**ecome a Farmer, **D**igital **D**eflation. (Day 18) **B**orn in **B**lood, **B**aby on **B**oard. (Day 25) **M**ischief **M**anaged, **S**ocial Showdown, **W**omen's **W**ork [7].

Metaphor, in the cognitive literature, is to understand one thing in terms of another [14]. Unlike simile, this comparison is implied rather than stated. Very often, the abstract experiences are described in terms of more concrete ones [15]. It helps the writer to express his or her intention vividly, which contributes to readers' understanding. To take an example:

Now you're paying interest on not only your balance, but also on late fees and interest. And if you miss another payment, you're paying interest on interest on interest. And soon enough it **snowballs** into an insurmountable mountain of debt [16].

Metonymy is very common, useful and effective language device. Metonymy is also an important factor in the shift of meaning that involves substitution of the name of one thing for that of another closely associated with it [7]. Examples:

Hollywood---American film industry and its products
Press---newspapers and magazines in general

Euphemism is the substitution of a word of more pleasant connotation for one of unpleasant connotation [7]. In short, euphemism is a false word substituted for the true word in order to soften the shock of reality. In journalistic English, needy, underprivileged and indigent are often used to express the state of being extremely poor; Be expecting (a baby) is used to express the state of pregnancy.

4.2 Classical Allusions

Newspaper editors incline to use or even adapt classical allusions to polish the news report and make it more interesting and eye-catching. The following are some headlines with classical allusions:

Pandora's Box-office Gold As Avatar Tops Charts (A Pandora's box), To Save Or Not Save (To be or not to be), A Tale of Two Debtors (A Tale of Two Cities), Oil's Well that Ends Well (All's Well that Ends Well) [1].

5. CONCLUSION

Omnimedia make more people access to multimodal news. Journalistic language is a creator and spreader of language development; a leader and promoter of language standardization; a bearer and keeper of language culture as well as a builder of corpus. This paper mainly explores the linguistic features of journalistic English in an attempt to help readers understand journalistic English more effectively and offer English learners practical support in journalistic reading and writing. Nevertheless, language changes with the development of society. Journalistic English is of various types, which we cannot discuss once for all in a paper. Accordingly, the features of each specific category need putting into much work. Moreover, it is also worth further studying the translation of journalistic English in the omnimedia era.

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factors, we are faced with a series of defects. Due to the influence of a series of objective reasons, such as traditional ideas, cultural environment, educational evaluation mechanism, site constraints and teachers, the current teaching situation of meteorological environmental factors is not optimistic. Most parents, teachers and students themselves think that PHYSICAL education is not so important, and cultural classes are the key point. The number of physical education classes gradually decreases with the improvement of grade, and even there is the phenomenon of occupying classes.

Work Arrangement

The working arrangement of meteorological environment is not only reflected in the increase of funding sources, but also reflected in the further improvement of sports concepts, sports policies, textbook content and the cognitive ability of students, teachers and parents to sports. With the continuous progress of education, meteorological environment is becoming more and more important in physical education.

People usually take the quantity, time, movement quality, exercise density and intensity of physical exercise as factors to measure the load and intensity of physical exercise. Under the condition of constant load, the load strength plays a decisive role in affecting the physiological load. Due to the differences in age, gender, physique, health status and sports ability of students, even though the stimulation of physical exercise is the same, the physiological functional response of each individual is different. Therefore, physical education teachers in physical education should be combined with the students the physiological load of various physical exercises with different properties of different physiological function effect brought by the stimulus, the load of the individual differences to design the size of the amount of exercise, to ensure that by the most scientific and suitable meteorological environment to help students improve their physical quality.

Young people are the main working force in China's future. As the main builders of the future, people's attention to PE teaching is directly related to the overall quality of future PE talents. It is necessary to pay more attention to the work of meteorological environment, so that students can have strong bodies to make continuous efforts to improve their abilities. If we want to pay more attention to the meteorological environment, we must start from the perspective of concept, so that the school education can reflect its own value. It is necessary to change the cognition of "simple mind and strong limbs" in sports. To improve the input of teachers, this is to better improve the overall ability of teachers. Most schools are short of special PE teachers. Therefore, under the guidance of teachers based on the meteorological environment, all students can achieve better work arrangement by relying on their own talent and struggle. Pay attention to quality education, "virtue, intelligence, physical fitness, beauty, labor" is the important virtue of the Chinese nation, is the main component of the teaching process cannot lack of, which not only need to adhere to the training of students' physical fitness, but also need to pay attention to the cultivation of students' moral quality.

In terms of the overall direction and goal of meteorological environment in physical education teaching, the analysis from a macro perspective basically includes two contents: First, continuous efforts are made to better implement the current advocated "national fitness plan"; Secondly, in order to promote the work arrangement of domestic competitive sports, so as to move towards the international efforts. Their sports work arrangements also need the full support of the relevant institutions.

3. THE BASIS AND PURPOSE OF THE TOPIC

Selection Basis

(1) Theoretical

The combination of meteorological and environmental factors is the main component of physical education. It is beneficial to strengthen the cultural nature of meteorological environment factors and arrange the content of sports work. The physical education teaching carried out by schools is not only related to the current work arrangement, but also plays a very key role in the future progress of physical education work.

(2) Practical

Young people are the future of a nation. Only healthy body can reflect their own value and serve themselves, their families and the society. Chinese athletes will get excellent results in various countries. However, at present, the overall physical fitness level of teenagers is also declining, and they do not attach great importance to sports. Most parents regard their children as "treasures" and worry that they will get injured in sports, which will gradually form the habit of being afraid of sports. Parents and teachers attach too much importance to their children's academic performance, which results in their children's high study burden and low overall health. What physical education needs to achieve is that students grow up healthily. Therefore, in terms of theoretical knowledge of teaching culture, it is also necessary to constantly improve the position of physical education in schools and organize various kinds of physical activities.

(3) Prospective

Along with the passage of physical education teaching and the inheritance of culture, the influence of "meteorological environment" on physical education teaching is also changing, which promotes us to study the inheritance and work arrangement process of meteorological environment.

Research Purpose

In recent years, with the development of sports science, people pay more and more attention to the use of meteorological environmental factors for training and competition services. In analyzing Bob Beamon's impressive 8.90 m long jump record in nineteen 68, Professor Thomas Hurst of The University of Lexington, Kentucky, said favorable weather conditions played a key role. In 1991, at the 3rd IaAF World Championships in Tokyo, Mike Powell of the United States, at the age of 27, beat Beamon in the long jump with a time of 8.95 m. Powell was able to do so because he ran in similar weather conditions to Beamon's world record. In August of that year, to encourage athletes to break Beamon's world record, a windshield was installed at the world championships in Cestrille, Italy, at an altitude of 23 meters, so that the runners' approach would not be disturbed by the wind from the base. However, because of the sudden change in the weather, neither Powell nor Lewis got what they wanted. Thus it can be seen that timely understanding of the changes of meteorological environmental factors and making use of them will be conducive to sports teaching and training. After the third Plenary Session of the 11th Central Committee of the Communist Party of China, the school management system and rules and regulations were gradually established, and the timely push and grasp of meteorological environment were also constantly improving. In 1978, China issued a physical education syllabus and teaching materials for primary and secondary schools, and also put forward the need to strengthen the physical quality as the principle. The teaching order of each big school has been able to run normally, strengthened the teaching research strength, enhanced the teaching quality. In 1979, the relevant departments jointly issued the provisional regulations on meteorological environment and health work, and the State Physical Culture and Sports Commission improved the

National Physical Exercise Standard, which promoted the cause of meteorological environment. With the deepening of China's reform, the domestic meteorological and environmental departments have also got a certain development. A series of teaching methods and forms have appeared in the process of teaching research in various regions, and certain progress has been made in theory. The effective combination of meteorological and environmental factors is not to be underestimated. Reasonable participation in physical education teaching arrangement is conducive to strengthening students' physical education contents according to weather, climate and meteorological factors, reducing mental burden and promoting students' healthy growth (Chen, Chen, and Li, 2020). The meteorological environment factors that affect the progress of sports and the ability of human function include air pressure, air temperature, wind, sunshine, precipitation, fog and seasonal difference, *etc.* These changing meteorological environment factors constitute the atmospheric environment of different nature. Meteorological environmental factors restrict the form and content of sports development. Throughout the history of the formation and development of the world sports culture, it is easy to find, the Greek peninsula in the ancient Olympic Games, the islands of the rise of modern outdoor sports and water sports in Australia, as well as on the Scandinavian peninsula of ice and snow sports, *etc.*, are all with the local meteorological environment factors have close relationship. The winter and summer Olympic Games, as well as indoor and outdoor track and field events such as skating, skiing and surfing, are set up according to the changes of meteorological factors in the sports environment.

4. RESULTS AND ANALYSIS

Physical Education Teaching Should be Developed in Combination with Meteorological and Environmental Factors

Physical education teaching form is an important guideline for physical education teaching and an important plan for teaching reference. It can organize corresponding teaching activities according to the physical and mental characteristics of students. Due to the restriction of ideology, the teaching form is relatively simple, and the school and teachers do not pay enough attention to physical education, which cannot drive the enthusiasm of students to participate in, and their overall physical quality is not high. For example, in Figure 2, climate change, rising temperatures, extreme heat and heat waves (and in cities, heat islands) can lead to dehydration and heatstroke, which are particularly dangerous for the elderly and children, as well as the poor.

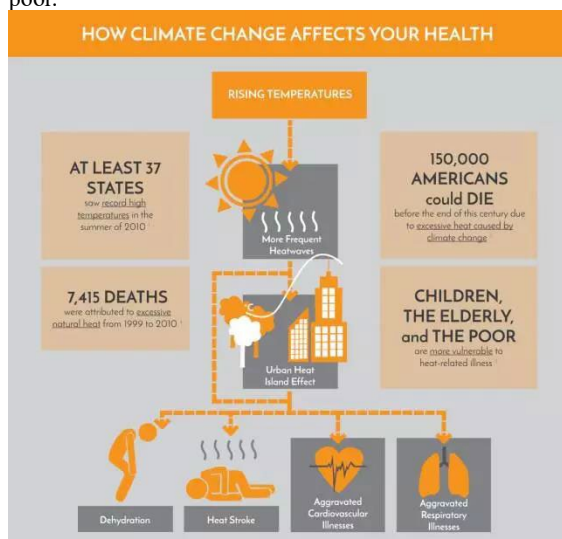


Figure 2: Changes of human body in sports under high temperature

The intensity below meteorological environment bad circumstance is proportional to its stimulation to human body, intensity is bigger, stimulative also is bigger, the response that functions to organic body next also is bigger, have exercise value more. From the perspective of physiology, the interval between two adjacent exercises is short, so both exercises can play a role in influencing the human body, thus improving human function. On the contrary, if the time interval between two adjacent exercises is too long, the effect of the two exercises on the human body will be greatly reduced. Therefore, in the process of exercise to achieve a certain intensity of exercise, at the same time, to effectively control the interval of exercise time, and blindly to exercise the amount and exercise time to improve the human body function of the behavior is not desirable.

At present pulse measurement is the most widely used method to measure the influence of meteorological environment factors in the physical education of most PE teachers. Pulse measurement is mainly to help teachers to check whether the following aspects are reasonable and normal: The curve of individual pulse rising or falling; The general level of individual physiological load and the time and frequency of the peak; The students' average pulse rate per minute as they practiced the content of different textbooks. With the help of the obtained pulse graph, it can help teachers to better judge whether the combination of students' meteorological environment factors is scientific and reasonable and make appropriate adjustments. In general, the teaching mode of a physical education class includes bimodal type or standard type, *etc.* Among them, the former means that in a PE class, students need to do two exercises with relatively high meteorological environment, while the latter means that in a PE class, students' meteorological environment will be gradually raised to a certain level from small to large and maintained for a period of time and then slowly decreased. No matter which mode teachers use in teaching, they must pay attention to the combination of static and static alternations and high and low according to the meteorological environment factors. In addition to pulse measurement, there are interrogation and observation methods. When the students were asked whether they were tired or relaxed after exercise, by understanding the actual feelings of students to determine the specific conditions under the influence of meteorological environmental factors. In addition, PE teaching can also adjust the number of times and groups, or adjust the intensity of practice or change the teaching method of the class, so as to scientifically and reasonably adjust the PE teaching under the influence of meteorological environment factors.

Students' Motivation to Participate in Sports

There are many purposes for students to participate in sports activities, among which cognition is the most important motive. (They are interested in sports to strengthen their bodies; Improving motor skills is not the main motivation. Motives that cross the purpose of self-improvement with the purpose of subordination (strengthening the body; Enjoy the charm of sports, make after-school life more fulfilling) the proportion is more, pure ancillary motivation (teacher regulation, passive exercise, *etc.*). The proportion is not high. On the whole, there are three different motivations. Therefore, as the most popular sport for students, even though students have different motivations, the final purpose of participating in sports activities is to establish the awareness of lifelong exercise.

However, in the actual teaching process, it is more likely to use the number of actions completed per unit of time or running speed to express the intensity of exercise. However, the above methods can not accurately reflect the physiological load of the body, the most objective way to judge the physical intensity of

the body is the physiological index. Here are the three most commonly used physiological indicators:

The maximum oxygen intake is the maximum oxygen intake ($V_{O_{2max}}$) of the exerciser. As 100%. Exercise intensity is measured by looking at the proportion of the maximum amount of oxygen the exerciser will actually take in during exercise. However, this measurement method must be completed with the help of relevant instruments and equipment, so it is difficult to promote and use in mass sports activities.

Metabolic rate (Met) refers to the metabolic equivalent, that is, the metabolic rate of an individual during exercise is a multiple of his or her metabolic rate in quiet state. The exercise intensity of a mettle is similar to the oxygen consumption of $3.5 \text{ ml}/(\text{kg}\cdot\text{min})$, which is about the metabolic level of an adult in a quiet state.

Heart rate (HR). In sports training, the heart rate of individual exercise is often used to judge the intensity of exercise. This method does not need any equipment or instruments to assist, is easy to grasp and operate, is scientific, and is widely used in sports training.

In addition, the meteorological environment will affect the intensity, time, density and quantity of practice, which is a comprehensive concept.

Working Arrangement of Site Facilities in Meteorological Environmental Factors

Sports was originally the most popular activity for students, but due to the constraints of sports venues and facilities, a large number of students cannot participate in sports activities at will, unable to improve their enthusiasm to participate in sports. The introduction of new curriculum standards requires higher requirements for sports venues and facilities, which requires government agencies to pay attention to and formulate corresponding policies to ensure the effective supply of school equipment.

Reasonable arrangement of physical education, according to meteorological environment, in a nutshell is follow the step-by-step principle, according to the adaptive law of human body function and the human body physiology activity change law, combining physical law of student body function recovery process, along with the student's physical quality has been increasing and orderly increase the rhythm of meteorological environment.

In the course of lesson preparation, PE teachers should pay attention to the reasonable arrangement of the content of the textbooks and the reasonable collocation of textbooks of different nature and intensity. The main reason lies in the different combination of meteorological and environmental factors in each grade and various types of sports activities. Therefore, physical education teachers in the arrangement of the content of the teaching materials can alternately arrange more consideration of the meteorological environment factors and meteorological environment factors small sports links.

In order to achieve the expected teaching objectives and teaching effects, it is necessary to make reasonable arrangements according to the meteorological environment factors and combine the specific contents of the teaching materials with the meteorological environment factors in the design of the work plan. This is because different teaching contents have different requirements on load intensity and load, so we should make sure that the load intensity and load of students' exercises can be

consistent with the characteristics of specific sports items. Only grasp the different pulse of different items, in order to really achieve the students in accordance with their aptitude.

5. CONCLUSION

In recent years, many physical education teachers pay more attention to the acquisition of students' happy emotional experience in their teaching process, but fail to pay attention to the physiological effect of students, especially they fail to arrange physical education work in combination with the actual situation of the meteorological environment. One of the teaching objectives of physical education is to give full play to the physical qualities of students so that they can acquire certain sports skills. Therefore, as a physical education teacher, we must ensure the science of physical education teaching and the reasonable arrangement according to the meteorological environment. First, pay attention to the principal position of students in the teaching process, and arrange sports facilities reasonably; Secondly, rationally use a series of organizational models to improve the teaching quality as much as possible; Third, pay attention to the practice of extra-curricular activities to create a harmonious learning environment; Third, pay attention to the teacher's professional theory study, improve the physical training ability.

According to the meteorological environment and then arrange the sports work, from the point of view of the school analysis, if you want to improve the relevant mechanism, we need to increase the strength of the school sports funding support, pay attention to the work arrangement according to the meteorological environment. Analyze from the school point of view and support students to take an active part in sports activities. The scientific positioning meteorological service plays a very important role in the stage of student health work arrangement.

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The Ritual Construction of the Communist Youth League in Universities from the Perspective of Interactive Ritual Chains

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Abstract: Ritual construction is of great significance to the youth work of the Communist Youth League in universities, which can be embodied in three aspects: the educational knowledge contained in the ritual organized by the Communist Youth League, the sublimation of the emotional experience of the League members, and the value consensus leading the League members. The Theory of Interactive Ritual Chains (IRS), as one of the classical theories to explain the mechanism of ritual functions, can guide the Communist Youth League's ritual suggestions very well. By comparing the IRs, the current construction of the Communist Youth League ceremony in universities has some problems, such as lack of focus on the goal, lack of participatory interaction and emotional sublimation. Therefore, to make the ritual of the Communist Youth League play their due educational functions, three aspects should be started from the construction of the system theme focusing on the target, the construction of a series of activities to mobilize students' body and mind, and the construction of a sharing platform to enable students to share emotions.

Keywords: Communist Youth League; IRs. Ritual construction; Ritual education

1. INTRODUCTION

The institutional arrangement of the Communist Youth League as the reserve force of the Communist Party of China (CPC) is an important force in the Party's youth work. It has undertaken the important mission of contacting, serving, and developing young people in various periods of history. [1] The general secretary has high hopes for the younger generation. During his inspection visit to Tsinghua University, he pointed out that "the youth of today are a generation that is marching together with the new era and advancing together. They are born in a golden age and shoulder heavy responsibilities". [2] Colleges and universities are dense places where college students gather, and college students are also a special group among the youth groups. They have knowledge, culture, ideals and aspirations, and shoulder the heavy burden of the country's future and national rejuvenation. Compared with local Communist Youth League organizations, college Communist Youth League organizations provide more complex and professional education for young college students. At present, the research on the organizational education of the Communist Youth League in colleges and universities mainly focuses on the "second classroom education", [3-4] Thought leading path and working strategy, [5-6] And

the reform and innovation of the Communist Youth League [7-8]. As a long time in human history, the ceremony has been used to educate people, conduct norms, and shape social solidarity, but it has been neglected to a certain extent in the study and practice of youth league education. Therefore, it is of great significance and educational significance to explore the construction of league organization ceremony in colleges and universities.

2. THE SIGNIFICANCE OF RITUAL EDUCATION IN THE ORGANIZATION AND CONSTRUCTION OF THE COMMUNIST YOUTH LEAGUE

It has been widely recognized that ritual has an important educational function. In 2014, General Secretary Xi proposed to carry out ceremony education from a political strategic perspective. "We should establish and standardize some ceremonial systems, organize and carry out various forms of commemorative celebrations, spread mainstream values, and enhance people's sense of identity and belonging. [9] From the policy level, the state requires schools at all levels and of all kinds to carry out ceremonial education. As early as 2011, the Central Committee of the Youth League clearly pointed out that "ceremonial education is one of the important ways to classify and guide youth work". [10] By 2014, the education ministry, central's "about in schools at all levels to promote cultivation and practice of the construction of the mechanism of socialist core values of opinions put forward:" to establish and standardize the school etiquette system, enrich the flag-raising ceremony, adult ceremony, the connotation of the party team league for admission ceremony ceremony, strengthen the ceremony ZhuangYanGan and education significance." [11] Specifically speaking, ritual education has the following three meanings in the construction of university community organization.

2.1 The organization ceremony of the Communist Youth League contains educational knowledge.

Ceremonial activities are common activities in school life. Li Feng divided the ceremony of League member awareness education into four types: passing ceremony, organizing ceremony, commemorative ceremony, and generalization ceremony. [10] Four kinds of rituals carry out ideological education to the League members' consciousness from different aspects. To be more specific, the group organizes the ceremony based on the specific purpose. In the process of the ceremony, there are always the structural elements of the ceremony, such as the time of the ceremony, the language of the ceremony, and the symbols, which all explicitly or implicitly show the

educational knowledge. For example, the ceremony to commemorate the "May 4th Movement" is always accompanied by the historical background, political and social impact of the "May 4th Movement" review and the expectation of future goals; Another example is the introduction and oath-taking activities of the origin, rules, and obligations of the Communist Youth League, which are always accompanied by the joining ceremony. In addition, the solemnity and solemnity of the ceremony organized by the Communist Youth League will enable the participants of the ceremony to grasp the solemnity of the politicization of the Communist Youth League invisibly, thus clarifying the rules of the Party's leadership. Besides political indoctrination, contact the communist youth league as a full-time youth department of college students, at the time of the ceremony, will certainly to student's world outlook, values, and outlook on life to education, the education of knowledge and the form of classroom teaching, but through the ritual of repeat performance, lets the student to grasp.

2.2 The organization ceremony of the Communist Youth League sublimates the emotional experience of its members.

Knud Illeris, a famous contemporary Danish expert on learning theory, divides human learning into three dimensions: content, motivation, and interaction. Emotion, emotion and will all belong to the motivation dimension, which is the source of learning power. [12] (24-25) Emotion and emotion belong to the irrational category. The outbreak of emotion and emotion will bring huge energy and produce incredible influence and effect. Ritual has the function of mobilizing the emotional interaction and emotional sublimation of the participants. Radcliff-Brown believed, "Ritual is used to regulate and purify people's feelings...Participation in rituals improves the feelings on which social order is built." [13] Different ceremonies will bring different emotional experience to the members. For example, the solemn and serious atmosphere created by the memorial ceremony will give the members a sense of weight and inspire them to burst out the faith of learning from the memorial object. Another example, the carnival atmosphere celebration will give students find an outlet for emotion vent, let them temporarily forget nervous life brought about by the disturb, into a virtual world, full of joy when the end of the ceremony a return to life after school, their negative emotions has get catharsis in the ceremony, can more relaxed, more energy into the study and life; Through the ritual, students can find that they need to be different from yesterday, and in the process of looking for differences, they can reflect on how they need to act today and tomorrow to conform to a change of identity. To sum up, the group organization ceremony will produce a scene called "collective joy" by Durkheim. People in the ceremony field will form a collective psychology, and the emotions and thoughts of the crowd will be condensed and unified, which is conducive to the construction of a more rational social order.

2.3 The organization ceremony of the Communist Youth League leads the value consensus.

As an important force responsible for youth work of the Communist Youth League, the political nature is the primary principle of the work of the Communist Youth League. When the Communist Youth League educates college students, leading them to deeply understand the inevitability and legitimacy of all the work under the leadership of the Party, practicing the socialist core values, and striving for the great rejuvenation of the Chinese nation are the top priorities of the work of the Communist Youth League. Leading and internalizing the value consensus is the minimum standard of the work effect of the Communist Youth League. Although these values in the course of ideological and political reform, there are both special ideological and political courses, and ideological and political education throughout the course, but the dry style of classroom teaching, the transmission of teaching logic, will make the ideological and political education of curriculum ideal discount. Ceremony education can be a drawback of classroom teaching effectively make up for, body practicality is the basic feature of ceremony, the ceremony, held is always accompanied by physical exercise, and change the traditional teaching of physical and mental state of separation, students in the process of ceremony performance, can pass to imitate, ritual objects to simulate the real environment ritual, by imitation and simulation, the ceremony to express the value of further experience and intuitive grasp of meaning, from experience to the value of the abstract into concrete actions, which are easier to implement value consensus.

3. REVIEW OF THE ORGANIZATION CEREMONY OF THE COMMUNIST YOUTH LEAGUE IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF INTERACTIVE CEREMONY CHAIN

Ritual has an important educational function, but the mechanism of the educational function is controversial. Ceremony as part of the school culture, there was no ceremony education form as mature as knowledge course curriculum system, in view of the ceremony education function mechanism is still belongs to the speculative type, distribution in disciplines such as anthropology, sociology, social psychology, among them, Randall Collins (Randall Collins) the interaction of the service chain theory is one of the more classic explanation mechanisms.

Collins studies rituals from the perspective of microsociology. He believes that "small-scale, immediate, face-to-face interactions are the action scenes and the basis points of social actors. If we want to find the dynamic roots of social life, then it is here. [14] (19) Collins's source comes from the theory of Durkheim and Goffman, emotional energy is its core concepts in the theory, his definition of ceremony not taboo to publicize the importance of emotion, "the ceremony was a feeling of mutual focus and attention mechanism, he formed a kind of instantaneous joint reality, thus forming group solidarity and group members sign". [14] (24) He in interactive ceremony on general sociology meaning further elaborated the core mechanism of interaction ritual theory, the "high degree of attention to each other, that is,

a high degree of mutual subjectivity, with a high degree of emotional joint - through the body's harmony, mutual stir/arouse the participants of the nervous system - together, which may lead to a form that is associated with cognitive symbol sense of membership; It also generates emotional energy for each participant, making them feel confident, enthusiastic and willing to engage in activities they consider morally permissible." [14](71)"Physical presence, setting group boundaries, mutual focus and emotional sharing" are the four core elements of the interactive ritual chain. Although Collins also emphasizes the sharing of emotions, what is different from Durkheim's concept of "collective exultation" is that Collins's sharing of emotions is "collective excitement generated by the reinforcement of rhythmic and associated feedback" in the ritual process. [14] (80)"Solidarity is constructed and strengthened through rhythmic cooperation in rituals." [14] (120) An essential clue to Collins's theory is that a portion of the population needs to be emotionally aroused during the ritual.

Another important concept underlies Collins's theory: the market for interactive rituals. He points out that "each individual will interact with whom and at what ceremonial intensity, depending on what opportunities he or she has and what they can offer each other to attract the other to participate in the interactive ritual." [14] (202) According to the explanatory mechanism of the rational "cost-benefit" model of economics, a motivational model of interactive rituals can be inferred: "People tend to interact with those interactions that feel the highest intensity of interactive rituals currently available; That is, they tend to get the highest return on emotional energy relative to their current resources." [14] (215) A motivational model of ritual selection can effectively explain why people prefer certain rituals to others. Why participate in the same ceremony, some people like it, while others don't.

According to the theoretical framework of Collins, there are three problems in examining the current organization ceremony of the Communist Youth League in colleges and universities:

(1) Lack of target focus.

There is a certain difference between the rituals performed on the school grounds and those performed by anthropologists on field trips. In fact, rituals observed by anthropologists in the fields are an existing social reality. Apart from the relevance with tradition, their origin is somewhat mysterious, and it is difficult to trace back to when, where and why they occurred. The origin of ritual in specific school field can be traced back to its origin, which is fundamentally characterized by what British scholar Hobsbawm called "traditional invention". In college communist youth league organization of the ceremony, the ceremony for the politicization of the youth league organizations and members of political socialization service, service campaigns need to be tightly focusing on the core goal, to achieve the goals of this mechanism is required to comply with the laws of education and students' learning, from the Angle of professional design and organization. Of the communist youth league organizations in colleges and universities

generally exist in the ceremony as an administrative affair, emphasized by "stipulation" action, did not form a between different ceremony is given priority to with advanced education target system, but the present state of fragmentation, the ritual participants don't know what on earth is to participate in a ceremony for the sake of what? What does it have to do with its own existence? As a result, the ceremony inevitably degenerates into formalism, which makes the participants feel tired psychologically.

(2) Lack of participatory interaction.

In the "symbolic interaction theory" proposer George. In Mead's opinion, individual socialization is gradually formed through interaction with social symbols, and self-awareness continues to develop in various social interactions and interpersonal communication. [15] In the ultimate sense, human development is to find the way of being in the society, in other words, to find their own identity. Therefore, social learning theorist Wenger put forward the classic "community of practice" theory, believing that human development is through participatory learning gradually from the edge to the center, to find their own identity. These theories all emphasize the importance of interaction and physical participation in the educational process and learning process. Ceremony of the communist youth league in colleges and universities because the organization is based on administrative purposes, their level of natural will follow the order to arrange, ceremony of the participants are conscious or unconscious into leadership, worker, teacher, student, outstanding - ordinary, representative, member, actors, the audience, around these identities, ceremony participants were fixed in the different space position, the body either sitting or standing, the mind is in a state of isolation, lack of participation of interaction between each other, and ritual experience is limited in the minority.

(3) Lack of emotional sublimation.

Ceremony education is different from the classroom teaching, fundamentally speaking, is a part of school culture, school ceremony its educational path is let students acquire practical by means of tacit knowledge, rather than like classroom teaching, the knowledge in a particular logic to the main line, adopting teaching, remember, practice, teaching means, such as knowledge, skills and attitude to education and learning results. The achievement of ritual education is more reflected in the emotion of students, the students' sense of identity, sense of belonging and pride for the country and nation are the concrete embodiment of the effect of ritual education. Therefore, the lack of emotion, emotional mobilization of the ceremony, must be a failure of the ceremony; College communist youth league ceremony because it is based on administrative purposes, not fully comply with the law education and learning, coupled with the rite design conceptions and meaning to the empty, the ritual process has no real mobilize students' emotion, students feel emotional energy in the ceremony, they always think that ceremony is through the motions, the expectation of ritual education cannot be achieved.

4. RITUAL CONSTRUCTION PATH OF THE

COMMUNIST YOUTH LEAGUE ORGANIZATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF INTERACTIVE RITUAL CHAIN

In the field of school, interactive ritual chain theory has been used by scholars to analyze teacher-student interaction, [16] School bullying, [17] Dormitory Culture Construction [18] The operability of theory and practice provides a template for the organization design and ceremony development of the Communist Youth League. The proposal based on interactive ritual chain is four core elements, which need to be started from three aspects: focusing on educational objectives, mobilizing students' body and mind, and sharing emotions.

(1) Construct the theme of the system and focus on the goal.

The ultimate purpose of the Communist Youth League ceremony is to serve the growth of students. The primary principle of the Communist Youth League ceremony is to carry out the Party's education policy and the socialist core values. However, the goal is abstract to a certain extent, and it is necessary to decompose the goal into specific goals. The specific goals should not be separated into discrete forms but need to be logically progressive or related to each other, and eventually form a goal system. To form a goal system, we need to plan and form a series of thematic education activities. Under the leadership of the theme, they are decomposing into thematic education goals, and each goal is effectively consistent with the time nodes and important events of ritual education. The objects, sounds, stage, and other symbols in the ceremony are carefully designed according to the specific goals and the structural elements of the ceremony, so that students can easily feel why a ceremony is held and what the ideal effect should be when they enter the ceremony field. Only in this way can the ceremony be guaranteed to stay in shape.

(2) Constructing a series of activities to mobilize the body and mind.

Current learning theory holds that the body is also an important part of learning, and that the body learns itself, from the learning of specific physical skills to "semi-automated" physical learning, where the body has a memory function. Therefore, we must abandon the "body-mind" dualism that began with Descartes, and at the same time, we must abandon the view that physical learning is a supplement to mental or rational learning. On the contrary, physical learning is a prerequisite for mental learning. To be able to learn normally or effectively, there must be four conditions: first, normal physical development; Second, the body is in a state of balance, that is, to be full of vitality; The third is the innate physical desire to learn; The fourth is the feeling of physical pleasure brought by learning. [12] (11-12) Because ceremony education itself is not heavy and knowledge learning, is more of a focus on the experience of emotion, mood, therefore, a scientific and effective service must pay attention to the design of activities, get rid of the past of that kind of stage, the audience, performers, the audience, the speaker, the audience the binary opposition

of layout, space arrangement, decentralized design at the same time, the ceremony of role playing rotation is needed, try to let the students have the chance to show themselves. [19] Only in this way, can fully mobilize the student's body and mind, to avoid the presence of the body or pseudo-presence and the lack of the heart of the situation.

(3) Build a sharing platform and share emotions.

Ritual performances are always held for a specific purpose, at a specific time and in a specific space field. These times are either related to solar terms, such as Tomb-sweeping Day; Or it is closely related to important historical events, such as the "May 4th" commemoration; In connection with specific events, such as joining, leaving, etc., rituals tend to be overall repetitive in following these time points. Although repetition is one of the fundamental attributes of rituals, there is always a certain time interval between these repetitions, and the emotions aroused by each ritual will gradually fade away until they disappear if they are not maintained continuously. Therefore, it is necessary to make full use of various channels to establish a sharing platform, so that the participants of the ceremony can express their emotional experience and interact with others emotionally after the ceremony. For example, in 2013 alone, more than 25,000 netizens participated in the discussion of the ceremony education activity of traveling with the national flag held by the Central Committee of the Youth League. [20] The creation of such a network platform broadens the space of education and enhances the infectivity of ritual education.

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Music Analysis and Singing of the Art Song Erlkoenig

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Abstract: Schubert was a famous composer in the romantic era, who made great contributions to the development of art songs in the 19th century and garnered a reputation as the "King of Art Songs". In terms of artistic songs, Schubert organically integrates music and poetry, which are mutually reinforcing. At the same time, concerning the creation of melodies, Schubert pays close attention to the artistic conception of poetry, the distinctive musical depiction, and the dramatic role. Schubert's artistic songs have important artistic and aesthetic value. From the literariness of the lyrics to the ingenious formulation of the structure of each song, they all have distinctive characteristics of romanticism. As a result, Schubert's artistic songs have long been compulsory for vocal music learners. This paper analyzes the background, spectrum example, character image in music and singing feelings and experiences of the author through the framework of Schubert's art song *Erlkoenig*, in order to indulge a little in the irresistible charm of Schubert's art songs and provide some references for aspiring vocal music learners.

Keywords: Schubert; Art Songs; Erlkoenig; Singing Analysis

1. SCHUBERT WITH HIS ART SONG ERLKOENIG

1.1 Brief introduction to Schubert's life

Franz Schubert, a famous Austrian composer, the founder of 19th-century romantic music and the last great master of the classical period, has produced nearly a thousand outstanding works in merely thirty-one years. The works comprise of 18 operas, more than 600 art songs, 19 string quartets, 10 symphonies and 22 piano sonatas just to name a few. Most of these works have been handed down from one generation to another on an international scale and can therefore be called classics.

Schubert was deeply influenced by the German romanticism. When he was seventeen, he wrote the words of *Gretchen am Spinnrade*, which was selected from a section of *Faust*, written by the famous romantic poet Goethe. The song was perfectly depicted in the psychological state of Glee, which caused quite a stir at the time. The success of this art song inspired Schubert's passion in the further creation of art songs. Over the next year, he wrote more than 140 songs, both in quality and quantity. By the age of nineteen, Schubert decided to quit his existing job at the time and devote himself fully to music creation. However, the gap between reality and the ideal makes Schubert's life very complicated. Although his works have a certain reputation among ordinary people and some literati who demand progress, the social environment factors lead to publishers being unwilling to

promote the work of freshman, resulting in frustration and depression, as a result, Schubert's latest works have been very sharp. In 1828, Schubert died in Vienna at the age of thirty-one.

1.2 Features of Schubert's art songs

The perfect blend of poetry and music is a feature of Schubert's art songs. Of the over 600 artistic songs he wrote, 134 were scripted with lyrics from poems by Hayne, Goethe, Schiller. The works of writers such as Shakespeare and Schlegel were adopted as well. Goethe's literary works are very romantic, with profound artistic conception and philosophical content, his poems have had a huge influence on Schubert's creations. For example, Erlkoenig and Heidenroslein are all based on Goethe's works. In order to make poetry and music perfectly blend and allow music to better express the scenery and charm within poetry, Schubert broadened the expressive power between melody and harmony and made the tune more singing and lyrical based. For example, the four roles played by the singer in Erlkoenig are very different in personality, timbre, tone and vocal range.

Another distinctive feature of Schubert's art song is the perfect fusion of piano and vocal music. He elevates the importance of piano accompaniment to the same status as vocal music in the category of artistic songs. In Schubert's art song works piano accompaniment is no longer just with the melody of the song, but as a core function of baking the original poetry in the music. He will intently consider ways to convey the image appearing in the original poem, to be vividly and adequately displayed in the music. He effortlessly knew how to integrate the lyrics, piano accompaniment, and melody in order to create a singing atmosphere that does the original poem great justice. For example, the sound of the wind on the cold winter night in Erlkoenig, the galloping horse and the spinning wheel that turns and stops in Gretchen am Spinnrade. The image or environment within these original poems are vividly portrayed with piano accompaniment. Naturally and harmoniously express the specific relayed or implied atmosphere that even the original poem cannot outwardly convey.

1.3 Art song Erlkoenig creative background

Schubert wrote "Erlkoenig" in 1815, and the lyrics were taken from Goethe's work of the same name. The story told in "Erlkoenig" comes from an incident that Goethe heard about a farmer went to see a doctor with his seriously ill son and returned home to find that the child had died in his father's arms. Goethe thus wrote the poem "Erlkoenig"- the night of the wind, the father holding his sick son in the hazy forest, accompanied by the child's nervous, frightened call, the evil demon king is seducing

and forcing the child to go with him.(Li zhenhua, 2019: 14)

Europe at the beginning of the nineteenth century was in an era of the rapid rise of capitalism, the gap between the rich and the poor had suddenly become more apparent, at the time the poor were not cared for nor sympathized with, yet worthy and unkind were rich, and Goethe wrote Erlkoenig, to criticize social injustice and express his sympathy and compassion for the common people. Schubert in the same era of the poetry "Magic King" expressed in the content of intense empathy, and thus its poetry "Magic King" composition became the core motivation, Schubert's strong sense of identity with this idea greatly improved the quality of the song, which makes "Erlkoenig", in essence, one of the greatest of Schubert's art songs, has been repeatedly sung by generations of artists. Some people once said, concerning the "Magic King", this work alone: "Even if Schubert had only created this piece of work alone in his lifetime, it is still enough to rate him among the famous." (Zheng yi, 2000: 28)

2. ANALYSIS OF THE WORKS OF THE ART SONG ERLKOENIG

2.1 Curved structure

The artistic song "Erlkoenig" is created in the form of a general song, based on the framework structure of the poem of the same name, the original poem is divided into eight paragraphs, each of the four lyrics, Schubert in his version also divided the song further into eight non-repetition paragraphs, each paragraph separated by piano accompaniment, music coherent, broad momentum. In the art song "Erlkoenig", there are four characters, namely, the narrator, father, child and magic king, Schubert, through various tunes and rich musical materials, vividly depicted the original poem appearing via the various characters. Of these, paragraphs 1 and 8 describe the expansion of the storyline in the third-person, the second, fourth and sixth paragraphs are the father-child dialogue, and the third, fifth and seventh paragraphs are Erlkoenig and the child Conversations. The following is a curved structure analysis diagram of Erlkoenig, as Figure 1.

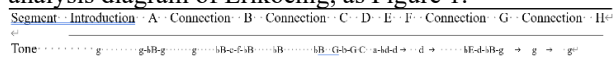


Figure 1 Erlkoenig curved structure analysis diagram

The introduction part is the first 15 subsections, entered by the g-tone, the main chords played in the form of three consecutive tones, vividly depicting the scene of the father's horse-riding in the story.

The narrator's image appears twice in the A and H segments, and the tone is more stable, which tells the story from beginning to end. B, D, F music segment is the father-son dialogue, the father in this image appeared four times, the father's first three questions fell on a stable tone, highlighting the father's calm and steady temperament, until the father's final appearance, Schubert only adopted a d tone, a small tone Xu nervous color, foreshadowed that the father's heart had begun to worry, but still wanted to have hope, as much as he possibly could, that the child would calm down and that he could soothe the child's nervousness. The child's image appears four times in the

B, D, F, G four music segments, each time with a change in tone, and the child's call for help at the end falls on a small tune, such treatment vividly shows the child as he sees Erlkoenig's fear and uneasiness, the stark tension within this creation, as it highlights the development of the storyline played a vital role. The image of the Demon King appeared three times in C, E, G three paragraphs, very characteristic, different tuning. In the first appearance of the Demon King, the use of singing bB major tone, was clearly done in order to highlight the disguise and temptation of the Demon King, The last time the Demon Appeared, The Tune Changed From bE To D, Indicating That The Demon King was now eager, angry and frustrated, in an attempt to take the child away. At the end of the song, paragraph H, the narrator's part is frequently out of tune, leaving suspense over the end of the story, while exuding a sad tinge, but ultimately falls on the main chord, revealing that the child has not escaped death.

2. 2 Musical melodies

2. 2. 1 The melody of the narrator's character

Although the narrator appears only twice in the whole song, he appears vitally at the beginning and end, like the opening and closing scenes in the play, the narrator's melody tells the story in a sharp tone, the mood swings are subtle, with characteristics of a narrative tone, mainly to account for the process of the events unfolding. The narrator's melody first appeared in the 16-32 sections of the second degree of smooth, the song's 24-28 verses describe the father holding his son tightly when the scene turned to a clear tone, depicting the warm emotions of the father and son. With an increasing speed and strength to depict the father's panicked mood and the aggravation of his son's illness, while expressing the narrator's distaste for the despicable behavior of the demon king. (Lei zeyu, 2019: pars 17-19)

2.2. 2 The melody of the father's character

Father's melody appeared four times in this work, this image is steady, calm, kind, the melody basically appears in the middle bass area. In works of the 36-40 sections, the father for the first time begins to express concern over his child's condition, the author, maintains a continuous half-tone upstream to depict the father's slightly panicked state of mind; creating the first comfort and answer, here the continued stability of the main chords show the father's calm, determined image, trying to eliminate the child's tension, when the son saw the demon king for the second time and began to show fear, the father's mentality was no longer as previously calm, the work 80-85 Section into b small tone, now showing the father become gradually anxious, and psychologically nervous, but this emotion ceased to continue developing, and then transitioned into a large tone, with a calm tone to answer and comfort the son.

2. 2. 3 The melody of the son's character

The image of the child appeared four times in this work, the melody to the unfeasible second-degree range and six-degree jump depicts the child's fear, the child's four appearances are of the melody with the same tone, rhythm and direction, but the tone is frequently changed, there is

a melodic pitch each time with the development of the storyline as the child's fear is deepening and increasing. In the works 72-79 sections and 97-104 sections of the child's description of Erlkoenig twice, the author uses a melodic semitone to show the child's description of the demon king's treacherous scene, in sharp contrast to the child's first appearance of a smooth and slightly confused tone; Works 123-131 verses, when the son is under the intimidation of the demons, forced to issue a final cry for help, The frequent dissonance of the small second-degree sound and the highest sound in the whole song, relay's the child's despair at this point in time and the entire storyline of the conflict to the apex.

2. 2. 4 Melody of Erlkoenig character

As a party of evil and dark forces, the Demon King appeared three times in the work, the ferocious and cunning Magic King each time with a mean, shameful trick to induce the trance upon sick and weak children, Erlkoenig's musical image, with a cheerful rhythm and gentle strength to show, Erlkoenig's first two appearances when the melody and strength is more similar, but the third time is quite different. Works 57-71 subsections and 86-96 subsections are the first and second appearance of Erlkoenig, the melody appears sweet and lyrical, but the composer with very weak force reveals hidden, the insidious and cunning nature, in the work 87 sections, the second appearance of Erlkoenig, the half-tone melody shows Erlkoenig's false face, It also reflects the king's irritant and impatient mood because the first temptation was not possible; in the work 116-123 sections, Erlkoenig appeared for the third time, here Erlkoenig's melody is only three sentences, but there are 6 change tones, the strength is also stronger than the previous two times, the transition from the big tone to the small tone, exposes the nature of the devil's brutal deception.

2. 3 Piano accompaniments

The piano accompaniment in "The Lord of the Rings" is not only to match the vocals, but the composer also emphasizes them to the same standing as the vocals, the piano accompaniment will be the original poem of the environmental atmosphere of the real present, into the music and the voice of the people, perfect integration.

The piano accompaniment in "The Lord of the Rings" consists almost entirely of three consecutive sounds, and its running through the use of a double-depiction function, not only shows the horse galloping horseshoe sound, but also depicts the mood of the characters on horseback - very agitated, and wants to quickly reach the destination of a restless mood, the piano accompaniment is therefore designed to quickly introduce the audience and singers into the dark port cold night, creating an unknown atmosphere. In addition, in the "King of The Devil" song, the strong and weak marks and the gradual strengthening of the mark is particularly rich, through these rich strength marks, the piano accompaniment is to create a strong sense of imagery of the song's characters and environment to the fullest. (Wang jieying, 2018: 54) For example, the trio that have been imitating the sound of a fierce horseshoe weakens when the demon appears, and is light and elastic, relaying the portrayal of the demon's hippie

smiling face seducing the child to leap in front of him; Section, the sound of the triple tone finally changed into a column chord, the strength of which weakened, such as Mercedes-Benz a whole song of the horse finally stopped, the father went down carefully to look at his son's condition, found that his son was dead, at this time the accompaniment is very thin, the effect is outstanding, shocking and not too sensational .

3. PRACTICAL EXPLORATION OF THE ART SONG ERLKOENIG

3. 1 Grasp the musical style of the work

The artistic song Erlkoenig was written by Schubert based on Goethe's poem of the same name, which reflected Goethe's rebuke of 19th-century capitalism and sympathy for the poor and impoverished. Schubert later based the poetry on the four completely different personalities of the characters, each with a melody that conforms to each person's personality traits, the poetic justice and music are a perfect combination. Therefore, the color of this work is not bright, the style is relatively gloomy and dull, the singer needs to ultimately understand the background of this work, understand the central idea of the work, grasp the character traits of the various characters of the song in order to highlight the conflict and tragic hue, and sing with the emotional characteristics of the characters as shaped by the composer.

3. 2 Grasp of the work

Schubert's artistic song "Erlkoenig" is articulate in terms of literature, he combines poetry and music, in such a way that the music and poetry reach a point where they depend on each other, emphasizing the harmony between them, using various musical techniques to closely combine with it, and elevating artistic songs to an aesthetic height, setting them apart from the rest in artistic value .

First of all, before singing, the singer needs to understand the content and meaning of the song, comprehend the work and the lyrics to the level of literary appreciation, combing the story of the lyrics, dividing the emotional level, and repeatedly emotionally reading, carefully pondering the original poem's delicate emotional changes, and smooth language can help singers to better understand, grasp and interpret the work. It is easier to clarify the author's writing intention, so that the connotation and extension of the work are more comprehensive and profoundly displayed, and then combined with their own literary knowledge reserves and emotional experiences, interpret the ideological and emotional expression of the song. Secondly, the singer should have some understanding of the origin and background of the poem, have a profound understanding of the social status quo it depicts, it would be wise to refer to the poet's literary works of the same type at the same time, strive for a deeper understanding of the social history of that time, and analyze the poet's personal feelings, through poetry analysis of the poet's desire to vent their emotion. Feel the in-depth poetry ups and downs, and then deepen the overall understanding of the work. Finally, the singer should combine Schubert's personal life experience, feel the composer's careful composition and treatment of this poem, the charm given to the work by the composer and

the feelings he wants to express further since the original poem, and taste the composer's emotion through music without destroying the original poetic mood. After fully understanding the background and overall meaning of the song, songwriters and works, the singers can create the songs for the second time through their own songs and strive to interpret the songs well.

3.3 Singing processing of various characters in the art song Erlkoenig

The first is the narrator, because the narrator is in the third-person, and tells the beginning and end of the story, in a more calm, objective manner, with the characteristics of a narrative tone, so when singing as far as possible with the tone of the story or recitation of the tone of the sound processing, but not too smooth, the end of the narrator's second appearance, the voice should be slightly anxious, especially when telling of the death of the child, with a feeling of regret, should monitor breathing, should be sound and unchanging.

The melody of the father's character in the song is relatively smooth, and the range of sound is basically in the middle bass area. When singing, should pay attention to the voice ensuring to be as coherent as possible, and full, in order to reflect the father's loving personality, passing on to the audience that same down-to-earth, steady feeling, but the father's mood becomes gradually tense, during the singing, pay attention in the first two appearances with a skeptical tone, then with the child's panic, singing more with a majestic tone, to hide their concerns and tension. (Sun cheng, 2014: pars 25-30)

The child's character is both simple and helpless, the whole song of the child made a total of four appearances. The first appearance is only with a slight panic, singing this, attention should be paid, with more of a question tone, and then the child's melody in progress appears with a six-degree jump, each tone is short and concise, in comparison to the first question tone, becoming more positive, eager, panicked, at this moment the child is eager to get the father's approval. Therefore, when singing, pay attention to controlling of the volume, the intensity should be gradually strengthened time after time, the child's panic should strengthen step by step and drama tension to be shown here, may also use half-voice to sing, in the use of scientific sound methods under the premise of sound processing, it can be slightly straightforward, to show the image of seven or eight-year-old children.

The voice of the Demon King appears in the child's panicked help and the father's loving soothing sound, in the soft color of the tone which is smooth, "King" the entire song lyrics are almost a syllable corresponding to a

note, but in Erlkoenig's fragments, but frequently appear in the lyrics of one Syllables corresponding to multi-note situation, which requires the singer to sing to maintain a good sound of consistency and smoothness, the first two appearances of Erlkoenig's voice should have a dance-like cheerful and elastic feel, to show that Erlkoenig seduced children to play with him, while controlling the volume, soft temptation, the third appearance will be strong feeling therefore, may sing out, as if the devil has been impatient, thus show the irritation transition into frustration, the last sentence may be handled by the tough and ferocious, such treatment can highlight the ferocity of Erlkoenig, so that the child feels extremely afraid.

4.CONCLUSION

Schubert was a monument to the romantic period and made great contributions to the development of artistic songs in the 19th century. The author analyzes from the background of Schubert's artistic style and the creation of the artistic song "Erlkoenig" to understand the intention of the work and the ideological connotation to be expressed in the work; Singing works lay a solid theoretical foundation, from the singing point of view to analyze the elements where the work needs attention to be paid, such as music style, pre-singing desk preparation, the treatment of each person's image in singing, in order to refine the singing needs and ensure that all the factors, the details and emotions in the work are more clearly and objectively expressed. It provides a good reference for establishing a personal singing style. But from these analysis alone is far from enough, and therefore need us to improve their learning ability, with a scientific singing style and a more rigorous attitude towards each work piece.

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Industrial Statistics Function and Optimization Measures in Enterprise Economic Management

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Abstract: Industrial statistics is the key business of the current enterprise statistics department, but also the enterprise's own strength to enhance the development of the key. In the industrial statistics, it is more important to analyze the relevant product quality data, to modify the relevant production and management mode more effectively based on this, and effectively improve the business efficiency of the enterprise itself. At the same time, relevant labor indicators can be counted, and relevant management system can be improved to effectively enhance labor productivity. This paper will study the effects of these contents and put forward better optimization measures to promote the better development of enterprises.

Key words: Enterprise Economy; Industrial Statistics; Management; Measures

1. INTRODUCTION

In view of the current development of the enterprise itself, but also need to have a certain vision of long-term development, to better in the process of enterprise development, in the face of fierce competition in the industry environment to achieve a certain development. Therefore, for the enterprise's own development, it is also necessary to acquire relevant development information, to help enterprises, avoid certain problems existing in economic development. At the same time, if enterprises integrate statistics in the process of development, they can better obtain relevant data and realize their own development.

2. THE MEANING AND CURRENT SITUATION ANALYSIS OF INDUSTRIAL STATISTICS

For the application of industrial statistics, it can mainly reflect the industrial production process and the operating conditions of enterprises themselves. In the current development of industrial statistics, with the development of information technology and related software research and development, data statistics has also been valued and developed, effectively improve the efficiency of data statistics and also better improve the work efficiency of enterprises themselves. But in the current process of enterprise development, there are still some development problems, so also need enterprises to understand the relevant statistical laws and effective implementation, in order to better use of industrial statistics for their own development. Moreover, it is necessary to prevent some enterprises from carrying out data cost, which makes the corresponding industrial statistics lose their significance [1].

3. THE ROLE OF INDUSTRIAL STATISTICS IN ENTERPRISE ECONOMIC MANAGEMENT

3.1 Statistical product market share and coverage

For enterprises themselves, to obtain better economic benefits, they need to sell their products more smoothly and carry out capital turnover to continue production. For the enterprise itself, its own coverage rate and market share are the key data, and an important factor for statistical data. For the development of the enterprise itself, the change of price is also an important reason for the change of market share. The enterprise needs to strengthen the cost control, to ensure that its price has a certain price advantage in the market [2].

The market coverage of an enterprise can better reflect the influence of its own products. Therefore, it is necessary to refer to the relevant indicators of the market when conducting relevant data statistics for its products, so as to better regulate and develop itself. According to the changing trend of the coverage data of the product market, enterprises can better analyze the data of relevant development, better optimize their own products to promote their sales, and adopt more effective marketing means to make the products sold [3].

3.2 Statistical analysis of relevant data of product quality reflected by enterprises

For the development of the enterprise itself, in the process of product quality statistics, it is also necessary to have a certain understanding of product quality and technology, to better improve the efficiency and quality of production management. Enterprise in its own production and business operation, also need to be found in the quality of the products problems existing in the production management, and corresponding measures for rectification, the rectification of also need to be related in the process of production management, to avoid severe waste of raw materials in the production, effective control the production cost.

3.3 Statistical analysis of internal labor indicators

For the industrial production of the enterprise, it also needs to stimulate the enthusiasm of the employees themselves, to better carry out the relevant production work. For enterprises, they also need to fully understand the number of personnel and their own development, to better carry out the development and arrangement of their own staff work. At the same time, the enterprise can also combine the performance of employees with their own pay, effectively improve the production efficiency of the enterprise employees themselves. In this way, industrial statistics can be used to better understand the actual situation of employees themselves, better promote their own letters, but also to ensure the economic benefits of the enterprise itself.

3.4 It is conducive to improving and optimizing the

economic management mode of enterprises

Nowadays, for enterprises, marketing has gradually become the main means for enterprises to achieve economic growth. To ensure the stability and sustainable development of the enterprise, it is necessary to ensure that the products of the enterprise can occupy a certain share in the market and ensure the sales volume of the products [4]. To solve this problem, the data of different types of products produced by enterprises can be analyzed in the process of industrial statistics. Through the statistical analysis of the corresponding data, the problems existing in the production and sales of these products can be put forward. Enterprises can use the relevant data according to the proposed problems and have a good rectification effect on these problems. This can not only ensure the quality of enterprise products in production, but also increase sales. Thus, the effective implementation of industrial statistics plays a very important role in improving the product quality of enterprises. Only by ensuring product quality, can we attract consumers, establish a good brand image for the enterprise, and achieve the maximum economic benefits of the enterprise.

3.5 Beneficial to improving internal labor efficiency

In the daily operation and development process of the enterprise, no matter which link, must be led by the staff. If the overall efficiency of the employees is relatively high in their daily work, the overall production efficiency of the enterprise will also be significantly improved. The level of labor efficiency can directly affect the production efficiency of enterprises. In view of labor efficiency, industrial statisticians can make statistics on the specific labor conditions of laborers and scientifically and rationally allocate labor according to the characteristics and demands of different positions [5]. This can not only analyze whether there is a reasonable allocation of the existing labor force, but also continue to dig the production capacity of the internal labor force. In addition, it can also ensure the continuous improvement and optimization of the internal human resources utilization system, which plays an especially important role in improving the production efficiency of enterprises.

3.6 Statistical product utilization rate and effective cost control

In the new period, enterprises pay more and more attention to management, and put forward the idea of obtaining benefits from management. Therefore, it is necessary to use the industrial statistical method to control the cost and improve the efficiency. In this regard, data on product utilization and cost composition can be statistically important indicators for enterprises. Among them, the product utilization rate can reflect the use of all products, but also can reflect the effect of cost management according to the use of the product, usually the higher the product utilization rate, the better the effect of cost management. In order to achieve this goal, enterprises need to improve the technical level, strengthen process management, reduce waste, timely recovery and reuse of excess materials in the counter[6]. For the cost, constitute other indicators, including the cost of each department, all kinds of raw material costs, business costs, etc., according

to the statistical analysis results to determine the proportion of the cost, the enterprise cost management of the important link, and clearly put forward the control strategy, can achieve this synergistic. However, in the process of cost control, we must consider the influence of quality factors, brand factors and other related factors, and cannot arbitrarily reduce the cost input in one aspect, so as not to cause adverse effects.

4. SUGGESTIONS ON THE APPLICATION OF INDUSTRIAL STATISTICS IN ENTERPRISE ECONOMIC MANAGEMENT

4.1 Improve and optimize the industrial statistical management system

Industrial statistics has gradually become an indispensable part of contemporary enterprise economic management. To ensure the effectiveness of industrial statistics in the application, it is necessary to continuously improve and optimize the industrial statistics management system according to the current development goals and future development strategic planning of enterprises, so as to ensure that the system can be truly and effectively implemented. Only by ensuring the perfection and effectiveness of the system can we provide convenient conditions for the smooth development of various work of the industrial statistics department and provide effective support for the formulation and implementation of relevant systems. Therefore, in the actual operation and management process, enterprises must effectively combine their own development concept and development plan, in order to ensure the rationality and pertinence of the establishment of industry statistical system [7]. At the same time, enterprises should, according to the actual situation, regularly organize industrial statisticians to participate in some special training activities, can promote the professional skills of industrial statisticians to be effectively improved. In the continuous improvement of the existing supervision and management system, it is also necessary to ensure that part of the industrial statistics work content to accept public supervision and inspection. This can not only ensure the accuracy of statistical data, but also provide valuable data information as a reference for enterprise leaders to make decisions and avoid decision-making mistakes and other problems.

4.2 Strengthen the ability of data information collection and identification

The practice shows that the application of industrial statistics method in enterprise economic management can improve the effect of enterprise economic management, and it is feasible. In the process of implementation, we must pay attention to the control of "information quality" and strengthen the effect of industrial statistics. First, enterprise information types, information content is complex, must be widely carried out information channels, increase the amount of information to provide a basis for industrial statistics. For example, enterprises must collect internal financial management information, business information, product information, market demand information, customer information and so on, carry out industrial statistics on relevant information, draw results and conclusions, as the basis for the formulation of

economic management strategy. Taking customer demand information as an example, it can make products more competitive in the market and serve as the basis for product development, market positioning and price decision-making. Secondly, before industrial statistics are carried out, data information must be effectively identified to ensure its authenticity and accuracy. Failure to do so would affect industry statistics. Therefore, in the process of industrial statistics, the enterprise needs to obtain relevant data through formal channels and conduct effective data review. To improve the effect of audit, the policy of multi-department joint audit, multiple audit and targeted audit can be adopted [8]. For example, financial data information can be first reviewed in the financial department, second reviewed in the statistical department, and third reviewed in the management department, and then the results are obtained. For some important information, it is necessary to strengthen the audit, and multiple departments should audit together to evaluate the authenticity and accuracy of information from different perspectives.

4.3 Improve data and information utilization

Industrial statistics is a kind of data information processing tool. To optimize its use effect, we must pay attention to improving the utilization rate of data information. Firstly, data information is classified from the perspective of time, including historical information and real-time information. To enhance the utilization rate of information, comparative analysis, trend discussion, rule summary, related research and so on must be carried out in the process of industrial statistics to optimize the actual effect. Secondly, industrial statistical methods should be optimized, and integrated analysis of information should be emphasized. Unified analysis of information of different types, different departments and different periods is conducive to obtaining statistical analysis results. The last is to refine the industrial statistics work, strengthen economic management benefits. In the production process of the product, it can be subdivided into the statistical analysis of a raw material, statistics of its market price, quantity of use, cost input, suppliers, etc., to facilitate the formulation of procurement plan and cost control.

4.4 Strengthen the awareness of industrial statistics

In the implementation of enterprise economic management, to ensure the smooth progress in industrial statistic work, must be in accordance with the emphasis on statistical consciousness, guide staff correct understanding and understand industrial statistic work, improve the staff on the importance of industrial statistics, to ensure that the role of industrial statistics in enterprise economic management into full play, so enterprise must strengthen the consciousness of industrial statistics in practice, in accordance with the "statistics law" and so on related knowledge[9]. This can ensure that when carrying out statistical work, industrial statisticians can conduct statistics in accordance with the standardized and standardized laws and regulations in the Statistics Law and provide accurate and effective data basis for the development of economic management and other work of

enterprises. In the daily work process of enterprises, statisticians must effectively combine the regulations and requirements related to the Statistics Law with the development status of enterprises, try to integrate the systems and requirements in the statistics laws and regulations into the daily operation and management of enterprises, and strengthen the supervision and management. For some false statistics, the statisticians responsible can be dealt with according to the seriousness of the circumstances. Through the implementation of the Statistics Law, we can standardize the management of the internal industrial statistics of enterprises and maximize the role and value of industrial statistics in economic management at the same time.

4.5 Innovate industrial statistics

In the process of implementation, industrial statistics mainly analyzes the data of various links such as production and sales of enterprises, to provide accurate and effective data and information reference for the implementation of economic management. In order to promote the efficiency and quality of industrial statistics, in addition to combining the development situation of the enterprise itself, we can always pay attention to the dynamic changing situation of the market and realize the innovation of industrial statistics. Industrial statisticians must establish statistical concepts with innovative characteristics, and at the same time, the accuracy and efficiency of industrial data statistics can be effectively improved to meet the development needs of enterprises.

4.6 Focus on the real-time and dynamic nature of industrial statistics

To strengthen the application effect of industrial statistical method in enterprise economic management, it is necessary to pay attention to the real-time and dynamic application of the method, to timely reflect the relevant problems of enterprises and put forward reasonable suggestions. At the same time, industrial statistics also need timely access to information, statistical information, so that the statistical analysis results are timely, so as to adjust the strategy in time and reduce losses. In the dynamic aspect, it is recommended that enterprises use industrial statistics related software to collect and store data information in time and complete statistics [10]. The same is true of the industrial statistical method in enterprise economic management, which reduces the pressure of manual statistics. In addition, it is suggested that software development enterprises should increase investment, develop relevant software needed for economic management application according to industrial statistics, and improve software analysis ability, so as to optimize the use efficiency.

4.7 Establish a good atmosphere for industrial statistics

First, strengthen the awareness of industrial statistics of every employee. Enterprises should strengthen publicity efforts to make each employee realize the importance of industrial statistics work, describe in detail the impact of industrial statistics on employees' work, personal growth, problem improvement and other aspects, strengthen support for industrial statisticians, and timely and effective reflection of relevant information. At the same

time, they can learn a simple statistical method to conduct statistical analysis on independent work, which is conducive to self-correction and self-improvement of employees. Secondly, the company should hold regular seminars on the application of industrial statistics in enterprise economic management. Through the seminar, widely collect the opinions of workers, let workers actively participate in enterprise economic management, realize that industrial statistics is everywhere, and industrial statistics should be in line with, support this work, create a good atmosphere, form a good situation of small statistics drive big statistics [11].

5. SUMMARIZE

In the operation and management of the enterprise itself, it is also necessary to pay attention to the important role of industrial statistics itself, to better rationalize its use. For industrial statistics itself, it runs throughout the enterprise management, therefore enterprise related statistics staff also need to be more positive innovation statistics method, with the help of more accurate statistics economic decisions to provide scientific reference for the enterprise, the enterprise itself also needs to be better according to the characteristics of the market, constantly promoting the comprehensive level of industrial statistics, eventually to improve enterprise economic management level.

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Briefly Describe the Understanding of The Gap Between Economic Theory and Reality

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Abstract: By Reading Karl Polanyi's great change the origin of contemporary politics and economy, we can feel the origin of economic theory, analyze the practical problems existing in western economic theory, review and summarize the changes of political economy in 70 years of new China, and talk about my understanding of economic theory the understanding of the gap with the real economic problems.

Key words: Great Change the Origin of Contemporary Politics And Economy; Invisible Hand; Paradox Of Thrift; Phillips Curve; Contemporary Chinese Marxist Political Economy

1 THOUGHTS AFTER READING "GREAT CHANGES: THE ORIGIN OF CONTEMPORARY POLITICS AND ECONOMY"

"Great Changes-The Origin of Contemporary Politics and Economy" was written by Karl Polanyi, a famous Hungarian philosopher and political scientist. This book describes the implementation and collapse of the gold standard, the rise and fall of the market economy, the establishment and destruction of self-disciplined markets, and the relationship between man and nature. It highlights the political and economic reasons and consequences of the collapse of the 19th century (Western civilization).

It has been mentioned many times in the article: The concept of the gold standard is a monetary system based on gold. It symbolizes an independent world economic organization. In the 1870s, the purpose of implementing this system in various countries was to establish a peaceful and broader trade market, but the theory and practice were far apart. This system not only failed to lower the interference status of the country and the government, but the tightening monetary policy adopted to prevent the outflow of gold became the fuse of the two world wars and had a serious impact on the global economy [1-5].

But from another perspective, the implementation of the gold standard has also had a positive effect on the international trade market. Using gold as currency, its non-depreciable nature, fully stabilized the foreign exchange market; after the First World War, some countries abolished the gold standard and issued paper money indiscriminately, leading to inflation and causing more serious damage to the international economy. Influence, thus warning the rulers of all countries to find the importance of the balance between tightening and expansion of monetary policies. Although the gold standard has been in use for a short period of time, this historical experience has successfully promoted the progress of global economic development and paved the way for the exploration of the right path to fair trade

exchanges.

In the 19th century, civilization was founded on the four systems of the balance of power, the international gold standard, the self-disciplined market, and the liberal state. The gold standard was the most critical factor. Its collapse led to the fundamental social order throughout the early history. Confusion, the author believes: This is also the reason for this "great change" in the social economy.

I super agree with Carl Polanyi's view, which can be summarized simply as: From ancient times to the present, the development of a country is inseparable from the development of the market economy, and there is always a positive relationship between the two.

The fourth chapter of the book also mentions that "the human economy is subordinate to its social relations." The economic system is just a function of social organization. Among them: the principle of reciprocity and redistribution-these two behavioral principles that are not directly related to the economy, are actually the answer to ensure the order of production and distribution; the principle of symmetry and concentration-is to ensure the smooth maintenance of the economy by the principle of reciprocity and redistribution A prerequisite for the operation of the system, and all large-scale physical economies need to be operated by the principle of redistribution; the principle of family budget-exists in the production process, emphasizes on-demand production rather than profitable production, and has played a role in history important role. Establishing a correct economic system can promote rapid and stable economic development.

No society can exist for a long time without an economic system, but an economic system is not equal to a self-regulatory market motivated by self-regulation.

The core argument of the book: "A purely self-disciplined market is a utopia."

State intervention inevitably exists. A market system with completely free transactions and little or no state intervention does not exist. The prerequisite for the establishment of a global self-regulatory market is that all countries must participate equally in the world division of labor system. This is obviously not true. "The self-regulatory market is a completely utopian social system, and this system cannot exist in any period." This is also true in reality. Except for the UK's self-regulatory securities market, almost no other self-regulatory market has developed, and the UK's self-regulation The regulated securities market is not completely separated from the government, that is, it is not a self-regulatory market as described by liberals.

The content of this book can be used as a reference for

contemporary theory, fully demonstrating the complexity of national social market interaction. This book has become a model of historical sociology research. Karl Polanyi's theory eventually became the basis of economic democratization.

2 UNDERSTANDING OF THE PRINCIPLES OF CLASSIC ECONOMICS

After studying economics theory for half a year, I am deeply impressed by the following three concepts. The following is my general understanding of these three economic concepts.

1) Invisible hand

The economy is very difficult to manage, and the government can always figure out how to control the economy.

In 1776, the economist Adam Smith shocked everyone. He believed that the only thing the government had to do was to do nothing. Let people trade freely. He believes that if these self-interested businessmen compete with each other, the market will naturally lead to positive results, just like an invisible hand is controlling, if someone sells at a lower price than you, Then customers will naturally buy things from them, so you have to lower the price or improve the quality of the product. As long as people have enough demand, the market will meet their needs, just like a spoiled child. Only in this case, people are happy.

Some later generations of liberals, such as the Audley economist Friedrich Hayek, believe that this non-interference method is actually better than any government policy, but the problem is that the economy needs It takes a lot of time to reach a balance between ins and outs, and there may be no progress. So at this time, people may be a little disappointed with this approach. This is why the government usually uses visible hands to control it in the end.

2) The Thrift Paradox

Just like a kid who just got pocket money, there is a big problem in economics, that is, I don't know which is better to save or consume. Libreville fieldist Friedman believes that even in difficult times, frugality and savings are still the best, so that banks can divert their savings to invest in new factories, develop new technologies, and improve our production efficiency. And even though such new technologies may reduce some jobs and lower salaries, new industries will hire more people and the unemployment rate will still fall. The reason is simple, at least in the long run.

However, there is a young man named John Maynard Keynes who pursues timely enjoyment. He pointed out: "In the long run, we are all dead." Therefore, in order to avoid the pain caused by unemployment, the government has increased spending to create job opportunities. Tighten your belt, and citizens and companies do not want to spend money, expenditures will fall, and the unemployment problem will become more serious. This is the paradox of thrift. Therefore, the government should increase spending now, and if it wants to collect taxes, wait until people are happy. Even if people are willing to pay taxes, this is an impossible task for Keynes.

3) Phillips curve

Phillips used to be a New Zealand crocodile hunter and economist. He pointed out that when the employment rate is high, wages will rise faster, and when people have money to spend, prices will rise, leading to inflation. Conversely, when the unemployment rate is high, lower consumer spending also represents the subsidence of inflation, which is the well-known Phillips curve.

The government can formulate policies based on this curve. When they spend a lot of money to create jobs, they will choose to accept the emergence of inflation, but they forget that workers can also see the impact of this curve. Therefore, when the unemployment rate drops At that time, people will also start to expect inflation and wage increases, causing the unemployment rate to return to its original level, while the phenomenon of inflation still exists. This is the situation in the 1970s, when inflation and unemployment rose at the same time. Then in the 1990s, the unemployment rate fell, and inflation remained at a very low level, as if it got rid of the limitations of the Phillips curve, but at least the pros and cons of this curve continued. When the economy grew, the employment rate When it rebounds, it is certain that inflation will come and destroy people's expectations for the future.

3 THE REALISTIC PROBLEMS EXISTING IN WESTERN ECONOMIC THEORIES

In the process of economic development, there are some problems in Western economic theories that are no longer applicable to today's society. For example, the three assumptions in Western economics are too ideal and difficult to realize in reality, and the utility function is applied to reality. Economic issues are not reliable. Therefore, we must dare to put forward our own ideas about existing knowledge, and analyze the existing knowledge with dialectical thinking; sum up the different analytical perspectives of monetary economics and western economics; from some early ancient times, it can be concluded that currency and The embryonic form of the development of financial derivatives is similar in nature, and the only difference is that they exist in different forms.

4 CONNECTION WITH CONTEMPORARY CHINESE MARXIST POLITICAL ECONOMY

It is necessary to review and summarize the changes in political economy in the 70 years of New China. This change is a process of gradually establishing Marxist political economy in a tortuous way in the post-development of national socialism. It has generally experienced three stages of varying sizes but with certain qualitative differences.

The first stage is a period when the traditional socialist political economy is in a dominant position, and the post-development national socialist political economy is still in the embryonic and embryonic stage; the second stage is a reflection and preliminary reform of the traditional socialist political economy stage. The first step is the spontaneous transition of traditional socialist political economy to market economy theory; the second step is a period when traditional socialist political economy changes from form to content, and has done theoretical work for the establishment of a new economic system. Preparation; The third stage is a period when the

traditional socialist political economy has undergone a fundamental transformation and the market economic system has basically been established.

This fundamental change is calling for the establishment of "Contemporary Chinese Marxist Political Economy" or "Socialist Political Economy with Chinese Characteristics."

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Research On the Effective Organization And Development Of Physical Education Teaching In Schools

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Abstract: With the construction and development needs of modern China, higher educational standards and educational requirements also become, the country's demand for all-round quality education talents is also increasing dramatically. As health protection of school physical education curriculum is taken seriously by more and more university, in this paper, the organization and conduct of school physical education lesson direction were analyzed, and aimed at to trade personnel a reference idea, better for our country's socialist development to provide more comprehensive talents, better to play their role in the development of our country.

Key Words: Physical Education Lesson; Organizations; Carry Out

1. INTRODUCTION

With the rapid development of social economy, to meet the needs of the material, we pursue to the body health is more and more high, more and more people demand for fitness also makes our country more attention for sports teaching in the education industry, how to better organize and conduct the school sports curriculum becomes particularly important, we should start from the root, The organization and development of physical education teaching aspects of the impact of in-depth research, so that the colleges and universities of physical education courses can be perfect and smooth to achieve the due purpose, prompting students in the physical fitness at the same time, all-round comprehensive quality also has a corresponding improvement.

2. BENEFITS OF IMPROVED TEACHING QUALITY

The most basic function of physical education class is to strengthen physical fitness and improve students' physique, which can not only ensure that students have abundant learning energy in the learning process of various disciplines, but also ensure that students also have significant results in disease resistance [1]. In surface is only these, but we can find through the in-depth research, excellent sports lesson teaching through reasonable course arrangement, on the premise of ensuring the students' physical fitness, also can develop into improving the unity of the students, outstanding features, such as benign competitive even can stress on link culture courses. Make full use of physical education classes in the organization of various activities on students' consciousness and perseverance to exercise, which can also make students in the physical and mental health of the overall development of the road to go more stable. We should summarize and analyze the students' physical education lessons, not only

from the results of the consideration, but also to the students' vision, intelligence, resilience, physical fitness and other aspects of comprehensive consideration, in order to better for the modernization of our country to train various talents.

3. FACTORS AFFECTING THE QUALITY OF PE TEACHING

According to the existing data statistics, the quality of physical education teaching varies greatly among colleges and universities, and there are many influencing factors. The following will analyze these factors one by one, hoping to give a warning to the corresponding professionals in the same industry.

3.1 Lack of attention to physical education

Many schools for sports lesson is not very seriously, and teachers often are agent for professional teacher of physical education, their physical quality and their sports knowledge involved were unable to reach the standard of education level, most of the physical education curriculum is running and dissolution of rest, no special training, and the corresponding physical activity [2]. In addition, the school for the allocation of sports facilities are also uneven, some colleges and universities only a few simple horizontal bars, parallel bars, jump pit, etc., the simple sports facilities also restricted the students in the physical education curriculum play.

3.2 Lack of professional and all-round education personnel

The lack of professional education personnel to take the position of physical education, not only the lack of professional knowledge of physical education, and their own physical quality is also worrying, monotonous teaching methods and no planning of teaching courses also directly led to the disorder of physical education curriculum. Colleges and universities pay more attention to the enrollment rate than the construction of quality-oriented education, which is also the main reason why physical education courses have not been implemented directly.

3.3 The time of physical education courses is compressed

During the student's study for colleges and universities for the attention of the graduation rates, so makes the cultural course learning pressure big, and content is more, so the students' main focus will be on in the study of culture, it also leads to a lot of physical education curriculum has been replaced by cultural course, this has led to a serious shortage of sports lesson class [3]. Even some parents will take the initiative to the school to reduce the hours of non-cultural classes, to cultural classes. This also leads to the

physical education class standards can not be implemented.

4. THE DIRECTION OF IMPROVEMENT OF PHYSICAL EDUCATION TEACHING QUALITY

With the rapid development of modern society, the students under the pressure of the parents and the society focusing too much on nowhere to vent, after long-term accumulated cases will cause psychological is not sound, so for the love of physical education students not only from the children love to play or lazy, part of a larger and to relieve themselves of study pressure. Therefore, how to arrange courses reasonably becomes very important [4]. In order to meet the basic needs of physical education, the school should plan sports venues and sports facilities so as to meet the basic needs of physical education courses. A variety of sports facilities can enable students to exercise from all aspects and improve the overall physical quality evenly. At the same time, more diverse sports facilities can also make the organization of various sports activities have a choice.

Diversified sports activities can not only meet the diverse needs of students, students can have a wild sweat after the high pressure of culture courses, so as to achieve the purpose of releasing pressure. More through some sports activities organized by students themselves, under the leadership of the corresponding teachers, to carry out some sports activities, not only to improve the physical quality of students, the team cooperation between students, team tacit understanding has a better training. Even in the process of confrontation activities in order to achieve the goal of victory, its reaction ability, coping ability, thinking development and other aspects also have a small role. Students can receive healthy competition and the spirit of solidarity in various sports activities, which also has a lot to do with the development of cultural courses. School authorities should also go to the students' culture and the cultural course to carry on the corresponding adjustment, the proportion of going to the students' physical quality and comprehensive psychological quality aspect to consider, to encourage students to exercise actively, can not only form the essence of students perseverance, but

also can be applied to the academic study of the nature, The result of the culture course has been improved. So a reasonable physical education course is necessary and beneficial.

5. CONCLUSION

To sum up, only by ensuring the overall quality of physical education courses can the physical and mental health development of students meet the needs of China's current development. We do not need superficial results and cope with them, but we should actually implement physical education and strengthen the organization and development of physical education courses. The better the students can receive more all-round cultivation, which will improve the students' coping ability in the future. So, we only go to management of the overall quality of the sports lesson, with the real from the perspective of students, the implementation of education to the students themselves, to ensure that the fundamental aim of school physical education lesson can achieve, can meet the demand of modern China's social development, deliver more professional talents for the modernization of our country.

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The Mission and Value Bearing of Labor Education in Social Practice in The New Era

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Abstract: This paper analyzes how to strengthen labor education, ensure the efficient development of labor education, give full play to the mission and value of labor education, and comprehensively improve the comprehensive quality from the four aspects of reasonably setting practical goals, formulating practical system, evaluating social practice and launching labor teaching.

Key Words: New Era; Social Practice; Labor Education

1. INTRODUCTION

With the rapid development of modern society, labor education has become a major concern of the society. At present, some schools have insufficient understanding of labor education and limited practical activities. In this case, we should innovate the idea of thinking, broaden the educational channels, hold multiple activities, through labor experience, participate in public welfare activities and other ways, strengthen the spirit of innovation and practical ability, to achieve the goal of quality education.

2. SET PRACTICAL GOALS AND CARRY OUT ACTIVITIES REASONABLY

Through social practice activities can better meet the value of labor education, play the function of labor education, encourage students to participate in classroom activities, so as to achieve better educational results. In the new era, to strengthen labor education, practical objectives should be reasonably set to encourage students to strengthen their own labor quality, while the core content of social practice on the mission and value of labor education is to better fulfill various practical tasks, achieve educational objectives, and effectively promote the harmonious development of the whole society.

As a matter of fact, social practice aims are diverse, although the work content is diverse, but the campus labor activities are very limited, many students have little labor experience, it is difficult to form a correct cognitive concept of labor education, and even misunderstandings. Labor education should focus on distinguishing right from wrong and cultivating students' labor spirit, so as to promote students to form a healthy and upward spirit of labor. In addition, it can also make students better understand the connotation, value and goal of labor, combine labor theory knowledge and labor skills, and effectively promote the all-round development of students.

3. DEVELOP PRACTICAL SYSTEMS AND STANDARDIZE EDUCATIONAL ACTIVITIES

In the new era, holding different social practice activities can effectively bring into play the value of labor education. Practical activities themselves have a variety of characteristics, generally speaking, social practice activities based on their own characteristics and labor

education goals and flexible launch, holding social practice activities can effectively promote the value of labor education activities, but it is difficult to form a long-term impact. At this stage, the school is lack of awareness of the importance of labor education and labor education activities is limited, in this case, it becomes vital social practice activities, and how to commence operations efficiently, better play to the labor education mission, you will need to combined with the actual development situation, formulates the relatively reasonable labor practice system, prompting the activities can be in accordance with the system, Effectively ensure the effect of social practice, labor education has officially become a part of social practice.

At the same time, should also be combined with the actual situation to develop reward and punishment system, stimulate each subject to actively participate in social practice activities, make labor education become a conscious behavior in a subtle way, through the appropriate reward and punishment can also standardize individual behavior, increase the intensity of supervision, effectively protect the labor education results.

Therefore, to strengthen labor education and give full play to the value of labor practice requires the organizer to invest more time and energy and effectively guarantee the development of labor education through institutional constraints.

4. ASSESS SOCIAL PRACTICE TO IMPROVE MANAGEMENT EFFECTIVENESS

To carry out social practice activities in the new era, all kinds of activities need to follow the requirements of labor evaluation, so that social practice can be consistent with the requirements of practical evaluation. Generally speaking, in order to promote social practice to better carry the mission and value of labor education, it is necessary to fully implement the practical evaluation of the effect of labor education, and effectively promote the development of various activities through the way of practical evaluation. The evaluation of social practice is not the only purpose of labor education. The evaluation of social practice in the new era is to further realize the purpose of labor education. In particular, the school should be combined with the actual development situation, the construction of a relatively reasonable evaluation standard, in combination with the practical situation of students, will promote students' personal growth, form the spirit of labor as the main indexes for the whole process of social practice evaluation content, it is based on the target instruction, the organizers can strictly implement the work index more targeted work [1]. At the same time, through the development of labor education, we can

accumulate labor knowledge at the theoretical level and increase labor skills at the practical level. The evaluation of social practice should be carried out in the direction of pluralism, and the content of labor education should be concretized, so as to lead the social practice comprehensively and realize the goal of labor education.

At the same time, from the perspective of social practice evaluation, labor education aims to make students clear the correct labor outlook and social outlook, pay attention to labor spirit and students' physical and mental training, labor education will also present different results in different ways. Therefore, effectiveness evaluation should be flexible and flexible, and specific evaluation methods should be formulated for different forms of labor practice, and then the daily performance should be evaluated by means of written assessment and practical operation exercises.

In fact, both in social practice activities, and labor education, they are not the main body, isolated dis sever and should remain in a complementary relationship, through the diversification of social practice activities, better able to carry education mission and value of labor, labor education and promote social practice to some extent toward the direction of more diversified. In the new era, through labor education can better meet the needs of social development, so as to achieve the purpose of training talents.

5. CARRY OUT LABOR TEACHING TO STIMULATE STUDENTS' INTEREST

In the new era, if we want to carry out labor education effectively, we need to pay full attention to the significance of labor practice, focus on guiding students to actively participate in social practice, encourage students to continuously enhance their interest in labor, respect labor attitude, and better play their mission and fulfill their functions.

First, appropriately improve the proportion of practical activities in labor education, promote social practice efficiency can be continuously promoted. This also puts forward higher requirements for teachers, teachers should keep up with the pace of the development of The Times, carry out thinking innovation, can strengthen the emphasis on labor education, to achieve theory and practice. In daily

teaching activities, students can be fully combined with practical content, so that they can flexibly deal with different scenarios, improve their theoretical knowledge and practical operation level, and realize all-round development.

Second, the development of labor education should also follow the route of individualized development. In the design of social practice activities, students' personal interests and learning conditions should be fully considered, so as to carry out social practice activities in designated fields, and be able to display the practice results, and effectively protect the value of labor education. Third, we can organize students to carry out theoretical publicity, cleaning and other labor practices in local communities, nursing homes and other places through regular public welfare social practice activities. Through labor education, students can be encouraged to have labor experience, correct their attitude, clear rational cognition, and realize whole-hearted development. A variety of social practice activities also achieve the cultivation of students' core qualities to a certain extent [2].

6. CONCLUSION

To sum up, it is of great significance to analyze the mission and value bearing of labor education in social practice in the new era. In the future, if we want to give full play to the value of labor education, we should reasonably set up the practice goal, formulate the practice system, evaluate the social practice, and carry out labor teaching, so as to give full play to the effect of labor education and achieve the goal of educating people while accomplishing the basic practice goal.

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Exploring The Methods of Modern Park Design

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Abstract: As the city's main public open space, park is an important symbol of urban civilization, is a place for people to have a rest and entertainment, but also the dissemination of civic culture. Therefore, the design and planning of park landscape is particularly important. This paper makes an exploration and analysis on the design methods of modern urban comprehensive park.

Keyword: City park; Planning programming; Open space

1. THE CONCEPT OF PARKS

According to Tang Xueshan's Landscape Design P180, urban park is a municipal facility operated by the government or public organizations to provide urban residents with outdoor rest, viewing, games, sports and entertainment.

2. THE ORIGIN AND DEVELOPMENT OF PARKS

2.1 Origin of the Park:

The Sumer people began their business in the lower reaches of the Euphrates in about 2000 BC.

Both the Chinese and Persian courts had gardens and parks for the use of Kings and nobles.

2.2 Development of the Park

The "Park Cemetery" movement began in Boston in the mid-1800s. Cemeteries are often built in beautiful suburban areas, in the style of parks, and funded by religious groups, city councils and the federal government, as well as private individuals. Park cemeteries made people aware of the attractions of parks and began the construction of parks in the United States.

3. PRINCIPLES OF PARK LANDSCAPE DESIGN

3.1 People-oriented principle

People are the creator of the landscape design and the user, the park design first to satisfy the most basic use function, meet the needs of different people in different ages and preferences, designed to serve the people from the aesthetic perspective and function space, in order to meet the requirements of different populations to diversified space experience, pay attention to the participation of people, pay attention to the landscape continuity, comfort, applicability and diversity, To reflect the people-oriented principle.

3.2 Ecological principles

In the design, attention should be paid to the combination of plant planting and ecological nature, the pursuit of harmony and unity between human and nature, the maximum use of nature and protection of nature in limited space, so as to achieve the harmonious coexistence of human and mountain, water, plants, nature, landscape, and so on, so that human and the environment and nature are integrated. At the same time, attention should be paid to the overall effect, and the corresponding plant landscape should be designed according to the problems existing in the surrounding environment, which is in line with the landscape atmosphere such as three seasons of flowers and

four seasons of evergreen. On the basis of protecting the original tree resources, local plants should be used as much as possible to ensure the short-term growth and long-term landscape effect. Pay attention to sustainable development, adopt the combination of shrubs, trees, ground cover and aquatic plants in plant collocation, adopt the reasonable collocation of color, form the level of plant landscape, reflect the natural ecology of the park landscape, and print a good park atmosphere.

4. FUNCTIONAL ZONING OF PARK LANDSCAPE DESIGN

4.1 Cultural and entertainment area -- It should be located near the main entrance and exit and the terrain is relatively flat. Regular layout should be adopted in combination with the entrance. It is the center of the whole park with many activity places, various forms, large crowds and noise. There are more service and management facilities in this area. The greening should be dominated by low plants such as flower beds, flower borders and lawns, but shrubs should not be too many to avoid obstructing visitors' line of sight and affecting traffic. At the same time, a few evergreen trees can be appropriately dotted for shade and shelter.

4.2 Appreciation and Recreation Area -- mainly for viewing and sightseeing. This area covers a large area and has the characteristics of low tourist density. Often choose the current situation of land topography, vegetation and other relatively superior lot design layout landscape. Try to choose reasonable road horizontal and longitudinal curves, paving materials, paving patterns, so that it can adapt to the landscape display, to meet the requirements of dynamic viewing.

4.3 Sports Activity Area -- There are many visitors in this area, which will greatly disturb other activities. The layout should be as flat as possible, and various activity sites should be designed according to local conditions. The size of the area depends on the surrounding environment. Planting design should choose tall and straight, canopy shade thick evergreen trees, not with fallen flowers, fruit trees. Around the tree tone requirements simple, the formation of a green background, do not choose the leaves of the tree reflective shine.

4.4 Children's Activity Area -- The area covers a small area with complex facilities. Most of them are arranged near the main entrance of the park or in a cheerful place. The building facilities should be in line with children's psychology, with novel shape, bright color and small scale. At the same time, activity areas should be divided according to different ages (the equipment used by children and school-age children should be set up separately). Can use hedges, railings, streams and so on for isolation.

The garden roads should be smooth. Sharp curbs should not be used in the curbs. The ground design should adopt

gentle slope transition. The ground under the game equipment should be paved with wear-resistant, flexible and dust-free materials. At the same time, we should set up benches, shelters and other rest facilities for caregivers.

4.5 Quiet Rest Area -- This area has the characteristics of large area and low tourist density. Many locations are located in areas with large undulating mountains, lush trees or streams; Also can choose the lake, pool or sparse forest grass. The trees are required to be lush with green grass and a better vegetation environment. Layout as long as the conditions are appropriate can choose multiple places to create different types of space environment. Meet the needs of different types of activities. In order to let visitors through the full view of the park scenery to obtain psychological satisfaction, adjust the body and mind, restore spirit.

4.6 Cultural publicity and popular science education area ---- exhibition, display, reading, scientific and technological activities, special parks for animals and plants, etc.

4.7 Activity area for the elderly ---- morning exercise and walking;

4.8 Service facilities ---- Restaurant, teahouse, store, photography, public telephone, signage, lighting, etc.;

4.9 Park management area ---- office, nursery, greenhouse, canteen, dormitory, water and electricity, broadcasting, irrigation facilities, etc.

5. PARK ROAD PLANNING AND DESIGN:

5.1 Function of Garden Road

5.1.1 Organize transportation

5.1.2 Organization space

5.1.3 Guided tour

5.1.4 Composition of landscape

5.1.5 Organize drainage

5.2 Classification of garden roads according to nature and function:

5.2.1 The width of the first-level garden road (main road) is 3.5-5m, and the plane linear curvature is required to be relatively gentle;

5.2.2 Secondary garden road (secondary road), 2.5-3m wide, is an auxiliary road, forming a scaffolding;

5.2.3 Grade III garden road (walking trail) The most extreme grade I path in the garden road system with a width of 1-2m. (figure 1-1)



figure 1-1

5.3 Common deformation path

The garden roads in the park are mainly divided into four categories:

5.3.1 garden Bridges,

5.3.2 marches,

5.3.3 step and

5.3.4 step.

They decorate the landscape with their rich forms and forms, making the garden attractive because of the road. There are various forms in the garden road. In places where people gather, the road is transformed into a site. In woods or lawns, roads can be converted into walking stones. Encountering the building, the road can be transformed into a corridor. Encounter mountain, the road can be transformed into panshan road, pedaling road, stone steps, etc. Encountering water, the road can be transformed into a garden bridge and a footpath.

5.4 Methods of park road design

5.4.1 Develop roads according to local conditions

Pay attention to the combination of terrain, environment for the design of the park road.

5.4.2 The style of the garden road depends on the planning form of the garden

5.4.2.1 Regular gardens: straight lines or curves with tracks to be found

5.4.2.2 Natural garden: free line without track

5.4.3 Clear priorities, clear directionality, and people-oriented principle

5.4.3.1 Avoid snaking

5.4.3.2 Avoid blocking the road

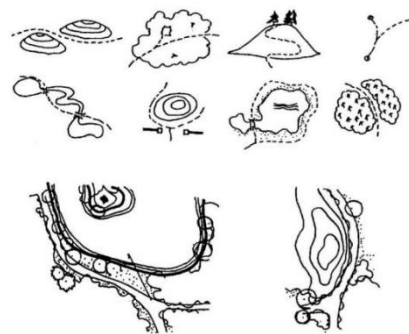


Figure 2-2

5.4.3.3 Avoid the same curve of garden road

Layout form of reference and road :

5.5 Issues to be paid attention to in garden road design

5.5.1 Develop Road according to Local Conditions

Pay attention to the combination of terrain, environment for the design of the park road.

5.5.2 The style of the garden road depends on the planning form of the garden

5.5.2.1 Regular gardens -- straight lines or curves with tracks to be found

5.5.2.1 Natural garden -- free line without track

5.5.3 Clear priorities, clear directionality, and people-oriented principle.

5.5.3.1 Avoid snaking roads; 5.5.3.2 Avoid blocked roads;

5.5.3.3 Avoid park roads with the same curvature

6. TERRAIN PLANNING OF THE PARK

Terrain is the base and support of many elements in the garden, and is the skeleton of the vertical landscape of the

whole garden.

6.1 Flat ground ($I < 3\%$) : the flat ground shall have a certain slope (water dispersing) for the convenience of drainage; On the ground can be dug lakes and mountains, can be separated by plants as barriers and other techniques, to prevent a panoramic view, break the monotonous sense of the ground.

6.2 Sloping land ($I = 3-50\%$) : gentle slope (3-10%), middle slope (10-25%), steep slope (25-50%)

6.3 Mountain area ($I > 50\%$) : earth mountain, stone mountain, earth mountain

7. THE ROLE OF PARK TOPOGRAPHY PLANNING:

7.1 Separated Space

Terrain can create and limit the external space in different ways, and affect the atmosphere of the space. Flat and undulating terrain can give people a sense of enjoyment and relaxation, while steep and rugged terrain can easily form a sense of excitement.

7.2 Control line of sight

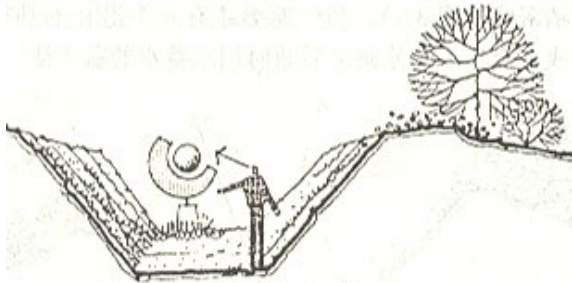


FIG. 3-3

By elevating one side or both of the terrain, the line of sight can be directed to a specific point or visible range, thus concentrating the line of sight on the scene. (FIG. 3-3)

7.3 Affects the guide route and speed

The height of the terrain can be changed, the slope of the steep and gentle, and the width of the road, the change of the curve to affect and control the tourist tour line and speed.

7.4 Improve microclimate

Terrain can be used to block cold winter winds from a particular location and to collect and channel cool summer breezes.

7.5 Landscape function

Terrain can be used as a layout and visual element, can be combined into a variety of shapes, and can produce different visual effects under the influence of sunlight and climate.

8. CONCLUSION

Excellent park design is in creating urban landscape at the same time, also make the city has its own cultural characteristics, cultural identity is the urban residents, the designer to follow people's psychological change and economic development situation and enrich their own design concept, design and considering the region characteristic and the people demand, to study the exploration from the view of development, The use of appropriate design techniques to design to meet the needs of local parks, to meet the growing spiritual pursuit of people and the improvement of the quality of life level.

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Music Education in College Quality Education

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Abstract: With the reform of China's education system, the construction of college education is becoming more and more perfect. Quality education, as the construction policy of modern China, is carried out on the basis of cultivating more all-round talents in our country. As the national education for all aspects of talent education requirements, also makes the universities with respect to the manner of education with the corresponding value, in this paper, in the quality education in music education of effect is analyzed, and the music education in sustainable development strategy in the quality-oriented education has carried on the brief, in order to better make our country's education career more brilliant.

Key Words: University; Quality Education; Music Education

1. INTRODUCTION

At present, China's educational policy has a new embodiment, the comprehensive quality of the students has become higher requirements. As a quality education system to make music education how to better improve the students' comprehensive quality level, has become a modern China on the road of education development needs to pay attention to the problem. Excellent music education methods can not only improve the comprehensive quality of students, but also be applied in real life. In addition to easing emotions and edifying sentiments, it can also improve the overall national artistic atmosphere in China. So music education is very important in the quality education system of universities.

2. THE CORRELATION BETWEEN MUSIC EDUCATION AND QUALITY EDUCATION

The main body of quality education is to take the student as the goal, improve the student from the psychological, cultural, physical and other aspects of quality cultivation, not only to meet the examination examination to carry out a simple culture course training, but also includes all aspects of the comprehensive, so that students can deal with various aspects of things in life. As a quality-oriented education, music class can cultivate students' overall quality in vocal music art, which can not only effectively protect students' mental health, but also conform to the existence of international art forms and cultivate students' aesthetic taste [1]. The national promotion of quality-oriented education is also to make students better able to meet the development needs of modern society. It is not only related to the future development of students, but also to lay a solid foundation for the comprehensive development of our country. Therefore, the promotion of quality-oriented education in the field of education is imperative.

3. THE ROLE OF MUSIC EDUCATION IN QUALITY EDUCATION

Music education plays a wide role in the circle of quality-oriented education, which can not only improve students' artistic accomplishment, but also correspond to the cultivation of students' mental health [2]. Music as a kind of entertainment, or is an effective way to ease the mood, relieve stress. Different Musical Instruments, different musical styles of different countries, and the collocation of different instruments will produce different results. So in the quality-oriented education policy, music education is as an important part of the improvement of the overall artistic literacy training. Perfect music courses can better enable students to master the channel of emotional vent, and better, the cultivation of students' artistic accomplishment has been improved. For example, listening to motivational songs before an exam increases students' confidence that they can perform at a perfect level. When you encounter something sad, you can listen to some sunny and cheerful music, which can not only make your mood cheerful, but also protect your mental health. Therefore, a better understanding of music will make students' artistic accomplishment correspondingly improved. In the aspect of students' psychological health protection music education also helped, according to the different people of different survey we can know that some students are facing huge pressure, tend to have a psychological defence collapse phenomenon, when the music education and reasonable applied to quality-oriented education, can make the students in this aspect resistance increased, In addition to increasing students' information when pressure comes, a long time of music learning will also greatly improve students' psychological quality, which will enable students to deal with the development of things with a more optimistic attitude when they are under pressure from all aspects, so as to make a breakthrough [3]. In real life, not only students' academic pressure, but also employment pressure and livelihood pressure after graduation will follow. Only a more comprehensive quality-oriented education can enable students to be perseverant and optimistic in the face of various situations. This is also the most fundamental foundation and the ultimate goal of quality-oriented education.

4. SUSTAINABLE DEVELOPMENT OF MUSIC EDUCATION IN QUALITY EDUCATION

Application building in some universities in our country in music education still has some problems, in order to be able to make music education in able to implement the education for all-around development path, we should integrate the impact on all aspects analysis, grasp basic point to deal with problems, in-depth understanding of the modern university quality education in music education of deficiency, In order to improve these problems, quality education in Chinese universities can be thoroughly

applied to meet the needs of talents in China's modern society.

It is a major direction in the professional ability construction of university teachers. The level of teachers' professional ability also determines the quality of educational courses, and also determines whether the achievements of music education correspond to the requirements of quality-oriented education. In teachers' selection, except to select music professional ability of the comprehensive quality of the teachers also need to choose, to ensure the whole music education in teachers' teaching way is to use the way of comprehensive education to undertake to the student training, for some single teaching process, teaching content of boring teacher carries on the corresponding training, The training is not only for the improvement of teaching methods, but also plays an important role in the overall training of teaching methods [4]. In the process of music teaching, colleges and universities should actively update the teaching facilities, equip some modern educational facilities and teaching equipment to conform to the training method of comprehensive education, to ensure that students can be convenient in the application of the overall environment. These changes in educational resources and environment can effectively improve students' gains in music education. The aspect of teaching concept should also be improved. Some colleges and universities still use traditional teaching methods. The phenomenon of oral instruction is very serious. As a student, he can only passively accept what the teacher is willing to teach, which makes the course extremely dull and boring. It not only fails to cultivate the sentiment, but also makes the students dislike this course. We are going to go on the basis of the students, as a fundamental to undertake to the student comprehensive quality education, to the students in the first place to cultivate learning to love music, actively encourage the students in the classroom, to cultivate the

students' self-confidence, self-improvement, self-reliance of the psychological quality, thus makes the students' aesthetic breakthrough, innovation, and so on various aspects ability, Is as a quality education in music education should play a role.

5. CONCLUSION

From the above we can see that music education well is directly have a direct impact on the quality education, the colleges should better to recognize themselves in the music education is not enough, with the development of the positive changes to the existing education method, to make the development of the overall direction of the education of the college is in conformity with the education policy of our country, It is necessary to comprehensively plan students' quality-oriented education, reasonably arrange all the courses, and actively promote the reform and development of the education system. Only in this way can we train more outstanding talents for our country and make our country's development to a higher level.

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Application Of Ultrafiltration Membrane Technology In Water Treatment

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Abstract: In recent years, due to the continuous growth of China's economy, the pace of industrialization is accelerating, causing serious pollution to China's environment. With the great attention to environmental problems in China, the remediation technology of water resource pollution in China is also constantly strengthened, China's water resources are facing a serious shortage, some areas are still facing the current situation of water difficulties. Therefore, strengthening the waste of water resources and the recovery and utilization of water resources is an important goal to effectively improve the waste and pollution of water resources in China. Which requires the relevant environmental protection workers should make full use of modern information technology to strengthen the innovation and application of water treatment technology, and the application of ultrafiltration membrane technology is more widely applied in modern water treatment technologies and efficient water treatment technology, effectively control pollution of water resource in our country, and improve the recycling of water resources utilization.

Key Words: Ultrafiltration Membrane Technology; Water Treatment; Application Research On

1. INTRODUCTION

Ultrafiltration membrane technology is a key technology widely used in water treatment at present. It plays an important role in both domestic sewage discharged in people's lives and industrial wastewater in heavy industry. It can greatly improve the problem of water pollution in China and reduce the waste of water resources to a certain extent. In this paper, the status quo of water pollution in China, the introduction of ultrafiltration membrane technology, the application advantages of ultrafiltration membrane technology in water treatment, the application disadvantages of ultrafiltration membrane technology in water treatment and the application of ultrafiltration membrane technology in water treatment are expounded and analyzed.

2. CURRENT SITUATION OF WATER POLLUTION IN CHINA

Water is the source of life, water occupies the largest proportion in the human body, water content up to 70%, only the human body is rich in sufficient water to ensure the survival of life. Therefore, the health of life guaranteed by water resources is also a necessary condition for promoting economic development [1]. According to the survey, according to the standard of tap water drinking, China has been in the standard level below. Due to the serious shortage of water resources and frequent water disasters in China, the per capita water consumption in

China is relatively low. With the increasing pollution of water resources by various organics, it has brought great problems to the environment of China, and at the same time, it has continuously restricted the economic development of China and brought great influence to the road of sustainable development of China. For China's water pollution caused by the main pollution sources in addition to the pollution of heavy industry, there are some in the life of chemical fertilizer, agricultural, detergent residues, and then through the traditional technology, the use of precipitation, filtration and chlorine disinfection for only a part of harmful material such as filtering, even by high temperature boiling, the harmful material can not be removed, On the contrary, it will also cause the increase of some carcinogens, which increases the difficulty of the treatment of drinking water in China. It can be seen that both shallow water and deep water in China have suffered from different degrees of pollution, and the pollution of surface water resources in China is more serious.

3. OVERVIEW OF ULTRAFILTRATION MEMBRANE TECHNOLOGY

Ultrafiltration membrane technology is a relatively energy saving and environmental protection separation technology. Under the action of static pressure difference as a driving force, the interception ability of porous membrane is used to intercept the particles of different sizes in the water in a physical way, so as to achieve the purpose of purification and concentration and screening of different components in the water. Compared with the traditional water treatment technology, both the turbidity of water and the removal of suspended solids have a greater technical improvement. At the same time, the traditional treatment technology is through precipitation filtration and the corresponding chemical disinfectants into the water, these disinfectants in the process of improper treatment will generate the corresponding toxic substances, or even cause secondary pollution; The treatment process of ultrafiltration membrane technology does not add any chemical reagents, and does not need to be heated at room temperature, and there will be no secondary pollution to the water quality. Because ultrafiltration membrane is a modern emerging technology, which makes full use of modern information technology to achieve automatic processing, more easy to operate, more convenient maintenance, while reducing the input of labor.

4. APPLICATION ADVANTAGES OF ULTRAFILTRATION MEMBRANE TECHNOLOGY IN WATER TREATMENT

First of all, the design and application of ultrafiltration membrane technology, conforms to the characteristics of

modern automation intelligent, convenience of operation, due to the particularity of water treatment has stronger at the same time, the need for the treatment of water for 24 hours monitoring, and automatic ultrafiltration membrane technology only need in the operating room on-line monitoring instrument to control, reduce the demand for technology and technical personnel, At the same time, automation technology increases the efficiency and quality control of water treatment [2]. Secondly, ultrafiltration membrane technology has a great improvement on the turbidity of water and the removal effect of colloid, harmful substances and bacteria in water. At the same time in the treatment of industrial wastewater, water contains a large number of harmful metal location or ultra-high temperature wastewater, ultrafiltration membrane technology can not only high temperature resistance, even in the strong acid, strong alkali environment will not have an impact on it. Secondly, ultrafiltration membrane technology has a high removal rate of colloid in water, which can effectively ensure the quality of water quality after treatment.

5. DISADVANTAGES OF THE APPLICATION OF ULTRAFILTRATION MEMBRANE TECHNOLOGY IN WATER TREATMENT

First of all, ultrafiltration membrane technology has a high cost of capital. A complete ultrafiltration membrane technology process system will invest a large amount of capital in the design and implementation of application. In some industrial wastewater treatment, due to a large number of harmful metals in industrial waste water, the suspended solids in the water is more, the application of ultrafiltration membrane ultrafiltration membrane technology will cause congestion, and only for ultrafiltration membrane for cleaning and replacement to ensure the normal operation of the technology of the ultrafiltration membrane cleaning and replacement is a time-consuming and project work. Secondly, in the process of water treatment, some ultrafiltration equipment will bring greater energy consumption, so as to ensure the power demand of the equipment.

6. APPLICATION OF ULTRAFILTRATION MEMBRANE TECHNOLOGY IN WATER TREATMENT

6.1 Treatment of domestic sewage

With the continuous increase of China's population, urban water consumption is gradually increasing, leading to the continuous increase of urban domestic sewage discharge [3]. Due to the lack of water resources in our country, to strengthen the recycling and disposal of urban sewage can effectively solve the shortage of water resources status quo, as a result, the use of ultrafiltration membrane technology is applied to urban sewage processing, cooperate with the municipal sewage treatment plant, using ultrafiltration membrane technique to effective purification of urban sewage, water treatment to the

provisions of the state under the discharge standard, At the same time, the urban sewage is applied to green irrigation and other ways to improve the recovery and utilization of urban sewage and effectively solve the shortage of urban water resources.

6.2 Treatment of industrial wastewater

In the industrial waste water, there are not only a large number of harmful metal substances and some oily waste water in the waste water, which greatly aggravates the difficulty of industrial waste water treatment. Using ultrafiltration membrane technology to effectively separate and absorb oil in industrial wastewater, without adding any chemical substances, the water quality of oil suspended matter is greatly reduced, and the turbidity in industrial wastewater is also improved.

6.3 Treatment of drinking water

At present, most of China's drinking water comes from tap water, but due to serious pollution, the vast majority of tap water people use has been polluted. The demand for drinking water cannot be separated from the daily life of urban people. Therefore, in the treatment of drinking water, the traditional technology is firstly used for precipitation and filtration, and then the ultrafiltration membrane technology is used for further purification treatment of drinking water, so as to ensure the quality of drinking water [4].

7. CONCLUSION

To sum up, since China's water resources have been scarce and seriously polluted for a long time, it is one of the important measures to ensure China's sustainable development to strengthen the recycling and utilization of water resources and control water resources pollution. The application of ultrafiltration membrane technology to environmental treatment projects in China can greatly improve the pollution and shortage of water resources in China.

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Research on the Improvement of University Students' English Writing Ability with the Assistance of Online Writing Evaluation System--- take www.pigai.com as an example

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Abstract: This empirical study uses the online formative writing evaluation system www.pigai.com as the tool to test whether this system can improve the overall level of students' English writing abilities. It probes into the problems encountered and the improvement measures, and puts forward the methods of applying the system into the writing teaching mode, with a view to improve students' English writing ability.

Keywords: Online evaluation writing system; English writing ability; Teaching mode

1. INTRODUCTION

Evaluation plays the role of incentive, guiding and quality control in teaching. With the development of computer information technology, many scholars have begun to pay attention to the development and application of formative evaluation tools. In 2007 "Requirements for English Courses for College Students" issued by the Department of Higher Education of the Ministry of Education, it is clearly stated that "the design of university English courses should make extensive use of advanced information technology, develop and build a variety of computer- and network-based courses, and provide students with a good language learning environment." "Pigai.com is an online writing evaluation platform based on the corpus system and big data. By calculating the gap between student composition and standard corpus, the system generates the score of students' composition. The platform not only provides students with grades, but also instant feedback, which greatly improves students' enthusiasm for English writing[1-6].

2. THE CURRENT SITUATION OF ENGLISH COMPOSITION REVISION IN UNIVERSITIES

For a long time, the English writing homework are in the form of paper and pens. After handing in, students are waiting for the teacher to revise and comment. Due to the large number of classes in English courses designated by university, teachers have a large workload and limited energy. Because feedback is out of time, some students only focus on their scores rather than mistakes.

3. THE PRACTICAL EFFECT OF WWW.PIGAI.COM

By using www.pigai.com, teacher assign homework, and students log in and finish it online. After completion in the specified time, students click submit and the system will give the corresponding scores. After students choose "review by sentence", "review by paragraph" and "student

review", the system provides the first round of scoring, error correction and modification proposals. Students make changes under the guidance of the approval. Teachers can check students' assignment in the system at any time.

This study was conducted on a one-year experiment for 63 students in two classes of financial management major students and financial engineering students in the second grade of Xi'an Kedagaoxin University. The experiment was divided into three stages: pre-test, experiment and post-test. The pretest was conducted in the computer room and requires all students to complete a composition and submit online according to the topic assigned by the teacher. The system provided the overall evaluation report for students' writing from four dimensions: vocabulary, sentence, structure, content and scores. The experimental stage was divided into two semesters. The teacher assigned four compositions each semester. In the experimental class, the teacher took the way of online feedback. In the controlled class the traditional writing way was taken. After the teacher correct the homework, centralized feedback was taken. On the premise that the total score is 100 points, the average of the total score of the pre-test was 78.41 and the average of the post-experimental test was 85.63 in experimental group. The pre-test score was 78.82, and the post-test score was 80.21 in controlled group. This showed that after the experimental class has been assisted by the online automatic evaluation system, the writing achievement has been improved significantly as well as the quality, especially in vocabulary and grammar.

4. THE ADVANTAGES OF ONLINE AUTOMATIC EVALUATION SYSTEM

The online evaluation system focuses on language evaluation by providing a large number of practice opportunities and immediate feedback reports to develop students' writing skills. Compared with the traditional way of manual revision composition, the revision network has the following advantages: first, it is convenient and time-saving. Students can complete compositions at any time and place, regardless of time space or equipment. It saves time for teachers on receiving essays and correcting mistakes. Second, feedback is timely and personalized. After the students submit the composition, the system will provide the score and proposed suggestions for amendments and reference sentences. In addition, to

prevent students from copying, the system detects whether the composition is duplicated by the content of other sources, providing duplicated sentences and marks for the teacher's reference.

5. PROBLEMS WITHIN THE ONLINE AUTOMATIC EVALUATION SYSTEM

As an intelligent system, the evaluation system can revise the obvious language errors in the composition according to the corpus, and put forward suggestions for revision, but the more hidden or complex problems and errors in students' practice can not be effectively and flexibly pointed out. For example, from a macro point of view, the whole logic, paragraph-to-paragraph consistency, article topic and other issues can not be effectively evaluated. This has led to some limitedness in improving writing ability. "The automatic feedback mechanism of the evaluation system is timely, unlimited and personalized, but it is not perfect in the detection of Chinese English. It just stays in the language matching" (Julie Xuan, 2016).

6. ONLINE EVALUATION SYSTEM COMBINED IN THE MODEL OF WRITING CLASS

In view of the above problems, it is an important factor to adjust the feedback form and content properly in teaching to improve students' ability. Linguists believe that the writing process mainly includes pre-writing preparation, writing first draft, feedback, modification four stages. The theory of process writing holds that a composition with complete structure, clear expression and easy-to-understand content can finally be completed, which needs to be thought through and modified (Shi Xiaoling, 2001). The interaction between students and teachers can increase the instant information feedback and focus on the ideological enhancement of writing. The teacher can put forward the specific model of integrating the system into teaching: collecting materials after class, classroom guidance, after-school writing, classroom centralized feedback, after-school modification and submission of finals. This model realizes the formative evaluation of the writing process.

6.1 Pre-lesson preparation

At the beginning of the semester, teachers assigned four students to a writing group based on their character and grades. Before writing, the team members are required to collect background materials on relevant topics extensively through the network, library and other means according to the theme of the composition, and watch the video of writing online.

6.2 Classroom teaching

In classroom teaching, teachers check students' previews and ask team members to take turns reporting the results of each group's preview to determine the focus of the lecture. Teachers find out relevant examples and analyze chapter structure, stylistic characteristics and writing techniques, etc. Group discussion and presentation can guide students to analyze the overall structure of the article, ideological content, consistency and language use.

6.3 Writing after class

After class, teachers arrange online composition, and

students need to submit unlimitedly within the prescribed time. Feedback takes the form of online evaluation and face-to-face communication. The online evaluation system can focus on solving errors in vocabulary, grammar, fixed matching, etc. Teachers' feedback mainly focus on the common mistakes, thinking and logical structure. Students are required to view each other's compositions and analyze the structure, content and expression of articles among the group. They can submit after-class modifications through teacher's evaluation and mutual evaluation until they are satisfied.

After conducting questionnaires and interviews with 63 students involved in the experiment, students experience significant changes in their writing habits, sense of accomplishment and interests in writing. Experimental data show that compared with traditional writing class, the evaluation system combined with the guidance of teachers can improve the overall score and writing interests of students.

7. CONCLUSION

The introduction of the automatic evaluation system not only reduces the heavy pressure on English teachers significantly, but also helps teachers to understand the specific problems of each student immediately. The common mistakes of some students accumulated by teachers through big data will guide the teaching in the future. However, for some students, teachers need to provide more one-one-one guidance so that the application of information technology in teaching can play the greatest advantages.

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Study On Rural Tourism Development in Ningxia

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Abstract: This paper analyzes the present situation of rural tourism in Ningxia through literature combing and field investigation, and points out that there are still some problems in the development of rural tourism: weak infrastructure, serious homogenization of products, lack of unified management of scenic spots, low visibility. Through the analysis of the causes of these problems, the following suggestions are put forward: First, increase the investment of government funds; Second, improve the rural tourism management mechanism; Third, focus on innovative development; Fourth, we need to improve service management. It is hoped to provide reference for accelerating the development of rural tourism in Ningxia and making relevant policies for rural tourism.

Key Words: Ningxia; Rural Tourism; Homogeneity; Innovation

1. INTRODUCTION

Rural tourism refers to the leisure activities that take natural scenery, agricultural resources and agricultural culture as the background, agricultural production and folk customs as the attraction, and urban residents as the main body of consumption to appreciate the natural scenery in rural areas, experience agricultural production and understand the lifestyle of rural residents. Our government proposed to develop rural tourism vigorously in 1998. In recent years, rural tourism has been favored by

Table 2-1 Main body and income of rural tourism in Ningxia in 2019

Project	Quantity (Pcs)	Percentage Of Total (%)	Operating Revenue (100 Million Yuan)	Percentage Of Total Income (%)
Leisure Agricultural Park	53	8.13	1.0	22.72
Generated By	509	78.06	1.9	43.18
Leisure Farm	81	12.42	1.4	31.82
Folk Village	9	1.39	0.1	2.28
a Combined	652	100.00	4.4	100.00

Data source: Leisure Agriculture and Rural Tourism Culture in Ningxia

2.3 The development of rural tourism resources in Ningxia is strong

Ningxia is rich in natural resources and historical and cultural resources, with four 5A-level scenic spots and six 4A-level scenic spots. These provide conditions for the development of rural tourism in Ningxia. In recent years, Ningxia encourages qualified pilot villages and owners of farmhouse music to actively develop rural tourism resources, and establish leisure farms and farmhouse music around scenic spots and in the area where they are located, which has achieved fruitful results. In the "National Leisure Agriculture and Rural Tourism Star Demonstration Enterprise (Park) List" issued by the National Tourism Administration, a total of 15 Ningxia were selected, including 11 4-star enterprises and 4 3-star

people. People are no longer keen on famous scenic spots, but take the elderly and children to visit, pick, play and other activities in rural tourism experience areas such as the nearby farmhouse, picking garden, fishing park, etc., to spend their weekends or holidays. This paper intends to study the development of rural tourism in Ningxia by combing the literature of relevant scholars and conducting field investigations, so as to put forward opinions and suggestions for the decision-making of relevant departments.

2. THE DEVELOPMENT STATUS OF RURAL TOURISM IN NINGXIA

2.1 The number of tourists received and the income of rural tourism in Ningxia are increasing continuously

The number of rural tourism reception in Ningxia increased from 3.3 million in 2014 to 9.724 million in 2019, with a total increase of 6.424 million and an average annual increase of 1.2848 million. Rural tourism revenue in Ningxia increased from 188 million yuan in 2014 to 640 million yuan in 2019. The total increase was \$452 million, or an average annual increase of \$900.4 million.

2.2 Rural tourism in Ningxia is mainly based on farmhouse music

The main body and income of rural tourism in Ningxia are shown in Table 2-1. It can be seen from the table that rural tourism in Ningxia takes farmhouse as the main body and leisure farms as the auxiliary development.

enterprises. National leisure agriculture and rural tourism demonstration county (area) has 2. There are four national demonstration sites for leisure agriculture and rural tourism. Among the 35 folk villages in China, 3 folk villages in Ningxia were selected, and 1 village in Ningxiang County was selected among the 48 new rural areas.

2.4 Rural tourism development modes in Ningxia are diverse

There are three main development modes of rural tourism in Ningxia. First, the resource-centered product development model. This kind of products mainly take sightseeing, learning and education as the main tourism experience. Najiahu Village and Dangxiang Folk Village, among the top ten folk custom villages in Ningxia, are

characteristic tourism villages that take local cultural resources as the core to develop. Second, the product development model based on scenic spots. This kind of development model is developed around famous scenic spots. For example, Shuidonggou Village is a characteristic folk custom village developed based on the Shuidonggou Site, and Huangsha Ancient Boat and Yellow River Family is a farmhouse entertainment developed based on the original ecological tourism area of Huangsha Ancient Boat. Third, to the line attached to the product development model. This kind of development mode is to add local characteristic activities in some rural tourism, so that we can understand the local characteristics and customs. Ningxia has developed many classic tourist routes in recent years by summarizing the preferences of tourists. For example, a one-day tour to the south of the Yangtze River, a one-day tour to Zhongwei, a one-day tour to Guyuan, a three-day tour to the golden bank of the Yellow River, and a three-day tour to the red river are popular with tourists.

3. ANALYSIS ON THE PROBLEMS AND CAUSES IN THE DEVELOPMENT OF RURAL TOURISM IN NINGXIA

3.1 Serious homogenization of rural tourism products and insufficient brand innovation

Tourism products in rural areas of Ningxia are relatively simple, and the phenomenon of homogenization is serious, Table 3-1 Ten Characteristic Farmhouse Music in Ningxia

The Name Of The	Level	Place	Project
Five Crossbridge Farm	Five-Star	Xingqing District, Yinchuan City	Picking, Children's Entertainment, Fishing, Specialty Dining
Long Jujube Manor	a Four-Star	Lingwu	Dining, Fishing, Picking, Sightseeing
Longquan Mountain Villa	Five-Star	Shizuishan	Farmhouse Dishes, Barbecue Buffet, Folk Customs
The Chateau	a Four-Star	Corresponding Area	Folk Custom, Fishing, Picking, Breeding, Folk Culture
Naval Ecological Park	Five-Star	Litong	Catering, Picking, Breeding, Folk Experience, Inn
Huan Lin Family	Five-Star	The Existing	Breeding, Sightseeing, Picking, Fishing, Accommodation
Longquan Bay Villa	Five-Star	Xiji County	Peony Base, Ecological Chicken Base, Catering
Paragon	Five-Star	Longde	Leisure Agriculture, Breeding, Flower Viewing, Picking
God's Grove Hill	Five-Star	Longde	Fishing, Picking, Village Drama, Shadow Puppets
Kung Fu Donkey Resort	Five-Star	In The County	Production And Processing, Equestrian, Sightseeing, Picking, Vacation

Data source: China Mobile

3.2 Weak rural tourism infrastructure and insufficient capital investment

Although ningxia government strengthen the construction of rural infrastructure, the tap water, cable TV and broadband investment have been increased, but in some poor county, ningxia south mountainous infrastructure is still relatively weak, such as Mr. Hickey, JingYuan natural guyuan city counties, such as cable TV and broadband penetration is low, Therefore, the development of county tourism in this region has been greatly affected. Although tourists have prepared for the living conditions in this area in advance, the environment and conditions in some remote mountainous areas still fall short of tourists' expectations, which makes tourists unable to enjoy themselves and experience life, and they will not choose this area as a tourist destination in the future. In terms of accommodation, rural tourism live mostly in houses or cave transformation, although some development good

as shown in Table 3-1. The main body of rural tourism in Ningxia is the farmhouse music, and the services provided by each farmhouse music are basically similar. Were chosen to the services provided by the top ten characteristics of organic to pick, fishing, food and beverage, accommodation is given priority to, a lot of the time did not according to the holiday, location, the characteristics of the season and customs provide characteristic service, with the desire of the passengers to pursue a better life and a better experience, also is unable to meet the requirements of part passengers to pursue originality and diversity of tourism. Ningxia rural tourism has not formed its own brand, which is ultimately due to the lack of innovation. In countries called for under the background of "public entrepreneurship, peoples innovation", part of entrepreneurship for college students and migrant workers choose to return, the establishment of rural, picking garden, etc., solve the problem of themselves and the villagers' employment at home, also give a lot of national policy support, but most of the government's policy is to encourage entrepreneurship, but there was no church how this group of people working, Therefore, most of these entrepreneurs "copy" according to some regions or scenic spots, instead of innovating and developing, which leads to the single development model of rural tourism in Ningxia and the increasingly serious homogenization of products.

organic or folk custom requirements are relatively high, but not form a complete set of indoor air conditioning, toilet water, use public kitchen, problem of poor health conditions were also makes passengers feel sense of gap city, the experience of some rural areas to deter. At the same time, according to the statistical data of tap water, limited TV, broadband and so on, some rural areas in Ningxia have not realized the installation of broadband and cable TV in every household. These problems also bring a lot of inconvenience to travelers. Through the survey, it is known that this is also the key problem encountered in the process of rural tourism by travelers.

3.3 Lack of unified management of rural tourist attractions and unsound management system

In the process of rural tourism development in Ningxia, the development of rural tourism is hindered by the problems of low management level of some scenic spots, poor service quality, lack of professional management

personnel and low quality of scenic spot practitioners. Firstly, the management level of scenic spots in rural areas of Ningxia is low. Part of the countryside is accurate poverty alleviation policy in the country guidance and the support of global tourism, called on the ningxia began the development of rural tourism, mostly depends on local scenic area, combined with local characteristics to develop some organic farm, and management for some of the rural village cadres or entrepreneurship for migrant workers to return, their cultural level is not high, professional knowledge and skills are lacking. At the same time, because the four seasons in Ningxia are distinct, there are few tourists in the off-season, so many people just take rural tourism as a "sideline" to develop and attach little importance to it. As a result, their confidence in developing rural tourism is weakened, which leads to the low level of rural tourism management and affects the development. Secondly, the low quality of employees, and thus the low level of service. Most practitioners also for some of the local villagers, especially some family women stay at home, their knowledge about tourism management and service is weak even to zero, some of the younger staff will take the initiative to use Internet and some books to learn knowledge of tourism management and service, but this part of people account for only a very small proportion, Most of the practitioners are surplus labor in the region, and their speed of learning and accepting new knowledge is slow and their ability is limited. Before they mount guard and no systematic learning and training, and therefore in the process of working, poor service attitude, service quality is low, their own quality is not high, and the industry do not understand, just using the service family passenger service, in a way that it causes passengers psychological produce very big disparity, contrast with the modern tourism, This is also one of the unavoidable problems in the early stage of rural tourism development.

4. COUNTERMEASURES AND SUGGESTIONS

4.1 Increase government investment

First, increase the construction of rural tourism infrastructure. Infrastructure in Ningxia's southern mountains is poor, and the government needs to invest more in aviation, rail and roads. The wireless network and wireless TV in some areas of Ningxia have not been connected to every family, which requires policies to increase the intensity of policy subsidies, so that more villagers have high-quality living facilities, and lay a good foundation for the development of rural tourism. Second, increase the investment in tourism projects. For example, the Mountain Flower Festival in Pengyang and the Shehuo Festival in Longde can improve the current situation of local tourism with the support of government funds. Third, increase investment in tourism publicity. Not only through the traditional TV, radio, but also through the modern two micro end of the Internet, through the popular Douyin Kuaishou. Through a variety of ways of publicity to let more people know about Ningxia, understand the local rural tourism activities.

4.2 Improve the rural tourism management mechanism

One is that the government can set up a special

organization and management agencies, is responsible for drafting the rules about the rural tourism and quality standards, to tourism enterprises, and supervise their implementation, for some problems in the process of development, timely treatment, the tourism enterprise audit for the new enter, strict access mechanism, for rural tourism professionals and management personnel for the overall control, Regular organization of a certain training, assessment can be on the post service, improve the service quality of tourist attractions. Second, the participating tourism operators operate their own rural tourism enterprises in strict accordance with the self-regulation rules, and each operator supervises each other to achieve a win-win situation. Third, open the channel for tourists to evaluate and complain.

4.3 Focus on innovative development

First, the innovation of rural tourism form. In the process of development, more and more modern ideas and elements should be integrated into the development of accommodation, shopping and entertainment, so that tourists can enjoy a variety of tourism experiences and services in one place, and also increase the fun in the process of tourist experience. Second, rural tourism product innovation. We should pay attention to the development of products, make high-quality products, and follow the trend of The Times to develop more new products, to drive the development of local handicraft industry and sideline. Third, innovation of rural tourism activities. Rural landscape can be combined with children's education to understand nature and learn the knowledge of nature more intuitively and profoundly.

4.4 Improve the service management level

At present, some rural tourism operators are farmers supported by some targeted poverty alleviation policies or some migrant workers who have accumulated a certain amount of capital. Their knowledge level is not high, and there will be some problems in the process of operation. Therefore, operators need to be encouraged to improve their professional quality and enhance their professional quality. The tourism department may hold some vocational skills competitions regularly, calling on the management and service personnel of rural tourism enterprises to take part in the competitions, giving rewards to those who have achieved excellent results, so as to stimulate the thirst for knowledge of the service and management personnel.

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The Ideological and Political Practice of Introductory Software Engineering Course Based on Neo-Constructivism

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Abstract: Introduction to Software Engineering is an important required course for software engineering discipline in colleges and universities. It has strong practicality. From the perspective of new constructivism, this paper expounds how to apply the new constructivism theory to guide the introduction to software engineering in the course ideological and political practice, and points out that the application of the new constructivism theory to guide the course ideological and political practice has a positive role in promoting the cultivation of students' patriotism and innovation ability.

Key words: Neo-Constructivism; Software Engineering; Course Education

1. INTRODUCTION

In modern information society, the pace of economic globalization is accelerating, and the new situation calls for new talents. Countries all over the world are carrying out a series of education and teaching reforms closely related to talent cultivation. Jiao Ideology and Politics (2020) No. 1 pointed out that "the courses of science and engineering majors should pay attention to the training of scientific thinking methods and the education of science and technology ethics, cultivate students' sense of responsibility and mission to explore unknown people, and cultivate students' teamwork ability and innovative spirit".

2. THE THEORY OF NEW CONSTRUCTIVISM

New onstructivism [1], created by Professor Wang Zhuli of Sun Yat-sen University in 2011, is a learning theory developed for the networked learning environment based on the theory of constructivism, providing a new perspective for teachers to implement curriculum thinking and politics in the era of Internet +. Neo-constructivism, based on classical constructivism, emphasizes the importance of real situations, collaboration and conversation in learning. The difference is that the meaning construction of new constructivist learning theory includes knowledge innovation, which combines learning, application and innovation into one. The new constructivist teaching method advocates encouraging students to carry out colorful and personalized independent learning through the network outside class. Through the sharing and communication in class, we can choose the content we are interested in to carry out cooperation and exploration, so as to further deepen the learning. Under the demonstration and guidance of teachers, the processing and integration of knowledge fragments are gradually realized, and knowledge

innovation is finally realized [2-3].

3. TRAINING OBJECTIVES OF INTRODUCTION TO SOFTWARE ENGINEERING COURSES UNDER THE NEW SITUATION

Introduction to Software Engineering is an important required course for software engineering major, which has strong practicality. The course focuses on software analysis and evaluation, specification, design, and evolution, as well as management, quality, innovation, standards, individual skills, teamwork, and professional practices. Through the study of software engineering course, students can understand and master the theory, technology and method of software engineering, and have the professional ability needed as a software engineer.

But in the new situation, our students need to have more noble professional ethics and professional quality, not only to pay attention to "talent", but also to strengthen "virtue". If according to the traditional teaching methods, it is difficult to stimulate students' patriotic feelings and establish noble professional ethics. In order to carry out the innovative and application-oriented talent training mode established by the new curriculum training program in colleges and universities, the teaching theory and learning theory keeping pace with The Times are the strong support and guidance of the curriculum ideological and political reform.

4. THE GUIDING PRACTICE OF NEO-CONSTRUCTIVIST THEORY IN CURRICULUM IDEOLOGY AND POLITICS

In the teaching of Introduction to Software Engineering of the software engineering major from 2015 to 2019, the author often uses the excellent successful cases of our country in recent years as the introduction to learning, to stimulate students' patriotism and enthusiasm for learning. For example, the successful case of Huawei's 5G technology, which is at the leading level in the world, is taken to let students know clearly that only by insisting on independent research and development can we have our own core technology, and that this is the only way for China's science and technology to reach the top of the world. Let the students to master the books taught structured and object-oriented development method, from the new perspective of constructivism, the design complexity suitable project list, let the students in the form of group in the list, select a task, and in the project task driven by integrated many leading curriculum knowledge and the fragmentation of the network environment resources, efficient learning, Learning, application,

innovation as a whole, in the software development of each practice link to achieve the integration of each scattered knowledge and comprehensive application, so as to effectively complete the design and development of software, to achieve innovation.

4.1 Teaching mode design

The course teaching mode mainly adopts the anchoring teaching proposed by classical constructivism, also called case teaching, and the teacher reconstructs the master

From the perspective of meaning, it encourages and urges students to make full use of the network resources to integrate the inherent knowledge points of pre-course courses, check the gaps and make up the gaps, conduct fragmented knowledge learning, and integrate the knowledge points and apply the knowledge points in practice, and develop new software, so as to realize knowledge innovation.

4.2 Network of course resources

Relying on the platform of Scholar Net, this course provides good interaction between teachers and students. It provides teachers with functions such as uploading teaching resources, publishing teaching announcements, publishing homework, commenting on homework, checking class attendance, answering questions on message boards, answering questions online, etc. Provide students with the functions of downloading teaching resources, uploading homework, online discussion, message board and so on. At the beginning of the course, students should register the account of this course first. After logging in, each student can not only download the course resources organized by the teacher, but also submit the project task selection list, project progress schedule and experiment report for teachers' review and verification. Teachers and students can not only participate in the discussion on the platform, but also ask questions to teachers online and offline through the message board function, so as to obtain teachers' guidance in time.

4.3 Personalized Learning

Students work in teams to complete large project assignments for the course. The team determines the development method, selects the development tools and environment, completes the project schedule, and enters into the substantive development work after being approved by the teachers. The project is completed according to the following steps.

4.3.1 Under the guidance of teachers, review the knowledge learned in the past and strengthen the connection between their own knowledge;

4.3.2 Under the guidance of teachers, we should focus on the problem, examine the existing knowledge structure,

find out the missing knowledge points, and carry out the work of searching and making up the missing knowledge on the network, which is more efficient than the traditional learning method. For example, look at site B, the nuggets' website.

4.3.3 Students will establish a close relationship with the knowledge points related to the problem, and "graft" on the basis of the original knowledge to check the gaps

To complete the connection between students' individual inherent knowledge and new knowledge, and to graft new knowledge on the basis of original knowledge [4].

4.3.4 After integrating the old and new knowledge, students will find the solution to the problem and complete the first iteration of the sub-task they are responsible for.

5. TEACHING PRACTICE AND REFLECTION

From 15 to 19, a total of five of the students' learning, the students not only course grade is good, pass rate above 98%, and a number of students after learning the course in the province and even the whole country's software design competition, such as to participate in the challenge cup, participate in the program design contest, etc., award-winning, including provincial first prize, won the first prize in the game so good result!

The practice has proved that using the theory of neo-constructivism to guide the practical work and study of the ideological and political courses can stimulate students' patriotic feelings, make students make full use of the network resources to study, and improve students' learning enthusiasm and learning effect.

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The Construction of Evaluation Index System of Physical Education Major Students' Educational Practice Ability Based on Pe-Pck Theory

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Abstract: Teacher knowledge is an important part of teacher professional development. PCK is the core of teachers' teaching knowledge, which affects teachers' teaching understanding and teaching practice. Based on taishan college physical education majors as investigation object, based on the analysis of PE - PCK theory on the basis of the content structure, build the evaluation index system of education physical education major students practice ability, in order to perfect the university sports education professional students teaching practice ability provides the theory basis for the evaluation index system, promote the sports education talent cultivation and the improvement of practical ability.

Key Words: Pe-Pck; Major Of Physical Education; Educational Practical Ability; Evaluation Index

teaching understanding and teaching practice. The concept was first proposed by Shulman, which refers to a new teaching knowledge generated by the integration of teachers' subject content knowledge and pedagogy knowledge. After continuous improvement and development by Grossman, Cochran and other scholars, a relatively complete theoretical system has been gradually formed. In this paper, the English initials of the subject are added in front of PCK to form the subject PCK, namely Physical Education- Pedagogical Content Knowledge (PE-PCK for short). The major of physical education is responsible for the training of physical education teachers and coaches in primary and secondary schools. The evaluation of students' practical ability affects and restricts our research on other aspects of physical education practical ability, which is helpful to improve the scientific nature, comprehensiveness and objectivity of physical education evaluation.

1.INTRODUCTION

PCK (Pedagogical Content Knowledge) is the core of teachers' Pedagogical Knowledge, which affects teachers'

2 RESULTS AND ANALYSIS

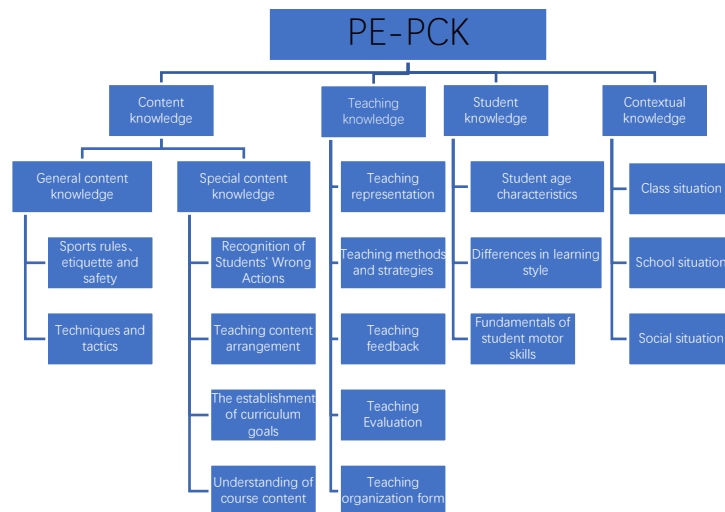


figure 1 PE-PCK content structure diagram

2.1 Content structure of PE-PCK

Based on the existing research results, this paper sorted out the theoretical context constructed by PCK from the literature, that is, taking the PCK proposed by Shulman as the theoretical origin, it proposed that PE-PCK could be divided into four dimensions: content knowledge, teaching knowledge, student knowledge and situational knowledge. (See Figure 1)

2.1.1 Content knowledge

Content knowledge is the basic knowledge of physical education, which can best reflect the characteristics of

physical education. There are two levels: general content knowledge and special content knowledge. In terms of general content knowledge, there is no essential difference between physical education teachers and physical education coaches, or sports lovers, in terms of knowledge requirements. However, in the part of special content knowledge, only physical education teachers need to have, such as the identification of students' wrong actions, including the prediction of students' easy mistakes, the causes and the solutions. In addition, it also includes the arrangement of physical education teaching content, the

establishment of physical education curriculum objectives, and the understanding of physical education curriculum content.

2.1.2 Teaching knowledge

Teaching knowledge is the basic knowledge that PE teachers should have to carry out PE teaching. When PE teachers transfer content knowledge to students, they must be transformed into knowledge understood by students through the function of teaching knowledge. Without teaching knowledge, even if the physical education teachers with solid content knowledge, they can not effectively complete physical education. In terms of teaching knowledge, PE teachers are required to master various kinds of PE teaching representation ways, PE teaching methods and strategies, positive teaching feedback, teaching evaluation, and efficient organizing forms of PE teaching.

2.1.3 Student Knowledge

Student knowledge is an indispensable and important content in the composition dimension of PE-PCK. Content knowledge points to the students, and the foothold is also in the students. Without the content knowledge of students, it will lose its value in physical education teaching. Therefore, physical education teachers must have a deep understanding of students and master the knowledge related to students' physical education learning, such as students' age characteristics, different students' learning styles and differences in the basis of sports skills.

2.1.4 Context Knowledge

Situational knowledge is the context in which content knowledge transformation must depend, and it is also an important dimension of PE-PCK. Specifically, situational knowledge includes classroom situations. For example, compared with Chinese teachers facing fixed classes, physical education teachers will teach different grades and classes. Therefore, students' backgrounds, class styles and the characteristics of class teachers in different classes need to be understood. In addition, situational knowledge also includes school situation and social situation. Due to the particularity of physical education, there are certain requirements for school facilities, so physical education teachers must design physical education teaching and develop physical education curriculum according to the school and community situation. For example, is there any spare venue for teaching in rainy days? How to adjust the teaching schedule in rainy and hazy days? The answers to the above questions all require PE teachers to make full use of relevant situational knowledge in the transformation of PCK.

2.2 Construction of the evaluation index system of physical education major students' educational practical ability

2.2.1 The first screening of first-level indicators

By analyzing the factors of physical education teachers' educational practice ability and their relationship, five first-level indexes of physical education teachers' educational practice ability are determined, which are physical education teaching ability, extracurricular physical education guidance ability, sports training ability,

sports scientific research ability and education ability. The index of each class assignment 5-1 (5 minutes is very important, said important four points, three points said general, 2 points is not important, 1 minute said is not important), ask an expert to judge the importance of the evaluation objects, statistics "very important" "important" two-thirds of the sum of the proportion of two gears (67%) as a standard of index screening, Those whose sum is greater than 2/3 will be retained, while those whose sum is less than 2/3 will be deleted. Through two rounds of investigation and screening, the structure and indicators of educational practical ability will be determined.

Table 1 The first round of screening of the importance of primary indicators(n=20)

Serial number	First-level index	Degree of importance					(5+4) %	Remarks
		5	4	3	2	1		
1	Physical Education Ability	7	2	0	0	0	100	
2	Sports training ability	5	3	1	0	0	88	
3	Extracurricular sports instruction ability	6	3	2	0	0	92	
4	Sports research ability	3	4	2	0	0	78	
5	Educational ability	2	5	1	0	0	84	

According to Table 1, the sum of "very important" and "important" of the five indicators is all greater than 67%, which meets the standard of index retention and is regarded as a first-level indicator. Therefore, the first index of physical education teachers' educational practice ability is determined as follows: physical education teaching ability, sports training ability, extracurricular physical education guidance ability, scientific research ability and educational ability.

2.2.2 Determination and analysis of secondary indicators

2.2.2.1 According to the survey results of the first round of Delphi method and the opinions and suggestions put forward by experts, the secondary indicators are adjusted and modified to make the structure of physical education teachers' educational practice ability more reasonable.

2.2.2.1.1 "Demonstration and guidance ability" in the second-level index of "Physical Education Teaching Ability", as demonstration and guidance are two aspects of the teaching process, it is modified to "explaining demonstration ability" and "learning and guidance ability" according to the suggestions of experts.

2.2.2.1.2 The "aesthetic ability" in "educational ability" cannot be objectively evaluated, so it will be deleted.

2.2.2.1.3 In "Guidance Ability of Extracurricular Sports Organization", "Fitness Guidance Ability" and "Exercise Prescription Formulation Ability" overlap in relation, and "Fitness Guidance Ability" is retained; According to the expert opinion, "the ability of organizing sports activities and competition" was modified into "the ability of organizing sports activities".

2.2.2.1.4 In the athletic training ability, "game command

ability" and "tactical guidance ability" overlap, and "tactical guidance ability" is reserved according to expert opinions.

2.2.2.1.5 Add "self-improvement ability" according to expert opinions and classify them as "other".

2.2.2.2. According to the suggestions of experts, the second-level indicators are sorted out and assigned 5-1 values (5 points means very important, 4 points means important, 3 points means ordinary, 2 points means not

important, 1 points means very unimportant). 2/3 (67%) of the sum of the two grades of "very important" and "important" is counted as the criteria for indicator screening. Those whose sum is greater than 2/3 will be retained, while those whose sum is less than 2/3 will be deleted. Through two rounds of investigation and screening, the structure and indicators of educational practical ability will be determined.

Table 2 Secondary index screening (n=20)

First-level index	Secondary indicators	Degree of importance					(5+4)%	Remarks
		5	4	3	2	1		
Physical Education Ability	Ability to use textbooks	70	22	8	0	0	92	<67%
	Teaching plan design and writing ability	80	20	0	0	0	100	
	Teaching method selection and application ability	60	24	16	0	0	84	
	Demonstration ability	90	10	0	0	0	100	
	Learning guidance ability	70	28	2	0	0	98	
	Multimedia application ability	40	15	32	13	0	55	
	Teaching evaluation ability	68	20	12	0	0	88	
	Ability to use venues and equipment	52	30	18	0	0	82	
	Password, formation command ability	58	26	16	0	0	84	
	Emergency handling capability	48	24	24	4	0	72	
Educational ability	Interest development	32	48	20	0	0	80	
	Be a teacher	68	16	16	0	0	84	
Extracurricular sports instruction ability	Competition Arrangement Ability	54	18	18	10	0	72	
	Competition refereeing ability	64	22	14	0	0	86	
	Fitness coaching ability	42	30	28	0	0	72	
	Physical activity organization ability	36	56	8	0	0	92	
	Athlete selection ability	25	44	31	0	0	69	
	Exercise load scheduling ability	32	48	20	0	0	80	
Sports training ability	Training method selection and application ability	68	16	16	0	0	84	
	Tactical guidance	88	12	0	0	0	100	
	Special technical ability	78	14	8	0	0	92	
	Protection and assistance capabilities	64	32	4	0	0	96	
	Physical training ability	36	44	10	0	0	80	
	Sports injury handling capacity	46	44	10	0	0	90	
	Training recovery coaching ability	30	56	14	0	0	86	
	Training effect evaluation ability	48	36	16	0	0	84	
	Ability to find problems	28	44	28	0	0	72	
	Sports research ability	Problem analysis ability	52	28	20	0	0	80
problem solving skill		34	44	20	2	0	78	
Writing ability		64	26	10	0	0	90	
other	Teamwork ability	65	21	14	0	0	86	
	Self-improvement	32	48	20	0	0	80	
	Creativity	45	36	19	0	0	81	

As can be seen from Table 2, the importance of multimedia teaching ability in the second-level indicators is less than 67%, so it is deleted and the other 32 second-level indicators are retained.

2.2.3 Make the evaluation index system table of educational practical ability

According to the calculation results of the weight values of all levels of indicators, the specific analysis was carried out. Under the condition that the weight value of the total target synthesis was 1, the total weight values of all secondary indicators were calculated and sorted by statistical formula, and the consistency test was carried out.

Through the formula, the consistency of the second-level indexes was judged, and the computer test showed that the consistency index value of B-level total ranking was $CR=0.0208 < 0.05$, which proved that the consistency was satisfactory, and the results were scientific and reasonable with high credibility.

As shown in Table 3, according to the spirit of education documents and experts' suggestions, the author boldly constructs the evaluation index system of physical education professional education practical ability. After the experts revise and improve, the index system table is obtained.

Table 3 Physical Education Major Students' Educational Practice Ability Evaluation Index System Table

First-level index	Weights	Secondary indicators	Weights	Remarks
Physical Education Ability	0.31	Ability to use textbooks	0.0319	
		Teaching plan design and writing ability	0.0551	
		Teaching method selection and application ability	0.0551	
		Demonstration ability	0.0319	
		Learning guidance ability	0.0174	
		Teaching evaluation ability	0.0812	
		Ability to use venues and equipment	0.0174	

		Password, formation command ability	0.012
		Emergency handling capability	0.008
		Athlete selection ability	0.0219
		Exercise load scheduling ability	0.0251
		Training method selection and application ability	0.0351
		Tactical guidance	0.0319
Sports training ability	0.26	Special technical ability	0.0512
		Protection and assistance capabilities	0.0174
		Physical training ability	0.0174
		Sports injury handling capacity	0.0112
		Training recovery coaching ability	0.0267
		Training effect evaluation ability	0.0221
		Competition Arrangement Ability	0.0459
Extracurricular sports instruction ability	0.18	Competition refereeing ability	0.0338
		Fitness coaching ability	0.0765
		Physical activity organization ability	0.0238
Educational ability	0.12	Interest development	0.068
		Be a teacher	0.052
		Ability to find problems	0.0356
Sports research ability	0.10	Problem analysis ability	0.0188
		problem solving skill	0.0368
		Writing ability	0.0088
		Teamwork ability	0.0145
other	0.03	Self-improvement	0.003
		Creativity	0.0125

2.2.4 Expert identification

Through interviews and investigations, the evaluation index system has been unanimously recognized by experts. The selection and allocation of first-level and second-level indicators in the evaluation system have obtained the consensus of most experts and teachers, who believe that the selected indicators are refined, comprehensive, reasonable and effective, and the scientific nature of the indicators can be unanimously judged. In addition, the relevant data and weight assignment of the evaluation index system were also verified by statistical experts, and the data were considered reasonable and effective. Therefore, through expert certification, we can think that the evaluation index system of physical education teachers' educational practice ability designed in this paper is scientific and reasonable.

3.CONCLUSION

In this paper, starting from the present situation of physical education major students practice ability, based on the theory of PE - PCK, a summary of practical ability to classify, analysis of the existing evaluation methods and evaluation results, using the Delphi method, the construction of a scientific evaluation index system, to perfect the university sports education professional students education practice ability evaluation index system provides the theoretical basis, It has promoted the cultivation of physical education talents and the

improvement of practical ability.

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Application Of Mooc Teaching Model In International Trade Major In Higher Vocational Colleges

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Abstract: In the context of the rapid development of society, China pays more attention to the progress of education. Higher vocational colleges are one of the main places for the output of professional skills. In the teaching work of international economic and trade major in higher vocational colleges, teachers should meet the requirements of the new curriculum reform and pay attention to the cultivation and expansion of students' basic ability. Combined with the individualized needs of the current society, we adhere to the teaching principle based on ability. For MOOC teaching mode, it has various advantages, such as large scale, getting rid of time and space restrictions, achieving good learning experience for students, and being open. Therefore, the effective application of this teaching mode in the international economic and trade major will focus on "learning", let students take the initiative to learn, change the passive learning state, reflect the dominant position, so as to achieve the ideal teaching effect. Therefore, this paper will focus on the application of MOOC teaching mode in international economic and trade major in higher vocational colleges as the theme to carry out analysis, and then put forward feasible countermeasures to promote the application of MOOC teaching mode in international economic and trade major in higher vocational colleges.

Key Words: Mooc Teaching Mode; Higher Vocational International Economy And Trade Major; Application

1. EXPLORING THE BASIC PRINCIPLES THAT SHOULD BE FOLLOWED IN THE APPLICATION OF MOOCS IN THE INTERNATIONAL ECONOMIC AND TRADE MAJOR OF HIGHER VOCATIONAL COLLEGES

The following basic principles should be adhered to in the application of MOOC teaching mode in international trade and economics major in higher vocational colleges. First, diversification of course teaching should be realized to stimulate students' learning interest and initiative. Under the background of the rapid social development, vocational international economic and trade professional course teaching can adopt modern technology is more, as the network technology, digital technology, the adoption of modern technology will provide rich teaching resources, focus on a variety of teaching in the form of pictures, animation, sound, significantly improve curriculum repository access interactive, Carry out the search and application of teaching materials, implement the open collection and application of teaching resources, and publicly share the course resources [1].

ACADEMIC PUBLISHING HOUSE

Second, to show the mode of collaborative learning, through this means to encourage students and teachers to work together to give full play to their advantages. Generally speaking, three kinds of cooperation relationships are designed when MOOCs are adopted in the teaching of international economic and trade major in higher vocational colleges. One is collaboration between students; The second is the collaboration between teachers; Third, collaboration between students and teachers. It should be noted that in cooperative teaching, teachers should maximize their guidance advantages, strengthen the assistance to students, and ensure that students complete the course learning independently.

Third, reflect students' subject status, encourage students to become the subject in the classroom, and let students use a variety of theoretical knowledge to deal with the problems encountered in the work, actively provide dynamic teaching resources, simulate the work scene. Moreover, the reasonable adoption of MOOC teaching mode will show the characteristics of students' personalized learning and enable students to have the spirit of innovation. In addition, the teaching platform will also provide students with various services, such as a variety of search means to achieve targeted learning content for students.

2. EXPLORING THE KEY STEPS OF MOOC APPLICATION IN INTERNATIONAL ECONOMIC AND TRADE MAJOR IN HIGHER VOCATIONAL COLLEGES

2.1 Platform Construction

Higher vocational colleges should strengthen exchanges and communication with various enterprises, realize the joint development of international economic and trade major teaching software platform with software companies, realize the construction of this software platform to enable students to master the specific process of international trade transactions in the software operation, and comprehensively understand and apply the operation skills of international goods trading. On the platform can also upload the valuable learning resources, learning repository includes the content of the work in the foreign trade of the whole process and operation shall be in trade practice, the network simulation platform to create a virtual working environment, to encourage students to participate, to get real experience feelings of international economic and trade professional engaged in the work, Accept the requirements and challenges of foreign trade work, and get more harvest and fun [2].

2.2 Resource database construction

In higher vocational international economic and trade professional application for class should pay attention to the construction of repository, teaching the content of the repository contains is varied, which mainly include teaching plans, course exercises, testing, electronic materials, such as teaching resources, are all around to establish foreign trade transport of goods, trading conditions, customs inspection contract, accounting commodity prices such as key business skills to realize the production, In addition, real work cases and operational processes are integrated to provide students with practical requirements and tasks after class, so as to enable students to master the whole process and key operational skills of import and export trade in an imperceptible way, and lay a solid foundation for the creation of a real simulated independent learning resource library. For the video course, the method of micro-class should be adopted, and the most critical learning knowledge should be explained emphatically in the course video. It is important to note that the key to knowledge presentation time should be no more than ten minutes, but also added in the teaching work and teaching process, to let the students answer the questions in the process of learning, only to ensure that the correct answer, can continue to play video, finish watching the follow-up study content, by the means of monitoring students' progress, To ensure that students always keep their attention on the MOOC learning platform and improve their learning efficiency [3].

In addition, it is necessary to increase the enterprise platform resources, the use of enterprise platform resources is of practical significance, and there is a wide range of space for use in on-site teaching. Teachers should be good at leading students out of the classroom, to foreign trade companies, port implementation and participation in the work, to gain work experience. The enterprise teaching platform is jointly developed by the staff of the school and the foreign trade company, which adheres to the most real foreign trade business process, realizes the compilation of various real trade cases, and actively participates in transportation, document review and revision, international settlement and other operations. At the same time, the customs, foreign trade companies and teachers should also be actively invited to carry out on-site guidance work.

2.3 Course assessment

Teachers should pay attention to the course assessment in the teaching of international economic and trade major in higher vocational colleges. The course examination mainly consists of practice examination and theory examination. When carrying out theoretical assessment for students, the question bank system is generally used for testing, that is to say, teachers should first make a question bank system of various examination questions, and the system can also change the type into a template according to the personalized needs of teachers. There are various types of multiple choice questions in the question bank template, such as single choice, multiple choice, undecided items and judgment questions, prompting the

system to automatically generate the score of objective questions. After completing the theory objective question examination work, the next job is to examine the student's operational skills. When carrying out the inspection work, should create against platform, the network platform for students' science group, to ensure that students in the form of group simulation export company, in the real environment against foreign trade market, result assessment to determine the economic benefit is supreme simulation which is foreign trade company, and teachers should play their own guide edge, monitor and grade evaluation work, Finally, the practice assessment was successfully completed [4].

3.CONCLUSION

Through the analysis of the above problems, we fully realize the necessity of applying MOOC teaching mode in the international economic and trade major of higher vocational colleges. MOOCs are a new teaching method. The reasonable application of MOOCs in the international economic and trade major of higher vocational colleges will significantly improve the utilization efficiency of teaching resources. MOOCs always adhere to the basic orientation of market demand, such as the construction of a dynamic theoretical and practical teaching system based on the key premise of adapting to the information of The Times and the modernization of enterprise management. Through this teaching mode to change the shortcomings of traditional teaching work, improve the quality of teaching. Teachers also should have consciousness of lifelong learning, and be good at reflection and summary of experience in teaching, innovating teaching mode, to carry out the build platform in subsequent teaching, construction of database, to carry out the course evaluation, in order to take advantage of the Merck teaching mode, maximum shortening of higher vocational international economic and trade professional students and the gap between actual work, It lays a solid foundation for the smooth development of the teaching work of the international economic and trade major in higher vocational colleges.

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The Study Of International Relations From The Perspective Of Economics

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Abstract: The trend of globalization has gradually become the mainstream trend of the development of globalization, economic globalization is an important part of the development trend of globalization, in this context, the status of the economy in the international occupation is gradually increasing, the economic development between each country not only depends on their own efforts but also need the help of other countries. This article through the study of international relations related to the economic problems in order to freeze the trend of economic globalization.

Key Words: International Relations; Economics; Perspective

1. INTRODUCTION

Economic factors are taking an increasing part in international relations, and economic development is increasingly affecting the status of different countries in the world. Therefore, in the process of studying international relations, we should not only study the economic background, but also pay attention to the development of international relations from the perspective of economics. Studying international relations from the perspective of economics can make the study of international relations more valuable for reference.

2. OVERVIEW OF THE ECONOMICS OF INTERNATIONAL RELATIONS

Since the 1970s, the global economy has been developing continuously, and the influence of economic factors on international relations has been increasing. Under such a development background, if only political science-related knowledge is still used to study international relations, then the conclusions drawn by this research model will not have high reference value, and the analysis of international relations from the perspective of politics cannot explain some complex phenomena existing in today's society [1]. The relationship between politics and economy has gradually begun to blend, so economics and politics should be combined in the analysis of international relations. Only in this way can international relations be analyzed in a more objective way.

Under the above background, a new discipline, namely international political economy, is born, which is mainly divided into three schools: realistic international political economy, Marxist international political economy, and liberal international political economy. These three schools have different views on the study of international relations, but all three schools acknowledge the important role that economy plays in international relations. For example, Karl Marx's research on international relations is from the perspective of economics. Marxist political

economy mainly studies the different characteristics of various national behaviors in economy. International political economy is a subject that combines political science with economics. This subject can reflect an important trend in the development of international relations.

3. THE SIGNIFICANCE OF THE ECONOMICS OF INTERNATIONAL RELATIONS

Science research topics are normally has a standard answer, even for researchers in different countries of different political school, science research nine rounds are fixed, but social studies showed the opposite results, social science subjects of politics needs to be considered in study and research personnel's view of the world, Researchers with different political affiliations may come to different conclusions when studying the same topic. In the process of research, academic conclusions will be drawn, which can reflect the objective law of the research topic. In the process of research, researchers will integrate their own values into it, so researchers from different positions will show different results in the study of social sciences. Studying international relations only from the political perspective will bring out different results due to different political standpoint. Therefore, economics needs to be introduced into the study of international relations.

3.1 Economics can strengthen the depth of international relations

International relations cover a wide range of contents, including not only political, economic, military, social and other relations. Among them, economic relations have the highest active degree in these relations, and their influence on international relations is also relatively high. Using the theories covered by economics to analyze and study international relations can better reflect the comprehensiveness of international relations. In the study of economics, the variation degree of its variables is greater than that of other disciplines, so using economic theories to study international relations can describe its variation degree in a more in-depth way. In addition, the analysis of international relations from the perspective of economics can expand the content of international relations. Therefore, in the study of international relations, the future development trend of international relations can be predicted according to the research results of economic relations, so as to better study international relations.

3.2 Economics can make the study of state relations more objective

The results of analyzing international relations from the perspective of economics will be more objective, while the results of analyzing international relations from the perspective of politics will be more subjective due to the

different positions of researchers. If only the relevant contents covered by politics are considered in the process of studying international relations, the research results will lack objectivity. The application of economic knowledge to the study of international relations can better reflect the real situation of international relations, and the conclusions drawn by the application of economic knowledge to the study of international relations can also be interrelated with the results drawn by political science. The research methods covered by economics are relatively rational, so the introduction of economic knowledge in the study of international relations can reflect international relations in a more real way.

4. ECONOMIC PERSPECTIVE OF INTERNATIONAL RELATIONS STUDIES

In the 1970s, the international situation began to change, and the relationship between China and the West gradually eased. The economic changes affected the development of all countries in the world, mainly reflected in the following three aspects:

4.1 Economic rise of Japan and Western European countries

Countries involved in World War II were war-torn and had slow domestic economic development. After the second world war countries began to pay attention to its economic development, the rapid economic development of all countries during this period, the world economy has entered the golden development period, Japan and Western Europe at this stage of rapid economic development, while in the process of the development in the military did not catch up with the status of America, but in terms of economic development has go hand in hand with the United States. After this, serious trade frictions occurred between the United States and Japan. This has greatly affected the development of the world economy, and the US-Japan trade friction reflects the great drawbacks in the development of the capitalist economic system [3].

4.2 The Rise of the Third World Countries

The status of the third world countries is gradually rising in the international arena. In the course of their development, voices of the establishment of a new international political and economic order have been heard constantly. The third world countries challenge the developed countries by developing their economy. During

the oil crisis of the 1970s, developing countries pushed up the price of oil to restrain the development of the rich world, and the rich world suffered stagflation. In the study of international relations, it is a very important trend that the third world countries begin to use their economic power to restrict the developed countries.

4.3 The emergence of multinational corporations

With the development of economic globalization, more and more transnational corporations have stepped onto the stage of history. Multinational corporations influence the development of countries in the economic aspect, and also influence the countries involved in the social and political relations. With the development of transnational corporations, different countries will take different measures to manage them. However, due to the strong activity of transnational corporations, national sovereignty is likely to be affected.

5. CONCLUSION

To sum up, with the deepening of economic globalization, economic development is increasingly affecting the development of countries. In the traditional process, studies on relations between countries are mainly based on the perspective of political science, but such research methods may affect the research conclusions due to the personal standpoint of researchers. Therefore, under the current development background, relevant theories and analytical methods of economics need to be applied in the research process of international relations.

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A Comparative Study of She Folk Songs and Yao Folk Songs

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Abstract: In concept, a nation is a historical category, which has the process of occurrence, development and extinction, but also has a common language, life culture and so on. In the national common culture also contains the common music, between the national and national music also has the generality and the individuality, therefore in the research process also may carry on the research from these two aspects, better understands the national music own inside story and the development. This paper will make a comparative analysis from the characteristics of she folk songs and Yao folk songs.

Key words: She folk songs; Yao folk songs; Characteristic; Development

1. INTRODUCTION

As an important part of national culture, the development of national music also reflects the history of national development to a certain extent. For China's music system, each national music has a unique melody tone, which can not only analyze the personality and uniqueness of a certain national music and other national music, but also confirm the similarities with other national music of the same origin. For the development of national music, the music styles and types in various regions are rich and colorful, but no matter how they develop, we can also find the common melody and tone structure of the common ethnic origin.

2. CLASSIFICATION OF SHE FOLK SONGS

2.1 Historical legend song

This kind of folk songs mainly tells about the origin, development, moving track, major historical events, and the great deeds of heroes of the nation. They are long, generally epic songs. Gaohuangge is the representative of the heroic deeds. The content of the song is the legend of the She people's Totem belief in panpiao tribe. The whole song has about four or five hundred lines, which is the most popular folk song in the ethnic group. One of the ballads about important historical events is the chronicles of the Ming and Qing Dynasties, which mainly records the achievements of the yuan, Ming and Qing Dynasties Song of the last dynasty tells about the disasters brought to the people during the period of corruption of the Qing government and warlords' scuffle.

2.2 Love songs

Young men and women in the family use love songs to express their nostalgia and their feelings. They can sing according to the fixed music score, or they can improvise according to the scene at that time. The young men and women of She nationality express their feelings for their lovers and miss each other through love songs. Among them, the description of emotional communication

between men and women are "Tongxin song", "chengshuang song" and so on.

2.3 Labor songs

For the She nationality, they love labor and have their own labor songs in each season. Through these folk songs, She nationality expresses the importance of following the seasonal rules and mastering production knowledge, and also tells people that it is not easy to harvest and cherish their own labor achievements.

2.4 Custom and ritual songs

Such ballads are sung on traditional festivals and special occasions of She nationality, among which the most important are wedding songs and funeral songs. The wedding song is a folk song sung at the wedding, which will be dueled before the wedding, during the banquet and after the banquet. Among them, the two songs with the most national characteristics are the song of borrowing wok and the ballad of borrowing wok. Funeral songs can be divided into Memorial songs and mourning songs in content. Memorial songs are songs sung for the benefit of the dead, so they are also called merit songs. It is worth noting that there is no crying at the funeral of She nationality, and all the crying is replaced by songs.

2.5 Novel story song

This kind of folk song is adapted by the singer according to Chinese novels, operas and stories, which endows the national spirit with the distinctive role of song hero and the story plot. Its ending is full of national color and gives these stories new vitality. There are many stories that we are familiar with the details, such as the legend of the White Snake, Meng Jiangnu, shangboyingtai, etc. because of their twists and turns, vivid language and history, they are still very popular today.

2.6 Miscellaneous songs

Most of these songs are improvised and have no fixed form, which is not as interesting as narrative songs, but the content is very rich, including astronomy and geography, which is all that people can imagine [2].

2.7 Nursery rhymes

This kind of song describes children's carefree life. Children should learn children's songs from the beginning of dialogue. When they are 4 or 5 years old, they should teach them some songs that love life and work. This kind of song plays a certain role in children's enlightenment education, which is called short song in language, including "enlightenment song", "learning song", "Xiaozai centenary song" and so on.

3. THE CHARACTERISTICS OF SHE FOLK SONGS

3.1 Lyrics characteristics of she folk songs

The lyrics of she folk songs are composed of seven character quatrains and "three changes". Seven character

quatrains explain the rhythm, which is similar to the rhyme of poetry "Three changes" is the unique format of she folk songs. Three changes are three paragraphs. It explains the change of the second and the last word of the first, second and fourth sentences of the third, which is similar to the triad of the book of songs. For the lyrics of she folk songs, lining words is also a major feature of the lyrics of she folk songs. It can bring some thinking time to the creators of the lyrics, prevent the lyrics from failing to match the songs, and make the non rhyming lyrics more smooth and coherent.

3.2 Melody characteristics of she folk songs

The folk songs of She nationality are mainly five tones, but people live in scattered places, and there are also four tones or six tones. No matter what the theme of she folk songs is, there are only four sentences. At the same time, they are all moral structures. Each paragraph is composed of two sentences. The second sentence is often the repetition or simulation of the first sentence. Each sentence can also be divided. The melody of singular clauses is the same or similar. The second sentence can change the structure, and the fourth sentence has some expansion, Finally, it completely stops on the tonic [3].

3.3 Rhythm and beat characteristics of she folk songs

She folk songs have no fixed beat, many of them are the combination of composite clappers, scattered plates and composite beats, and are also more random in rhythm and changeable in form.

4. THE MAIN TYPES OF YAO FOLK SONGS

4.1 Songs

Song telling, just as its name is, is a Yao folk song with singing and narration, also known as "number song". Speaking songs have the same title in different regions, but there are differences in melody. The songs of speaking have no support of lyrics. The lyrics are sung word by word, word by word to a sound, which is in harmony with the tone and rhythm of the lyrics language, almost without the relaxation of using one word and many tones. The structure of the song is relatively short, the melody is simple, and it is easy to sing [4]. The third degree of small jump is often used in singing, which has a strong sense of progression and is more lively than the second degree of progression. It will not make the song monotonous, and the melody of the whole song will be controlled within six degrees.

In terms of structure, the song is a typical monologue, with two sentences to form a single passage. Each sentence is composed of four bars, and each sentence is composed of two bars, which is relatively symmetrical in structure. In the process of Yao music learning, speaking songs is the basis of learning. Only by learning speaking songs can we better master the change of melody. There is no fixed language requirement when singing and speaking songs, so we can only play with the singer's mood.

4.2 Hair pulling

The name of lafax comes from the lining words inherent in the melody, which is a fixed rhythm tone for structural division. Whenever the pull hair appears, the song also means entering the end. Most of the names of Yao songs are from the lining of the tune itself, and are also various

with strong folk song styles. The content and ceremony of the songs are basically the same, but there are some changes in the use of words, but it does not affect people's understanding and singing of lyrics. For Rafa, it is also used for men and women's field work, cutting mountains and cattle or singing songs when Yao people are usually recreational. The melody is smooth and has strong melody and rich expressive power.

4.3 Middle slip

The narrative of the middle slip is strong, with a certain outstanding style of mountain songs. It is widely spread in Lanshan area. Yao language is used to sing songs, among which the obvious flutter and falling sound are painful moans. Pingdi Yao Ji has a self-sufficient agricultural life, and relatively convenient transportation also promotes frequent communication between Yao and Han culture. Pingdi Yao ballad is also influenced by Chinese culture. It is close to the folk ballads of Han nationality in terms of mode system, lyrics and other aspects[5].

There are differences between the slip rhythm and the pull rhythm. The free rhythm is usually adopted. As the singer needs to express the content of the song or carry out the music melody, the song forms the phenomenon of different section length. The structure of music sentence is asymmetric, but it is this asymmetry and inconsistency that reflects the freedom and expansion of Yao folk songs. It is also a free and strong rhythm application, not only in the local, but also throughout the whole song, making the song show a refreshing and free personality.

5. SINGING CHARACTERISTICS OF YAO FOLK SONGS

5.1 Various forms of singing

Taking the Blue Mountain Yao as an example, the singing form and content of the ballads of the Yao nationality in Lanshan are influenced by the natural environment and closely related to the folk customs of the local Yao people. The social activities of the Yao folk ballads in Lanshan are divided into two types: sacrifice and folk custom. The sacrifice is mainly the activities of the people of the Yao nationality in Lanshan to sacrifice their ancestors and pan Wang. Singing is a very important part of the ceremony. The singing of the achievement ceremony activities generally has fixed programs and lyrics, and the atmosphere is more serious. Folk activities are the Yao people in Lanshan, in order to alleviate the fatigue of festivals and work, while entertaining themselves and singing Yao folk songs, which is richer and more free than the singing content in sacrifice. Because Yao people can sing anytime and anywhere, creating a variety of singing forms. The folk songs of the Yao nationality in Lanshan have many forms of singing, such as solo singing, duet, group singing, one leading group and so on.

5.2 Special Cavity Running Mode

5.2.1 Trill

From the perspective of vocal theory, this kind of runqiang appeared in the songs of Yao and Yao singers is produced in the coordination of "Qi" and "Li". Under the impact of breath, vocal cords change rapidly between downward traction and upward relaxation, which brings longitudinal vibration to larynx. With the sound level, the runqiang

sounds like the sound is vibrating, so it is called "Trill" [6]. The "Trill" in Yao folk songs not only alternates between melody and its adjacent sounds, but also alternates between non adjacent sounds. The tremor is full of variety, mainly divided into long tremor and short tremor. Long tremors are slow tremors, short tremors are rapid and dense tremors. Sometimes the tremor is carried out in a single word, and sometimes it changes rapidly in different languages. Yao's Trill is mainly used in this folk song of Mian language, which is also a symbol of Mian Yao branch folk songs.

5.2.2 Choking voice

In Yao folk songs, in Yao folk songs, especially in the traditional folk songs of Mian Yao branch, we often hear a kind of sad voice that can't cry out loud, but suppresses choking. This is the unique moistening tone of Mian Yao branch folk songs. The production principle of this kind of moist cavity is that the vocal cords close and tighten down at the moment when the breath passes through the throat. But because the breath is controlled at the bottom of the throat, it will not impact the vocal cords upward under normal circumstances, so it will not make a normal sound at this time, resulting in choking sound [7].

5.2.3 Glide

Gliding technique is a common technique in the singing of Yao folk songs, which often appears at the beginning and end of Tuqiang. Generally speaking, a lower second or third ornament is added before the beginning of the drag. When you sing the frills, you slide up and make a long drawl. As the melody goes down, the downward glide will reappear. The gliding sound is flat without edges and corners, like the sound of sighing.

6. THE COMMONNESS OF SHE FOLK SONGS AND YAO FOLK SONGS

6.1 Common typical accent and the homology of national culture

The Miao Yao language family includes Miao, Yao, she and so on. Yao from the Southern Dynasties, Miao she from the Tang and Song Dynasties, the emergence of a national professional title, but also from different regions produced different nationalities. Miao, Yao, she and other ethnic groups have the legend of Panpu tribe, with Panpu tribe as the ancestor [8]. In music, Miao, Yao and she nationalities also have many common elements of typical tune strings, that is, wide tune string characterized by big second degree and pure fourth degree connection, big tune string characterized by big third degree and small third degree connection, and so on. At the same time, Miao, Yao and she folk songs all use two nuclear cavity structures with national characteristics. To a certain extent, the two nuclear cavity structures reflect the three nationalities' preferences in auditory aesthetic scale and interval, reflecting the national characteristics of the three nationalities' musical psychology.

6.2 The common typical tone sequence of the homologous nations

6.2.1 Seeking differences while reserving similarities

Keeping the same changes means that on the basis of retaining the original classical soundtrack, people of the same generation add new factors according to their own

experience, understanding and way of life expression, making it more novel and distinctive. Taking Feige as the representative of Miao folk songs in Southwest Yunnan, the melody tone is based on the big tune series of Gong, Jiao, Hui and other links, and adds the glide. This is mainly the creation of people's enthusiasm from nature in the process of migration, which has a certain sonorous characteristics.

6.2.2 Communication and innovation

Communication innovation and communication innovation refer to ethnic groups with common origin in the process of ethnic migration. On the one hand, they continue to retain the original typical cavity sound sequence; On the other hand, in the cultural exchange with other nationalities, they not only influence other nationalities, but also absorb the typical tune sequences of the nationalities and nationalities passing by, enrich and transform their own folk song melody tones, so as to form a new creative national and regional typical tune sequences. For example, Yao folk songs, in Hunan Province, Han and Miao have high pitched folk songs [9]. Between the two, who owns this kind of singing art first, is the Han nationality influencing the Miao nationality, or the Miao nationality influencing the Han nationality, because of the limitation of data, we can't make a conclusion. At present, it can only be said that the treble folk songs are the crystallization of the common artistic creation of Miao and Han people's mutual exchange and influence. Because Han and Miao folk songs have the characteristics of solo, mainly in the mountains and fields with true and false voice singing, melody often ups and downs, exciting ups and downs, wide range, more than ten degrees. Similarly, in terms of melody and tonal structure, Miao and Han folk songs also influence each other.

6.3 Emotional expression of singing content

She and Yao people are hard and backward in their way of life and production, which makes them curious about the origin of their life and fate. The emergence of religion also makes them carry on their own life and destiny. The worship of gods is also their life rule, and has become an important part of their life. Their singing characteristics are deeply influenced by their ancestor worship. In terms of singing style, moistening way and aesthetic characteristics of sound, they are closely related to their ancestor worship [10]. In the process of singing songs, although there are many kinds of tones, they also reflect the people's simple worship of religious totem. In the process of singing songs, mysterious atmosphere is also created. Not only that, influenced by religious beliefs, there is no gorgeous dazzling technique in the use of emphasis in the process of singing religious songs, They also think that the voice is a symbol of channeling. For the pious monologue of the gods, it is always misty singing in the voice.

7. CONCLUSION

For the songs of She nationality and Yao nationality, it is more about the expression of emotion and the respect for religious gods in people's daily life. In the song singing also used some of their own emotional expression skills, but also better enrich the characteristics of their own

national songs and their own development, but also conducive to people's study of national culture, also to a large extent, also promote the prosperity of national culture.

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Analysis on The Demand and Training of The Talents for The Mechanical Manufacturing and Automation Specialty in Higher Vocational Colleges

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Abstract: With the continuous development of social economy, the domestic industries increase the demand for professional talents, which promotes higher vocational colleges to strengthen the professional training and education of students, pay attention to improving the professional skills and professional literacy of students, and can effectively understand and master the teaching content, and then realize the overall development of students. With regard to the education management of the mechanical manufacturing and Automation Specialty in higher vocational colleges, teachers should increase their mastery of social needs in teaching design and reform, and then improve the goal and effectiveness of education development, so as to realize the professional development of education. This paper mainly analyzes the development of education in the field of mechanical manufacturing and automation.

Key words: Higher vocational education; Mechanical manufacturing automation major; Talent demand; Personnel training

1. INTRODUCTION

At present, domestic higher vocational colleges are an important place for social training of professional talents. Therefore, higher vocational colleges need to strengthen the effective management of students' professional ability and comprehensive quality, increase the reform and research of professional education, and realize the joint development of theoretical and practical education, and then improve the quality of professional education of Higher Vocational Colleges and meet the needs of the society for talents, Promote the effective development of modern social economy. In view of the development of the education of the mechanical manufacturing and Automation Specialty in higher vocational colleges, teachers need to strengthen the exploration of the contents of the mechanical manufacturing specialty, so as to improve the high-quality development of the specialty.

2. THE DIVISION AND APPLICATION STATUS OF MECHANICAL MANUFACTURING AND AUTOMATION MAJOR IN HIGHER Vocational Colleges

As for the development of the education of mechanical manufacturing and automation in higher vocational colleges, the traditional teaching arrangement in the curriculum is mainly divided into three disciplines:

mechanical manufacturing, numerical control and mold. It can realize the specialized operation in mechanical engineering, which can improve the education quality of mechanical specialty and achieve the development purpose of improving students' comprehensive strength. In the development of mechanical engineering, teachers can expand and apply them in a wide range according to the teaching content of students, and can increase the students' horizon, help to improve their learning ability and comprehensive level, and improve their learning fun, and then complete the professional education arrangement and management. In the aspect of the educational arrangement of mechanical manufacturing and Automation Specialty in higher vocational colleges, teachers need to change the traditional teaching concept, complete the effective cultivation of students' innovative consciousness, and then promote the modernization of higher vocational education mode [1].

3. THE DEVELOPMENT REQUIREMENTS OF THE MECHANICAL MANUFACTURING AND AUTOMATION MAJOR IN THE SOCIETY IN HIGHER VOCATIONAL COLLEGES

3.1 Relevant requirements for professional talents

In the aspect of professional education, teachers need to increase their research and understanding of social development situation. Through effective design and planning in terms of professional education according to the social demand for professional talents, it will help to improve the professional level and comprehensive quality of students, and train students' ability to adapt to their posts, and lay an important foundation for the future vocational development of students. Considering the development of the professional profession of mechanical manufacturing and automation, it is found that in modern society, it is mainly divided into four positions: sales, management, technology and operation. In the process of development, sales posts can realize professional management in product sales, after-sales service and other aspects; The management post points out that the internal production links and material allocation of enterprises are effectively controlled; The technical post mainly aims at the technical guidance and process design management in the production process of the product; Finally, the operation post refers to the operation management of mechanical manufacturing and automation, and ensures the orderly promotion of production line [2].

3.2 Relevant requirements of competence for professionals

For the education development of mechanical manufacturing and Automation Specialty in higher vocational colleges, we need to increase the key control of students' ability, which can ensure that they can effectively adapt to the work content in the workplace, so as to enhance the social value of students and reflect the significant improvement of the quality of Higher Vocational Education. For the relevant training of mechanical manufacturing and automation professionals in higher vocational colleges, we need to pay attention to the cultivation of students' comprehensive ability, expression ability, cognitive ability and operation ability, and adopt diversified ways to improve students' multiple skills, which helps to improve students' learning ability and adaptability, and meet the relevant needs of social market for professionals.

4. ABOUT THE EFFECTIVE DEVELOPMENT OF PERSONNEL TRAINING OF MECHANICAL MANUFACTURING AND AUTOMATION SPECIALTY IN HIGHER VOCATIONAL COLLEGES

4.1 Define the relevant objectives of professional education personnel training

With regard to the education and management of mechanical manufacturing and automation major in higher vocational colleges, the school needs to carry out professional management and Research on the post content that the major adapts to in the society, and reflect the post and professional requirements that the major adapts to in the teaching activities, so as to realize the goal education and training of students and complete the training of comprehensive professionals, Strengthen the update management of teaching content, so as to reflect the modern development of professional education [3].

4.2 Complete the effective division and management of professional talent types

In the development of higher vocational education, the education of mechanical manufacturing and automation specialty can strengthen the effective division and research of professional talent types, pay attention to the cultivation of students' innovation ability, maintenance skills, operation ability, design level and other contents, require students to master the whole process of mechanical manufacturing, and improve students' automatic operation and research ability, It can lay a solid foundation for students' future development in society.

5. FORMULATE EFFECTIVE MEASURES FOR THE EDUCATION AND MANAGEMENT OF MECHANICAL MANUFACTURING AND AUTOMATION MAJOR IN HIGHER VOCATIONAL COLLEGES

5.1 Strengthen the innovative management of teaching concept of Higher Vocational Education

Through the research on the education of mechanical manufacturing and Automation Specialty in higher vocational colleges, it is found that some domestic schools still adopt the traditional teaching concept, which leads to the teachers being at the core of teaching development and adopting the indoctrination teaching method for education

and training. Therefore, higher vocational colleges are affected by the new era in teaching innovation, It is helpful to enhance the comprehensive ability of students and promote the high-quality development of higher vocational colleges to strengthen the innovative research of teaching ideas, clarify the guiding position of teachers and guide students to carry out autonomous learning and exploration in a professional way.

5.2 Make clear that students are the core of education development, and strengthen communication and exchange between teachers and students

In the aspect of professional education, teachers need to be placed with students as the main body of teaching development. In the design of teaching classroom, increasing the independent learning links of students can help to increase effective communication between teachers and students, and help promote students to learn actively.

5.3 Strengthen the research on innovation and reform of teaching methods of Higher Vocational Education

Teaching method is an important part of the specialty of mechanical manufacturing and automation in higher vocational colleges. In the process of design and standardization, teachers need to carry out more professional education management according to the practicality and operability of the professional content, as well as the basic strength of students, so as to effectively promote the students' learning enthusiasm and improve their practical operation ability.

6. CONCLUSION

To sum up, under the promotion of social economy and the innovative development of the times, the domestic education industry strengthens the innovative research on teaching ideas and models, increases the demand for talents in the current social development process, and carries out targeted and effective management, which can effectively improve the teaching quality of Higher Vocational Colleges and help to realize the all-round development of students. In view of the education and management of mechanical manufacturing and Automation Specialty in higher vocational colleges, teachers need to increase the education and management of mechanical manufacturing and Automation Specialty in higher vocational colleges. Through the innovation of teaching ideas, teaching methods, and the increase of school enterprise cooperation, it helps to improve the education quality of higher vocational colleges.

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Research on Core Stability Training Mode of Youth Swimming

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Abstract: The key to swimming is to stabilize the body, which is also the basis of muscle strength. In swimming training, stability is the key to reduce the joint load. This paper summarizes the role of strengthening the core stability training, explores the core training form of youth swimming around the training time, training evaluation and other aspects, gives full play to its swimming optimization, improves the level of youth swimming, and lays the foundation for the subsequent improvement of core strength.

Key words: Teenagers; Swimming training; Core stability

1. INTRODUCTION

Core stability is the key factor to maximize the swimming function, which is very important for controlling training power, maintaining balance and avoiding the risk of waist and back injury. Strengthening the core stability training can control the strength of the youth core muscle group, improve the upper limb and lower extremity movement function, and ensure the best muscle performance. Therefore, it is necessary to analyze the core stability training form of swimming for teenagers and improve the quality of swimming class.

2. ANALYSIS OF THE ROLE OF CORE STABILITY TRAINING

First, core stability training can improve the coordination of swimming among teenagers. Good stability in rowing can ensure that they can maintain normal swimming technology in water, make them swim at high speed, low energy consumption and improve their body coordination ability. Secondly, we should play a pivotal role in power. Based on the analysis of swimming technology, it is found that when teenagers carry out core stability training, the trunk will drive the limbs to move continuously and complete the power transmission. This process stabilizes the body and supports the core stability. Finally, core stability can provide technical support for athletes. Teenagers will gradually start from the beginning to the stage of water when swimming. In this process, the body is usually in unstable condition and there is no fixed support. Therefore, swimmers need to maintain their posture and technology in water with the help of core stability training.

3. CORE STABILITY TRAINING FORM OF YOUTH SWIMMING

3.1 Implementation of pre evaluation

In the core stability training of swimming for teenagers, it is necessary to evaluate them in advance, fully understand their basic situation and physical quality, and provide basis for later training. Core stability includes static stability and dynamic stability. Good training mode can

help teenagers to have the level of anti flexion, extension and anti rotation when swimming. For example, with the help of five level side bridge and eight level abdominal bridge, the physical fitness is evaluated, and the core stability training is arranged according to the evaluation results, including static and dynamic. Static stability training such as side bridge, plate support, balance plate, yoga ball; Dynamic stability training mode includes variable plate support, TRX suspension, yoga ball and so on[1].

3.2 Set training sequence and time scientifically

Before carrying out the core stability training, we need to arrange the training plan according to the evaluation results. For example, if the level of Grade 8 abdominal bridge is high, the static core stability method can be used as the main training content; If the ability of level 5 lateral bridge and level 8 abdominal bridge is strong, unstable and dynamic core training can be carried out. At the same time, in swimming training, the coach should arrange the training period scientifically to improve the core stability of athletes. Before swimming, supervise the teenagers to do well in the early stretching, avoid the key injury and muscle strain in the actual training, improve their body coordination, and ensure that the teenagers can adjust their body in time after water training. The overall training requires the practitioners to prepare for activities in advance, and carry out more than 10 minutes of stability activities, and combine the underwater training and ground training activities to achieve the balance of strength. The body posture of the trainer should be straight, flat and tight, and the static stability training should be strengthened. At the same time, in the dynamic training to ensure that the students' limbs need to work at the same time.

3.3 Set training content combined with swimming posture

The current swimming events mainly include breaststroke, butterfly, freestyle and backstroke. The key points of core stability maintained by different types of swimming are different. Therefore, when carrying out core stability training for teenagers, we need to combine the actual training content to improve their physical coordination. It is suggested to gradually increase the intensity of exercise and strengthen the core stability training in the early training. The core stability training of freestyle and backstroke mainly keeps the body streamlined and relatively static. The core stability strength of breaststroke and freestyle comes from the undulating waves of the body, and the limbs need to exert at the same time. Breaststroke and butterfly stroke are very test of students' sports level. The core stability needs to be maintained with the help of posture and arm swing. This type of swimming

requires the trainer to be calm and steady, so it is necessary to carry out targeted training combined with specific swimming posture. In addition, the coach should adjust the training intensity according to the individual differences of teenagers, and scientifically customize the training program. For example, core stability strength mainly focuses on the control of the body's center of gravity of teenagers, so it is necessary to carry out training based on the unstable environment, mobilize the auxiliary muscles around the joints of the trainers, and improve their center of gravity control ability.

3.4 Single training method

The static training of single swimmer can be carried out by locking the power chain without the aid of equipment. This model can investigate the strength of core muscle group of teenagers and help them control their body scientifically. For example, in the initial training, students can be instructed to train every 20 seconds in three groups. In 2-3 weeks of teaching, adjust the time to 40 seconds, set a clear support target time, and help the trainer to strengthen the activities of leaning bridge, lifting both ends, supine and hip lifting by increasing the difficulty of movement. In addition, PI lates training can be carried out to strengthen the students' mind and body fusion, control the movements with the help of willpower, improve the power level of body central axis and muscle group, experience muscle contraction, and ensure the correctness and stability of posture in swimming practice. Around the principle of "from difficult to easy, from complex to simple, from static to dynamic", the training is carried out step by step. When carrying out core stability training, it is necessary to combine abdominal training with back training to prevent local muscle fatigue.

In the early stage of core stability training for young people, we should focus on the training of the core muscle group of students in the process of exerting force, with the help of the way of the inverted bridge, the side bridge and the pitching bridge. For example, side bridge training can help practitioners control body coordination scientifically. Students need to lie on the side of the cushion and keep their arms at 90 degrees. Bend and support the trunk, the feet overlap naturally, and the hips are far away from the

cushion to ensure that the head, back, hips and feet are in a straight line. The coach can organize students' single person training to improve their core stability.

3.5 Mechanical movement

Coaches can organize young people to train with simple machines, such as using balance board and fitness ball to carry out core stability training. Through sports equipment, it can help the trainer improve their body control level. For example, the use of fitness balls can form an unstable sports environment, mobilize the strength of the trainers' chest, abdomen, waist and back, buttocks muscles, prevent their sports injury and coordinate the stability of the body. The common types of fitness ball training include hip bending, hands holding, supine knee clasp, push up, and training. The coach can set specific actions in combination with the actual level of students' sports to improve their physical stability. In addition, the plate support training can be carried out by using the swing plate, which can mobilize the core muscles of the chest and back of the trainer to improve their physical quality.

4. CONCLUSION

In conclusion, swimming exercise is different from other events, and the transfer of strength is completed without fixed support in water by the help of limbs and trunk. The key of swimming training for teenagers is to improve its core stability. By setting up training time and methods scientifically, it can help them improve their swimming level, lay a foundation for the follow-up training of core swimming strength, facilitate the training and development of the future and improve the teaching effect of swimming.

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Application Of PBL Teaching Method in Nursing Nutrition Teaching

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Abstract: PBL teaching method attaches great importance to the problem in the teaching process. With the help of group cooperation, students are regarded as the core of the whole classroom, and all kinds of advanced Internet technologies are rationally used, which can effectively optimize the teaching content, enhance the teaching interest, attract students to actively participate in the teaching, and deepen the learning of nursing nutrition knowledge. It can promote students' autonomous learning ability. In this paper, PBL teaching method as the research direction, on the basis of clarifying the relevant concepts of the teaching method, from multiple perspectives, specific analysis of the practical effect of its application in nursing nutrition teaching, for reference.

Key words: PBL teaching method; Nursing nutrition teaching; Evaluation tools

1. INTRODUCTION

Nutrition nursing involves more content and is relatively trivial. In the process of application, nursing is difficult. It needs nursing staff to have a high level of nursing technology and rich nursing experience. With the help of flexible thinking, all kinds of theoretical knowledge can be organically applied to the actual nursing work to improve the service level of patients. Therefore, the clinical emphasis should be on strengthening the training of such nursing staff, ensuring the professional level of nutrition nursing staff, and providing guarantee for the long-term development of the hospital. PBL teaching method highlights the importance of the problem, with the help of the problem to connect the knowledge points of the whole classroom together, and with the help of data collection, case study and group analysis to complete the solution of the problem, which can effectively enhance students' interest in learning.

2. OVERVIEW OF PBL TEACHING METHOD

2.1 Concept

PBL was first proposed in 1969. The teaching method pays more attention to students, and the teaching content mainly focuses on constructivism theory. It is common in the field of nursing teaching, and the effect is remarkable [1]. Specifically, PBL teaching method takes the problem as the thinking guidance of students' learning, and the teachers design the teaching task after comprehensively considering various factors, which can create a good teaching scene, so that students can use the group inquiry method to solve problems and realize the learning of knowledge. A number of studies have discussed the effect of this teaching method. The results show that this teaching method has a significant effect in improving students' team cooperation ability, and is conducive to

improving students' autonomous learning and problem-solving ability.

2.2 Characteristics

Compared with the traditional teaching method, after the application of PBL teaching method, the role of teachers in the classroom is gradually weakened, and the participation of students in the classroom has been effectively improved. Through the realization of classroom design based on the actual situation of students, students can be guided to gradually become the main body in the learning of teaching content, which greatly improves students' interest in learning. In addition, PBL teaching method pays more attention to the cultivation of students' practical problem-solving ability. With the help of theoretical knowledge and effective means, it can be organically integrated into clinical cases. With the help of group cooperation and discussion, students can gradually develop the habit of independent thinking, and learn from each other to make up for the lack of their own way of thinking and breadth, Promote the improvement of students' critical thinking ability. In addition, group cooperation and communication is also a process of interpersonal communication, which is conducive to the optimization of students' ability of cooperation, communication and cooperation.

2.3 Implementation method

In the comprehensive literature, the outline of PBL teaching method can be summarized, including six aspects: first, the formation of learning group; Secondly, clear learning objectives and lead to learning problems; Third, collect data according to learning problems; Fourth, the group discusses the answers to the questions based on the information collection; Fifth, group exchange and share learning results and conduct classroom display; Sixth, the summary and reflection after class. In conclusion, for PBL teaching method, teachers and students are two important factors. In order to effectively guarantee the teaching effect, teachers should prepare for the lessons before teaching. On the basis of fully defining teaching objectives and students' actual learning ability, the teachers should reasonably complete the whole teaching design with the students' wishes, and comprehensively guarantee the pertinence and interest of teaching. Meanwhile, teachers should set up the corresponding teaching problems reasonably according to the teaching purpose and teaching content, and select targeted cases so that students can solve the problems in case analysis and data searching. In this process, teachers should have rich teaching experience, ensure that they can effectively guide students' learning ideas and classroom rhythm, and have good organizational and management ability to implement

group coordination. In addition, students should take part in group learning with a good attitude of being open-minded and study, and actively consult the materials to ensure the smooth development of the whole teaching activities.

2.4 Evaluation tools

For PBL teaching method, there is no unified teaching effect evaluation method in the industry. At this stage, the common evaluation methods include theoretical written examination, clinical operation skill examination, teaching quality evaluation questionnaire and related ability scale, etc., as well as the evaluation of practice hospital, teacher, group and self-evaluation.

3. APPLICATION OF PBL TEACHING METHOD IN NURSING NUTRITION TEACHING

PBL teaching method attaches great importance to the main role of students in teaching. By setting appropriate questions around the teaching content, it can effectively guide students' thinking orientation, enable them to gradually explore nursing nutrition knowledge independently, help to cultivate students' interest in learning, and further improve students' innovative thinking. PBL teaching method takes students' intuitive consciousness as a reference, and is based on effective guidance. Students can gradually think about teaching knowledge points according to problems, and gradually analyze problems. At the same time, we should guide students in the preview stage, so that students can predict the correct answers, further verify their own prediction results in the classroom, and effectively solve the problems existing in the preview process, attract students' interest in learning, and promote the cultivation of students' learning literacy.

3.1 Implement the preparatory work and set up the teaching plan

Because nutrition teaching involves more knowledge points, and the relevant knowledge points are closely related to students' daily life, in order to effectively innovate the nutrition teaching mode and ensure the best teaching effect. Teachers should reasonably select the teaching content according to the students' understanding and knowledge acceptance ability, ensure the perfection of the teaching content, allocate the teaching time with the teaching content as the reference, and improve the interest of the teaching method by applying a variety of teaching methods in teaching, so as to maximize the role of the teaching method. Specifically speaking, the preparatory work for the application of PBL teaching method can be divided into four steps: first, according to the teaching content, students' actual learning ability should be taken as a reference, combined with students' cognitive ability of knowledge, the teaching content should be clear, and the Enlightenment of the teaching content should be paid attention to, so as to ensure that the teaching content matches with PBL teaching method, So that the teaching content can cooperate with the development of PBL teaching method to the greatest extent, and ensure the classroom teaching effect [3]. Second, according to the class setting, in the teaching of nursing nutrition, we should deeply analyze the advantages of traditional

teaching mode and PBL teaching method, and as a reference, reasonably allocate the teaching time of these two teaching modes in the whole teaching process. Because PBL teaching method involves pre class preview, classroom practice, after class summary and feedback, teachers should reasonably design the time proportion of each link to ensure that the teaching method can be effectively used. Thirdly, according to the grouping of students, teachers are required to group students in a unified way. In each group, there should be at least one student with strong understanding ability and high nursing foundation, and one student with poor nursing ability and insufficient understanding ability, so as to improve the learning efficiency and appoint the student with good nursing foundation and strong expression ability as the group leader, The group carries out the division of responsibilities by itself, and completes the exploration of problems in the form of groups. The expected teaching effect can be effectively achieved through group cooperation. In the group, not only to explore all kinds of nutrition knowledge, but also to collect and share knowledge within the group. Each group member independently collects all kinds of data, explores the data in detail, puts forward the predictive answers to the questions, and forms a unified and complete predictive answer after group discussion. With the help of video, graphics and other forms, PPT is made to show the presentation results, which is provided to teachers before class, so that teachers can understand the learning progress and learning situation of each group. Fourth, for the design of teaching questions, it is required that the questions should be put forward with certain guidance, so as to facilitate students to complete the learning of the whole knowledge point. At the same time, in the process of question design, students' learning ability and understanding ability should be fully considered, so as to avoid students' data collection and understanding too hard, and it is difficult to realize the prediction of the answers. Based on the setting of scientific questions, students can successfully complete the preview before class and improve their initiative in class participation. For example, in the "dietary fiber" teaching, teachers can focus on the role of dietary fiber and complete the design of the problem. After designing the problem in advance, the problem will be uniformly distributed to students before class, so that students can find the direction of information as soon as possible and improve the efficiency of pre class preview. With the help of setting questions, students can collect relevant data and information in advance, and the effect of preview before class is remarkable.

3.2 Improve the classroom practice content and solve the problems reasonably

In order to further implement the application of PBL teaching method, the teaching plan should be adjusted reasonably according to the overall teaching curriculum plan and the actual learning situation of students. Teachers should reserve a part of time for the display of learning results. By taking turns in group form, the teaching content can be effectively extended and teaching depth can be improved. Therefore, in the specific teaching

process, teachers should play a guiding role in the design of problems, pay close attention to the problem-solving situation of students, observe the degree of problem-solving of students, control the rhythm of classroom teaching, and optimize PBL teaching method effectively. Specifically, after learning the progress of students, teachers should adjust teaching problems reasonably, clarify the guiding role of teaching problems, effectively transform teaching content into corresponding teaching problems, simplify the whole teaching structure, realize the organic integration of learning and problem solving, and increase teaching links, Ensure that students' attention can be grasped tightly throughout the class and the attraction of students' interest is promoted. After teaching problems are issued to the group, teachers should pay attention to strengthen guidance, ensure that students can clearly find the direction of data, and remind students to reasonably use various forms to complete data collection, including literature review and Internet search, so that students can get a wider platform, which is conducive to broaden students' understanding of the knowledge point, It can effectively improve the problems of narrow and lagging teaching knowledge in traditional classroom. With the development of medical technology, nutrition related knowledge is also in a state of continuous enrichment. Therefore, teachers should pay more attention to teaching mode and teaching content innovation, reasonably use Internet and other carriers to guide students to obtain first-hand information in time and improve students' thinking flexibility.

In nutrition nursing teaching, teachers should focus on common problems in group discussion, clarify teaching key points and difficulties, scientifically plan the length of each teaching link, answer the students' questions in time, and improve the teaching effect comprehensively based on accurate classroom answers. In the teaching process, teachers should control their guiding role, closely observe the students' discussion and exchange, reasonably allocate time to guide and assist the group, ensure that each group can talk about the answers and display the results smoothly, and ensure the teaching effect. Combined with the popularization of Internet technology, teachers should apply all kinds of advanced technologies to teaching reasonably, and complete the construction of interactive communication mechanism. Through the construction of online communication platform, students can timely feedback the problems to teachers through online form and answer them by teachers, which can effectively improve the learning efficiency of students. At the same time, teachers can also use multimedia technology to make teaching content into video, improve the level of teaching dynamics, so that students can directly understand the relevant nutrition knowledge. Meanwhile, by using dynamic teaching resources reasonably, students' understanding of teaching knowledge is clearer and the teaching effect can be effectively guaranteed. Taking the teaching of material nutrition collocation as an example, teachers can make nutrition matching into animation, play it to students in class, so that students can correctly understand the nutrition collocation method, understand

the structure of nutrition collocation and relevant precautions, and improve the teaching quality and efficiency.

At the end of the class, teachers should set aside time reasonably, and create a platform for students to show their learning achievements in the form of groups. Teachers should evaluate the students' learning situation according to the students' performance before and after class. As far as PBL teaching method is concerned, assessment is an important part. Therefore, teachers should actively encourage students to innovate display methods, and report their learning achievements in various forms, such as video, graphics and PPT, so that all groups can share knowledge and arguments, and promote the improvement of students' learning achievements. When evaluating students' learning situation, teachers should avoid the traditional form of using single score as an index to evaluate students. They should evaluate students' comprehensive ability according to the situation of students before class, in class and presentation. Teachers can complete the establishment of the scientific evaluation mechanism, ensure that the evaluation can realize the complete reflection of students' learning situation, make students fully feel the recognition from teachers, and improve students' learning enthusiasm. The teacher should focus on summarizing the students' learning problems in each learning stage, and summarize the situation of answering questions to ensure the expected effect of this lesson [4].

3.3 Optimize the after class summary and sort out the context of knowledge

After the end of teaching, teachers can use the online platform to send the sorted classroom teaching content to students, which is convenient for students to consolidate after class in time, help students successfully complete the knowledge integration, and further realize the effective extension of teaching content, improve the breadth of students' knowledge learning, enrich students' knowledge reserve, and broaden students' knowledge. At the same time, teachers can set up wechat group to provide individual learning guidance for students with the help of information sharing and knowledge search functions of wechat, and answer questions for students with the help of wechat, so that students can ask teachers at the first time when problems arise and get answers in time, which can further enable students to form a good knowledge reserve structure. Through the form of online and offline linkage, it can effectively realize the combination of virtual and reality, and promote the formation of students' overall knowledge structure in the case of long-term accumulation.

4. CONCLUSION

To sum up, in-depth study of PBL teaching method is conducive to create a better learning atmosphere for students, and successfully complete the process of "teaching" and "learning". By starting with questions and strengthening the guidance in all aspects of teaching, students' thinking ability can be effectively mobilized and students can gradually become active in the classroom. Through group discussion, teachers can answer students'

questions in the classroom and form a complete learning process, which is conducive to improving students' thinking ability, Make it get good practice exercise, optimize students' interest in learning.

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On the effectiveness of College Counselors' Ideological and Political Education

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Abstract: In recent years, under the background of the continuous development of our society, the social attention to education is gradually improving, and more and more students have the opportunity to go to university in the increasingly perfect higher education system. In the context of social development, ideological and political education for college students has become a very important content. However, there are still many problems in the timeliness of Ideological and political education for college students, which is also a great challenge for college counselors. Therefore, in order to better achieve the effectiveness of Ideological and political education, counselors need to constantly explore and improve, so as to achieve the ultimate goal of Ideological and political education.

Keywords: College counselors; Ideological and political education; College student; Effectiveness

1. INTRODUCTION

Due to the gradual diversity of social development in China, the education reform will be affected to a great extent. The ideological and political education of college students also needs to be further improved because they have accepted more thoughts. The ideological and political education of college students has an extremely important role and significance for the healthy growth of students. In the context of today's social trend of thought, the ideological and political education of college students has put forward higher requirements. A common problem in the process of Ideological and political education of college students in China is the lack of effectiveness, which is also an urgent problem for college counselors to solve. Therefore, counselors need to constantly explore ways to improve the effectiveness of Ideological and political education.

2. THE REASONS FOR THE LACK OF EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION CARRIED OUT BY COLLEGE COUNSELORS

2.1 There is no perfect management mechanism

It is the most important content for colleges and universities to have a higher comprehensive quality in selecting counselors. However, for the current high-efficiency counselor recruitment in China, the school is more simple assessment. In terms of Counselor's literacy and ideological and political, the school will choose some people with low ability when recruiting counselors to reduce the expenditure of funds. Therefore, it will have great harm and influence on students' Ideological and political education. At the same time, as a counselor in Colleges and universities, the workload is large, which

will reduce the time of Ideological and political education for students, and affect the effectiveness of Ideological and political education. Therefore, in order to achieve the effective improvement of the effectiveness of Ideological and political education, it is necessary for the University to improve and improve the management mechanism, To ensure the professional ability and comprehensive quality of counselors, and promote the improvement of the effectiveness of Ideological and political education.

2.2 The impact of changes in the ideological and political education environment

For the ideological and political education in Colleges and universities, students will be affected by the social environment. At present, people's values are gradually changing in the context of the deepening of reform and opening up and economic globalization. In today's society, students' values will be influenced by liberalism, money worship and hedonism, and for students, due to the lack of life experience and social experience, at the same time, there is no strong ability to distinguish and resist, so that students will be negatively affected in the social environment, leading to students to the road of crime. With the advent and popularization of the Internet era, the ideological and political education of college students will increase the difficulty of education to a great extent, and the network information is very rich, at the same time, there are bad information resources, once students are tempted by these information, it will affect the three outlooks, and affect the healthy growth of students. At the same time, the management mechanism of colleges and universities is gradually changing under the background of the new situation, and there should be appropriate changes for the ideological and political education of college students. College counselors need to correctly guide students and carry out effective ideological and political education in today's era of ideological convergence, but for the current ideological and political education of college students, it is not well done.

3. THE METHODS AND COUNTERMEASURES OF COLLEGE COUNSELORS TO DO WELL IN IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Carry out the management of Ideological and political talents in Colleges and Universities

For the ideological and political education in Colleges and universities, it is very important to train talents and the management of talents. Therefore, relevant departments should pay more attention to and attach importance to talent management, and carry out scientific and reasonable management and training work for talents according to the needs of Party Construction in Colleges and universities. The key points of Ideological and political work should be

constantly clarified and implemented to ensure that the ideological and political work of college counselors is further improved. For example, some personnel training and assessment should be carried out regularly, and effective management training for counselors can be carried out. Occasionally, counselors and students can visit the party's history museum, and the high-quality talents needed by colleges and universities can be cultivated in a scientific and reasonable and effective way. In the process of recruiting counselors in Colleges and universities, we should ensure that counselors have strong professional quality and comprehensive ability, let the competent talents play their maximum value, encourage and commend them to a certain extent, quickly implement the ideological and political work of colleges and universities, constantly improve the management quality of university party members, and standardize the management of the thoughts of university teachers, It is necessary to make the ideological and political work of colleges and universities improve the effectiveness and develop to a higher level in the fastest time.

3.2 Establish a team of high-level ideological and Political Education

In the ideological and political education of students, the counselors in Colleges and universities play a vital role and significance. Therefore, in order to better realize the ideological and political education for college students' Party members, it is necessary to establish a high level of ideological education and Party building team to promote the efficient development and progress of ideological and political education activities. Counselors are their teachers and friends during the college students' school, and they are also a bridge of contact with the society. In the process of Ideological and political education, counselors should set up a good outlook on life, world and values for college students, and actively communicate with students and guide students. In this way, it also poses higher challenges for counselors, which requires counselors to gradually professionalize and expert in the process of Ideological and political education of college students and keep in mind the ideological and political mission of cultivating college students. In order to improve the party building and ideological and political education team better, colleges and universities can choose some personnel in counselors, Party members and class directors and excellent student cadres to customize the rules for the appointment of the Party branch secretary of students, ensure the improvement of the assessment mechanism, and then carry out the selection of Party branch secretaries, through training and discussion, In this way, the students' Ideological and political level can be further improved.

3.3 Strengthening the party building among students

In the process of Party building, because the grass-roots organizations in Colleges and universities are often lack of full-time educators, it will easily lead to the neglect of the re education and management of Party members, and only focus most of the work on the development of Party members. The re education of probationary party members will gradually emerge with the passage of time, and the difficulty of daily assessment will gradually

strengthen for Party members. This neglect of Party members' education is more serious and prominent at this stage of College Students' internship. Ideological education is a very important content in the period from probationary party members to regular party members, but it is the most easily neglected part in practice. Most of the ideological and political education is superficial work, and it does not achieve the real ideological and political education, This will seriously affect the development and improvement of the quality of Party members and other problems. From this we can see that the most important problem in the party organization is to further strengthen the party building education of students. Through a lecture and main activities to strengthen ideological and political education, so that college student party members can have a strong sense of mission of the times.

3.4 Using the Internet to carry out the ideological and political education of efficient students

The development of network technology is becoming more and more advanced in the current development situation. At the same time, it also plays an increasingly important role in college students' life and learning. Therefore, in order to better realize the effective promotion of Ideological and political education for college students, we need to pay attention to the use of network technology and make full use of network technology to carry out auxiliary education, But for students, due to the virtual and open characteristics of the network, students' thoughts will be affected to a certain extent, and gradually become diversified and personalized. However, they do not pay attention to students' Ideological and moral standards, which will lead to some deviation of students' values. In the process of Ideological and political education of college counselors, we should make full use of network technology to assist. At the same time, teachers need to guide students correctly, and further improve the effectiveness of Ideological and political education through network resources.

4. CONCLUSION

Generally speaking, the ideological and political education in Colleges and universities is becoming more and more important in the current process of social development. At the same time, it also occupies the primary position in the process of teaching, which is also a new challenge for college counselors. Therefore, it is necessary for counselors to strengthen their attention and attention, In order to better realize the effective promotion of the effectiveness of Ideological and political education of college students, counselors should constantly innovate and improve, organically combine ideological and political education with education, fully apply modern information technology to improve the attractiveness of students, and correctly guide students' mental health, So as to achieve the improvement of students' Ideological and moral quality and comprehensive quality, establish a correct outlook on life, world outlook and values, and grow healthily

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Practice Teaching of Economics and Management Major in Higher Vocational Colleges from The Perspective of School Enterprise Cooperation

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Abstract: With the continuous development of social economy, China also pays more and more attention to the practical teaching of higher vocational colleges. The main goal of higher vocational colleges is to cultivate professional talents for the country. Thus, it can be seen that the importance of practice in the teaching process of economics and management disciplines. In the classroom teaching of economics and management majors in higher vocational colleges, we should pay attention to the combination of practice and theoretical knowledge, and strengthen the cooperation between schools and enterprises. Through the social practice platform, the students of economics and management major in higher vocational colleges can increase more operation experience in the process of practice, and realize the docking of professional ability and social needs. In the following, this paper mainly analyzes the practical teaching of economics and management major in Higher Vocational Colleges from the perspective of school enterprise cooperation, so as to improve the quality of teaching.

Key words: School enterprise cooperation; Higher vocational economics and management major; Practice teaching; Social platform

1. INTRODUCTION

In the context of the new era, school enterprise cooperation mode has become the inevitable trend of the development of higher vocational colleges, which is widely used in classroom teaching mode. Under the guidance of this mode, the students of higher vocational colleges can play their own role in practice, improve their ability in the process of applying skills, test the mastery of knowledge and carry out targeted learning. The school enterprise cooperation mode can increase more advantages for colleges and promote the better development of higher vocational colleges.

2. THE IMPORTANCE OF SCHOOL ENTERPRISE COOPERATION MODE TO HIGHER VOCATIONAL ECONOMICS AND MANAGEMENT MAJORS

2.1 Promote the development of work study combination

The traditional teaching of economics and management majors in higher vocational colleges is too closed, and students are isolated from the society when they study in the classroom. Many professional students are lack of relevant work experience, lack of understanding of

theoretical knowledge, lack of pertinence in learning, which limits the development of students in the society. School enterprise cooperation can fundamentally make up for the lack of closed teaching mode. Using the school enterprise cooperation mode, we can teach students theoretical knowledge through social enterprises, establish a new talent training mode, make their knowledge more practical in the process of engineering projects, help students to see their own shortcomings, and study in class, which can improve their comprehensive skills and accumulate more practical experience, Promote the better development of work study combination [1].

2.2 Speed up the integration of teaching resources

With the help of social enterprises and teachers, strengthening the training of students' theoretical and practical knowledge can speed up the training speed. The new mode of training, can stimulate students' interest in learning, drive students to better improve their ability in social work. The integration of teaching resources will also speed up, which can fully reflect the value of school enterprise cooperation in the classroom. This practical teaching system can cultivate students' professional quality, provide theoretical knowledge as support for students to enter the society, solve the employment problem of students in higher vocational colleges, and provide a steady stream of talents for social enterprises [2].

3. THE CURRENT SITUATION AND PROBLEMS OF PRACTICAL TEACHING OF ECONOMICS AND MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES

At this stage, higher vocational colleges have a wrong understanding of the practice teaching of economics and management majors. They pay too much attention to the practice teaching in the classroom and think that the practice base can carry out the relevant practice teaching for students. In the classroom of economics and management majors, students are blindly observed and taught. The practical teaching of economics and management majors is different from that of science and engineering majors. Both cases and internships depend on software. In practice teaching, many teachers mainly organize students to observe the practice, and the experimental training is only based on the post construction, which is lack of effectiveness [3].

When the teaching of economics and management majors in Higher Vocational Colleges specifies the relevant

teaching plan, it does not take into account the investigation of the society, the training goal is not clear enough, there are many problems in the curriculum setting, many students' skill level can not meet the employment needs of enterprises, which is limited by the existing conditions of higher vocational colleges, and there is a phenomenon of curriculum disconnection. The positioning of higher vocational curriculum is wrong, and the characteristics of higher vocational education can not be reflected, so it is necessary for higher vocational colleges to innovate and strengthen the cooperation between schools and enterprises [4].

4. PRACTICE TEACHING OF ECONOMICS AND MANAGEMENT MAJOR IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF SCHOOL ENTERPRISE COOPERATION

4.1 Seeking cooperation from social enterprises

School enterprise cooperation mode is mainly to use the cooperation between enterprises and higher vocational colleges to carry out relevant personnel training work, which can lay the foundation for the development of students' comprehensive ability. Before the reform of practical teaching of economics and management specialty in higher vocational colleges, we must find the corresponding social enterprises to cooperate. In the process of seeking cooperation, we should ensure the authenticity and comprehensiveness of the enterprise, and analyze the development trend of the enterprise. We need to meet the practical requirements of economics and management majors, provide a reliable platform for the improvement of students' comprehensive ability, and give students more practice opportunities. In cooperation with social enterprises, we should strengthen the degree of integration between schools and enterprises, in which the practice of economics and management major in higher vocational colleges should be combined with the essence of construction, and do a good job in the relevant system construction [5].

4.2 Establishment of school enterprise cooperation mechanism

After cooperating with social enterprises, higher vocational colleges should establish cooperation mechanism with enterprises, which can ensure the construction depth of practice teaching system. In the process of system construction, it is necessary to clarify the responsibility of social enterprises to prevent subsequent enterprises from being irresponsible and affecting students' learning. In addition, it is also necessary to strengthen the training of teachers, improve the enthusiasm of participating in enterprise management project learning, and take it as the basis of theoretical knowledge to help teachers better study the weak links in students' learning. Make the teaching plan pertinently to improve the effectiveness of teaching. Teachers of economics and management major in higher vocational colleges should constantly accumulate teaching experience, master students' learning characteristics, and innovate more teaching modes. The establishment of a good school enterprise cooperation mechanism can provide guarantee for students' learning, improve students'

practical ability, and provide learning conditions for entering the society in the future.

4.3 Clear professional personnel training and job objectives

The mode of school enterprise cooperation requires higher vocational economics and management majors to clarify the talent training objectives in the teaching system, and provide students with teaching conditions corresponding to their jobs. Through market research and analysis of students' learning status in China, we can determine the effective construction goal, which becomes the basis of school enterprise cooperation mode. Only in this way can college teachers choose the corresponding teaching content, provide basic conditions for teaching links, better implement the relevant work, and speed up the construction of practical teaching system.

4.4 Establishment of practice teaching framework

In the mode of school enterprise cooperation, we should first formulate the talent training objectives according to the actual situation and establish the cooperation mechanism, which can be used as the basis to build an effective practical teaching framework, list the work content in the practical teaching work, and divide it from the details of each work content. In the process of carrying out the practice teaching mode, we should improve the framework system, understand the mastery degree of students' theoretical and practical knowledge, strengthen the education of students, and optimize the framework system, which can improve students' comprehensive ability and promote their better development.

5. CONCLUSION

From the perspective of school enterprise cooperation, higher vocational economics and management majors should build a practical teaching system, implement it in the process of teaching, and strengthen the cultivation of economics and management talents, which can better improve students' application ability, provide students with opportunities to exercise and lay a solid foundation in the future.

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Research on Mental Health Education of College Students under Positive Psychology

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Abstract: Mental health education has always been an important part of ideological and political education in colleges and universities in China. From the perspective of positive psychology, there are still some problems in college students' mental health education, such as backward ideas, improper education methods, and unsatisfactory education effect, which hinder the progress of the area. Therefore, it is necessary to explore the strategies of college students' mental health education from the aspects of updating ideas, innovating methods, and creating atmosphere with the support of positive psychology so as to form a new way of all-round education.

Keywords: Positive psychology; Mental health education; Path analysis

1. INTRODUCTION

In the 21st century, positive psychology is an ideal innovation based on traditional psychology. Different from traditional psychology, it is a new discipline to study psychological changes from the perspective of positive attitude. It harnesses the principles and methods of modern psychology to absorb the changes of positive psychological activities in the development of human happiness in order to fight against the existence of negative psychology. The existing research shows that the main psychological problems of contemporary college students are embodied in personal development problems, realistic environmental problems and so on. The emergence of these psychological problems has greatly hindered the overall physical and mental development of college students. Therefore, it is a realistic task for higher education workers to develop and solve their psychological problems and improve their psychological endurance and mental health.

2. SIGNIFICANCE OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION UNDER POSITIVE PSYCHOLOGY

2.1 It is helpful to realize the value of mental health education

The traditional mental health education focuses on guiding and solving the psychological problems of college students. This passive form of education ignores the impermanence of college students' physical and mental changes and the law of social development. While it can not fully meet the needs of colleges students' mental health. The concept of positive psychology advocates to pay attention to students' psychological diseases and give them the ability of self-regulation of psychological problems so as to obtain a sense of happiness, positive morality and

pleasure. In this process, college students gradually grow up, dare to face themselves, actively contact the society, and take the initiative to internalize the contents and self-regulation methods taught by the school, so as to meet their own mental health needs, which fully realizes the internal value of mental health education from the perspective of modern psychology. [1]

2.2 It is helpful to expand the channels of mental health education

The traditional mental health education belongs to the content of ideological and political education in colleges and universities. Its main way of education is through the ideological and political classroom, mental health education classroom, or psychological consultation room. If the ideological and political classroom and mental health education classroom do not change the teaching methods, they sometimes have a certain preaching nature. Because there is a phenomenon of class cooperation in these classrooms, so that the frequency of interaction between teachers and students in class is not high, resulting in unsatisfactory teaching effect. From the perspective of positive psychology, colleges and universities can take the initiative, fully mobilize the main forces of schools, society, families and college students, and carry out mental health education in multiple forms such as practical teaching, case teaching, simulation teaching and experiential teaching so as to stimulate the main role of students on the basis of previous theoretical education. It aims to shorten the psychological distance between students and the main body of society, and to obtain positive psychological experience and quality.

2.3 It is conducive to promoting the physical and mental development of college students

The function of positive psychology includes three aspects: positive promotion, positive prevention and positive treatment. These three contents correct the traditional psychology from a positive and active point of view, emphasizing the use of good quality and personality power to influence human's thought, behavior and psychological changes, and promote human's correct and healthy psychological quality. Colleges and universities introduce the concept of positive psychology into mental health education, and combine the characteristics of positive psychology with mental health education, which can timely discover and enhance students' internal positive personality strength, such as individual positive thinking, positive emotion and positive quality. We should enlarge the positive power of personality, rationally treat the gap between ideal life and real life, adjust ourselves with positive psychological quality, and improve our

psychological endurance with indomitable will, so as to effectively prevent students' psychological diseases.

3. THE PROBLEMS OF MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS UNDER THE ACTIVE PSYCHOLOGY

3.1 Students' mental health concept is backward

Educational concept is the guide of practical activities. Only by establishing positive ideas can students solve psychological problems. But according to the survey, some colleges and universities don't have proper mental health education ideas. Nearly half of college students think that psychological education is useless, even think that mental health education is for those students with psychological problems, but for students with mental health. It has no practical effect. Moreover, it is found that most students will choose to bear their own psychological problems when facing psychological problems. Only a few students will talk to their psychological counseling teachers or friends. Some students will not even choose to go to professional institutions to consult. They think that psychological counseling is the behavior of mental patients, or they are afraid that their psychological problems will be open and laughed at. From this phenomenon, we can see that the current university students pay less attention to mental health. [2]

3.2 Improper mental health education method

When asked about the education mode in an interview with a mental health teacher in a university, the teacher gives some advice to watch the psychological education film, lectures, consultation and guidance, and social organizations. Therefore, the educational activities organized in the university are colorful. But in the student questionnaires, it is found that students are not engaged in the psychological education curriculum. Few people take the initiative to participate in all kinds of educational activities organized in the school, even the practice outside the school. Some students say that in the aspect of mental health education, the school has other activities besides theoretical narration, but the emphasis of these education methods is how to solve it, neglecting how to improve their psychological quality and mental health level without psychological problems, which makes the formalization of mental health education more obvious.

3.3 The effect of mental health course is not ideal

There are some problems in the mental health education work carried out in colleges and universities. According to the survey, more than half of students say that the psychological health education curriculum and activities have little effect on their physical and mental health development, and the expected effect is not obvious. Students are eager to get help when they have psychological problems, but the psychological alienation and self-regulation methods taught by teachers can not help them solve the psychological problems. Moreover, the contemporary college students have strong self-esteem, seldom actively communicate with counselors and seek the help of psychological counseling teachers. Even some students do not know that there is a psychological counseling room in the school, which results in the virtual appearance of the psychological counseling room, and the

function of mental health education has not been developed.

4. THE PATH OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION UNDER POSITIVE PSYCHOLOGY

4.1 To strengthen the popularization of mental health education knowledge

From the perspective of positive psychology, the main way of school mental health education is still knowledge guidance. Therefore, on the one hand, colleges and universities should increase the actual cases in the mental health education, and take the actual cases close to students' life as the education content to explain the relevant knowledge to students. On the other hand, under the guidance of knowledge advocated by positive psychology, students should learn to adjust themselves, improve their mood and relieve their psychological pressure. For example, college students can determine reasonable life goals and learning plans, work hard every day according to their own plans, and participate in community activities, public welfare activities, entertainment activities, knowledge competitions, etc. organized inside and outside the school. In the process of pursuing goals, they can continuously increase their personal successful experience and social experience, hone their psychological will, and then form positive psychological quality. [4]

4.2 To innovate the practice teaching method of mental health

From the perspective of positive psychology, we should pay attention to the innovation of methods in the process of mental health education. Therefore, first of all, colleges and universities need to firmly establish the idea of practical education, encourage and organize college students to carry out professional mental health education courses, and provide practice bases for students in school enterprise cooperation, off campus training and other activities, such as enterprise training psychological seminar, voluntary psychological counseling lecture tour, public service, work study, etc. The administrators of colleges and departments can also shape the healthy psychological quality of college students through community activities. For example, we can regularly organize association activities, publicize psychological safety, mental health and other knowledge, or regularly organize and plan association activities. Relying on the resource platform between different associations, we can forge college students' sense of service and dedication, so that they can get a sense of psychological achievement and belonging.

4.3 To create a good family and social education atmosphere

From the perspective of positive psychology, college mental health education needs to create a good education atmosphere for students. On the one hand, in families, mental health educators in colleges and universities should communicate with parents in time, build family school psychological communication group, organize online parents' meeting, regularly exchange students' psychological changes, understand students' possible

psychological problems, and timely prevent and intervene. Or schools can organize parent-child psychological test games, parent-child interactive games and other projects to increase the time and space for parent-child communication and relieve students' psychological pressure. On the other hand, in the society, the relevant departments should cooperate with colleges and universities, do a good job in publicity and education, give full play to the communication power of various media platforms and other resources, vigorously publicize good people, good deeds, advanced models and other beautiful things, and regularly cooperate with colleges and universities to organize community public welfare activities and itinerant propaganda activities, so as to encourage students to actively participate, enrich students' sense of social responsibility and self-confidence, and cultivate their positive social value orientation. [5]

5. CONCLUSION

In conclusion, the application of positive psychology is a new concept of the reform of mental health education for college students, and also a new attempt in education and teaching. The characteristics and purpose of positive psychology are to help students to face life actively and improve their psychological quality. Therefore, in the future, the idea of penetration of the mental health

education in colleges and universities can be better carried out and promote the students' physical and mental development.

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Intervention Model of Teacher Burnout Based on Neural Network

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Abstract: This article introduces the basic features of neural network, through professional research and investigation, the researchers find out teacher burnout intervention is given priority to with the neural network model of the overall design, comprehensive analysis of the shape of the model and the data information, and puts forward some effective improvement measures, enhance the university teachers' teaching effect.

Key Words: Neural Network; Teacher Burnout Intervention Model; Interpersonal Relationships

1.INTRODUCTION

With the rapid development of network information technology, neural network and other new technologies have also been applied to the teaching management of colleges and universities. For the design of teacher burnout intervention model, researchers will find out the specific teaching status of current teachers from the inside of the model, and use the effectiveness analysis to solve their burnout state in time.

2.BASIC CHARACTERISTICS OF NEURAL NETWORK

Generally speaking, the main characteristics of the neural network are non-linearity, non-limitation, very qualitative and non-convexity.

Firstly, for non-linearity, it is often in the state of inhibition and activation in the neural network. Such behavior is mathematically nonlinear. The neurons in the network will design better performance due to the high threshold, which will then increase the storage capacity and fault tolerance rate. Secondly, a neural network internal will have more neurons, its behavior in connection to generate not only related to the characteristics of the neurons, also with mutual connection, interaction between unit have close relations, the use of multiple connection between each unit to simulate the limitations and typical form for associative memory neural network china-africa limitations; Thirdly, based on the internal self-learning, self-organization and self-adaptability of the neural network, it will generate more changes during the processing of information. On the basis of processing information, the nonlinear system is also in constant change. Iterative description is often used for the evolution process of the system, which is a very qualitative feature. Fourthly, the neural network with non convexity feature, a specific evolution direction of the system is by its specific state function, such as the energy function, for its internal system, the function extreme value is relatively stable, and in the non convexity function extremum, it will have more effective to enhance

the system balance, stability, and make the system evolution of become more varied. Therefore, when studying the teacher burnout intervention model, the relevant personnel can bring it into the relevant data model based on the main characteristics of the neural network, so as to enhance the design level of the data model [1].

3.THE DESIGN OF TEACHER BURNOUT INTERVENTION MODEL UNDER THE FUNCTION OF NEURAL NETWORK

3.1 Design teacher burnout intervention model

In the current teaching, some teachers have different degrees of burnout. In order to better grasp this phenomenon and improve the professional quality of teachers, researchers should design a set of burnout intervention model for teachers according to the overall shape of the neural network.

In the process of application of neural network, because of its characteristics such as parallel distribution processing, strong fault-tolerant ability and appropriate learning ability, it can be put into the teacher burnout intervention model to achieve ideal results. When designing the teacher burnout intervention model, according to the internal structure of the neural network, it can be set up into the fall period, the burnout period and the intervention period. To be specific, when a teacher is in the early stage of his career, he has a clear orientation and full of enthusiasm for his career. When he teaches for a period of time, he needs to adopt corresponding teaching strategies when facing different students. Some teachers will doubt their teaching ability, that is, he is in a falling period. At a certain stage, with the stability of the teaching course, both the form and the content of the teaching will be relatively smooth during the teaching period. If the content of the teaching is monotonous and the form is simple, this kind of teaching method will be difficult to arouse the students' interest in learning, and then increase the fatigue of the teachers, and in the period of tiredness. When it comes to the intervention period, teachers should timely find better teaching methods to adapt to the current teaching form, so as to attract students with richer classroom contents, and improve their teaching level while guiding students to find appropriate learning methods. In the intervention model of teacher burnout, relevant personnel need to comprehensively search for teachers at different stages and observe their specific behavior states, so as to improve the effectiveness of the model.

3.2 Analyze the burnout intervention model information

After completing the design of the teacher burnout intervention model, the relevant researchers can query the data information in the model comprehensively.

Specifically, the model data are shown in Table 1.

Table 1. Intervention model data of teachers' burnout at different stages in a university

Stage	Number of Teachers	Age of Teachers	Influencing factors
Falling period	20	25-29	Career achievement
Languid period	16	27-33	role conflict
Do not anticipate	18	29-36	Teaching efficacy

From this table, we can know that teachers at different stages have corresponding pursuit for their own career. For example, when a teacher is aged between 25 and 29, he or she may attach more importance to the sense of career accomplishment and the real feelings brought by his or her career as a teacher. If his or her sense of career accomplishment drops in the teaching process, his or her teaching level will be lowered timely and their mentality will be lost to a certain extent. By the age of 27 to 33, teachers at this stage have accumulated certain teaching experience, and they often have role conflicts during the teaching period, and the teaching form and content will fall into the process. If the teaching method is not improved timely, their teaching state will appear tired. And between 29-36 years old, after most of the teachers' burnout problem, will take effective intervention measures to reduce the degree of burnout, the use of the teaching content rich and change in the form of teaching to enhance teaching effect, which in turn makes itself gradually out of the rut, on the basis of the professor to enhance their level, help students form good learning habits. After completing the study of teacher burnout intervention model, researchers need to find out appropriate measures to improve the state of teacher burnout.

3.3 Effective measures to alleviate teacher burnout

On the one hand, in order to effectively improve the state of teachers' burnout, both administrators of colleges and universities and teachers themselves should set high goals, that is, constantly improve teaching methods and professional concepts, so as to enrich the connotation of professional achievement. In terms of teaching content, teachers should constantly absorb teaching knowledge in daily teaching, and build an appropriate knowledge network with the help of network information technology, so as to improve its clarity in teaching and enable students to acquire more abundant knowledge. In terms of teaching

forms, teachers should also create different teaching methods, and take advantage of the changes in teaching methods to increase students' interest in learning and make them more actively participate in the class, so as to timely relieve their burnout during the teaching period [2]. In daily teaching and life, on the other hand, teachers also need to establish appropriate relationships with students, through the interaction with the students seriously, can be accurately found that students in learning the strengths, weaknesses and difficulties, to master the most real situation, and effectively reduce the distance between teachers and students, to create a foundation for teaching atmosphere. The improvement of interpersonal relationship is also conducive to the enhancement of teachers' sense of teaching efficacy, and its effect in teaching will be more prominent. In practical work, the relationship between themselves and students will be clearer, so as to avoid their inner role conflict at the right time, so as to effectively reduce their anxiety in the work and timely enhance the teaching level. Therefore, researchers can use the burnout intervention model with the neural network as the main body to effectively understand the teaching status of some teachers, and make use of their teaching status to develop more reasonable improvement measures to ensure the overall teaching level of universities.

4.CONCLUSION

To sum up, in view of the teachers' burnout intervention model, it can accurately show the different stages under the teachers' state of mind, professor, influenced by the advanced technology such as neural networks, the design of the model will be more accurate, researchers need to use the data model analysis to improve the teachers to teach state, ensure each college within the teaching level.

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A Brief Analysis of English Learning Motivation of Non-English Majors In a Private University

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Abstract: In this paper, the English learning motivation of non-English major students in a private university in Xi'an is analyzed through the author's observation and interviews. For students, their obvious language learning motivation is obtaining certificates, which is the typical certificate motivation. However, such motivation is likely to decline when students reach their goals. Therefore, suggestions, such as providing authentic materials and creating artificial language usage scenarios, are recommended.

Keywords: Language Learning; Motivation; Teaching Methods; Certificate Motivation

1. INTRODUCTION

Motivation is an important non-intelligence factor in language learning (Dörnyei, 1994). Even if students have strong language prerequisites, for example, language talents, without strong and sustained learning motivation, it might be difficult for them to make a breakthrough in language learning. Language learning is also a continuous and boring process, during which students will inevitably encounter many interferences, and their learning motivation may fluctuate accordingly (Xu, 2014). Therefore, English teachers should try their best to maintain the intensity of students' learning motivation so as to help them master the target language [1-10].

2. LEARNERS' PERSPECTIVE

In the social-educational model, Gardner and Lambert (1972) divide learning motivation into two categories: instrumental motivation and integrative motivation. The former refers to using language as a tool to achieve a certain purpose, and the latter refers to the language learners intend to integrate into the local culture by learning the local languages.

Some scholars also state that 'instrumental motivation' and 'task motivation' can be considered as 'certificate motivation'. Shi (2000) believed that the English learning motivation of most Chinese college students can be attributed to certificate motivation. The students' main purpose of learning English is to pass a certain test so as to get corresponding certificates. For example, the university where the author teaches links the College English Test Band 4 (CET-4) with the bachelor's degree certificate, which means that students need to pass CET-4 to obtain their degree. In the communication with students who the author taught, I also found that most non-English majors mentioned that their motivation for English learning is related to obtaining certain certificates, which supports the finding from Shi (2000).

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Shi (2000) also pointed out that students with 'certificate motivation' are more likely to consider English learning as a burden. Once these students pass examinations or get certificates, they are prone to stop learning English immediately. I also found similar phenomena through observing the attendance rate in the university. The university where I teaches provides the '3+1' study-abroad programmes (3 years in China and 1 year overseas), in which students can enter their second year only when they reach IELTS 4.5 at the end of their first-year study. During the first year, the attendance rate of IELTS courses was almost 90% according to attendance sheets; however, when they reached IELTS 4.5 and successfully entered into the second year, the attendance rate immediately dropped to an extremely low level (about 20%).

Gao, Zhao, Cheng and Zhou (2003) pointed out that 'integrative motivation' may intersect with 'instrumental motivation'. For most students in the '3 + 1' study-abroad programmes, the main motivation for them is to obtain a degree certificate from overseas universities which will facilitate finding an ideal job in the future when they return. However, some of them do not decide to come back when they get their degrees. They tend to find a job locally where they graduate. Therefore, they regard studying abroad as a chance to adapt to the new environment which helps them prepare for their future immigration. This type of motivation integrates 'instrumental motivation' with 'integrative motivation'.

3. LEARNING ENVIRONMENT PERSPECTIVE

In addition to the above discussion on students' learning motivation from the 'learners' perspective', Dörnyei (2014) proposed L2 Motivational Self System which includes the 'learning environment perspective'. At this level, textbook, curriculum, teacher, teaching method and other factors will have a direct impact on students' learning motivation.

Some Japanese scholars pointed out that the decline of students' learning motivation is significantly related to teachers' personal behaviours, teaching methods, teaching ability and style (Kikuchi, 2009). In the research of Sun and Lei (2013), it is also pointed out that the teacher factor has a direct relationship with the decline of students' learning motivation, especially for those students with poor academic performance. For example, in their research, some students mentioned that 'some teachers just read the slides on the platform'. I often heard my students complained that some IELTS reading courses offered by our university are boring and everyone is playing with their mobile phones during classes. In the

teaching of this kind of courses, most of the teachers only use a single 'Grammar-translation' teaching method, which can easily make the classroom boring and make students lose interest in language learning. Similarly, Falout, Elwood, and Hood (2009) also found that the Grammar-translation method commonly used in Japanese English classrooms is the main reason for the decline of students' learning motivation.

The content of teaching materials and teaching environment are also considered as important factors related to the decline of students' motivation for English learning (Sun and Lei, 2013). In the study, some students complained that the content of English textbooks (the lexical resources of articles) is too simple to read and would rather read magazines and newspapers instead. Although I seldomly heard that my students complained about textbooks used for the course of College English are too simple, through the observation during my teaching, it was found that most students could successfully complete the practices without the my help. It made the freshman students interact actively in the classrooms during the first semester. In the second semester, perhaps because students felt the content of the textbook was simple, everyone did not always focus on the textbook. Besides the teaching content, environmental factors are also believed to be related to learning motivation. In addition to the study of Sun and Lei (2013), students believe that the school had not been able to create a language learning environment for students, especially the opportunity of oral English practice. In combination with the situation of my university, only English majors and students in 'study-abroad' programmes have classes with native English teachers. However, due to the limited number of foreign teachers, it takes several majors to 'share' one foreign teacher most of the time.

4.CONCLUSION AND SUGGESTIONS

4.1 Helping Students Set Up the Motivation of 'Learning for Use'

As I mentioned above, students with certificate motivation are more likely to stop learning English when they obtain certificates. This is because they may not find the other benefits for learning English except getting certificates. However, learning English and getting certificates are not the ultimate purposes but means for students, which helps them to prepare for their employment and life in the future (Zhao & Li, 2014). Therefore, we should help students maintain their long-term English learning motivation by connecting what they learn to English usage scenarios. For example, English writing courses may help students write a 'personal statement' in their future application for studying abroad. They may also need to write a complaint letter when they receive unsatisfactory products from online shopping platforms.

4.2 Providing Students with Authentic English Language Materials

At present, the content of textbooks used for courses of College English is mainly literature, which is full of empty talk and out-of-date content. Students are not interested in such language materials, so the students' learning motivation will be greatly reduced. Of course, the

compilation of teaching materials is a very rigorous process, which requires a lot of demonstration and costs a huge amount of time and money. Therefore, the renewal of the textbook content will not be as easy as imagined. In the short term, what college English teachers can do is providing additional authentic English materials during classes, such as the topics that students are interested in from foreign news websites (such as BBC).

4.3 Creating Artificial English Usage Scenarios

At present, the number of English native speakers in China is limited, so it is difficult for most English learners to communicate with foreigners in real life. Although foreign teacher classes are offered in most universities, as I mentioned above, one-on-one communication opportunities are still scarce. Therefore, colleges and universities can set up an 'English Corner' or apply other methods to artificially create students' English using scenes and cultivate students' interest in English learning.

4.4 Applying Communicative Teaching Methods

As discussed above, the grammar-translation method is considered as a direct factor in the decline of students' motivation. Teaching methods, such as grammar-translation and PPP (Presentation, Practice and Production), are widely used in Asian countries, such as China and Japan. TBLT and other communicative teaching methods are recommended to increase students' motivation. However, we should also consider that the size of a classroom is comparatively huge in these countries (the average number of students in a class in China is about 50), which might not be easy to apply TBLT.

This paper also has some defects. For example, due to the limited space, this paper does not take qualitative or quantitative research methods to study a certain group of people during a certain period of time. Most of the content comes from the interviews between the author and students. In the following research, the author plans to apply a mixed method to study the English learning motivation of private university students and the relationship between academic achievements and learning motivation.

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How To Improve The Export Competitiveness Of Jianlai Golden Pear

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Abstract: Jianlaishan golden pear is produced in Yulai Town, Tai'an City, which is known as "Shandong pear town". Because of its large yield and rich in vitamins, it is known as one of the "five Ming pears" in China. Although the total export volume of jianlai golden pear is large and there are many brands, the proportion of export volume in the total output is low, and there is an unbalanced situation of regional development. Strengthening quality management, establishing a good brand image, speeding up the establishment of golden pear export cooperatives, improving the ability of industry organization, establishing a global sales system, supporting the development of leading enterprises, and establishing the early warning mechanism of technical barriers to the export trade of jianlai golden pear are important ways to improve the export competitiveness of jianlai golden pear.

Key words: Export; competitiveness; pear

1. INTRODUCTION

Pear is known as "the master of all fruits". Golden pear is known as the "natural mineral water" of nature for its fresh and tender meat, sweet and sour taste and rich water quality. China has the largest planting area of golden pear in the world, about 186000 mu. "Jianlaishan golden pear" is produced in Yulai Town, Taian City, which is known as "Shandong pear town". Because of its large output, large export volume and rich in vitamins, it is known as one of the "five Ming pears" (botouya pear, Dangshansu pear, Shandong Laiyang pear, jianlaihuangjin pear and Korla pear) in China. Jianlai Town, Tai an City, Shandong Province is located at the foot of Mount Tai, at the intersection of Tai an City, Heze City, Jinan City and Linyi city. According to the records of history of Tai an, there is more than 3200 years of planting history of golden pear here. Jianlai town is not only rich in fruit forest, but also rich in Pear and peach cultural resources. Jianlai town is named after jianlai mountain, covering an area of 140 square kilometers. There are 34 administrative villages, 78 natural villages and 21 cooperative farms in the town. The planting area of golden pear is 3200 mu. Fruit tree cultivation industry and pear processing industry, which are dominated by the production and sales of golden pear, have become the pillar industries of national economic development in jianlai Town, and also the main source of financial revenue and farmers' income. They have driven 23000 people to obtain employment, and the average annual sales revenue of golden pear is 422 million yuan. As a mass-produced fruit product, the improvement of export competitiveness of Bailai Huangjin pear largely depends on the level of pear planting and the quality of pear products. In the context of China continuous

expansion of international trade in high-quality fruit products, the following must be done to gradually improve the export competitiveness of jianlai golden pear.

2. STRENGTHEN QUALITY MANAGEMENT AND ESTABLISH BRAND IMAGE

Compared with the harsh requirements of foreign consumers for Chinese fruit products, jianlai Huangjin pear should first be based on the domestic market and strive to be bigger and stronger. At the same time, we should formulate differentiated price policies according to the level of international regional demand, and give full play to the price advantage of China fruit products. We should start from the following aspects: 1. Strengthen the development of new technology and new products. According to the climate conditions, water conditions, temperature differences and traffic conditions in mountainous areas, the development and construction of huangjinli characteristic park should be formulated. It is necessary to increase the investment in fertilization technology, weeding technology and insecticidal technology, and gradually establish the strategic pattern of integration of scientific research and production of golden pear. It is necessary to increase the introduction of agricultural technical personnel, increase the strength of scientific and technological research and development, and promote the steady improvement of the production quality of jianlai golden pear.^② It is necessary to increase the R & D and investment in pollination technology, pruning technology and bagging technology, establish a good brand image of jianlai golden pear, and enhance its export competitiveness. It is necessary to carry out standardized sterilization and disinfection on the storage site of Huangjin pear to avoid the breeding and reproduction of various microorganisms and bacteria, and strengthen the publicity of transportation safety measures of Huangjin pear to ensure the "non-destructive" and "original" of pear products in the logistics process. At the same time, the water should be moistened gradually in the process of transportation to ensure the freshness and quality of golden pear when it reaches the wholesale market.^③ It is necessary to speed up the legislation and publicity work of "Tai an City jianlai Huangjin pear export safety supervision and management regulations", and ensure the steady improvement of the export scale and quality of jianlai Huangjin pear from the system.^④ It is necessary to establish a "reward and punishment system for safety supervision" led by the government. On the one hand, it is necessary to give material rewards to the units and individuals who abide by the regulations of work safety; on the other hand, it is necessary to resolutely investigate and punish the excessive use of dichlorvos and

fruit drop herbicides, and impose appropriate fines within a reasonable range.^⑤ It is necessary to firmly establish brand awareness and ensure the "integrity" and "transmission from generation to generation" of the brand image of jianlai golden pear. With the development of market economy, high-quality brand image, good reputation and pleasant feeling of eating are of great significance to the domestic and export of fruit products. The government and relevant administrative departments must constantly create new brands, new mathematical images and new markets. Only in this way can the golden pear become an important "engine" of the local economy, continuously promote the improvement of farmers income and the international spread of brand image.

Establish professional cooperatives of golden pear and improve the degree of organization of the industry.

In the era of rapid development of socialized mass production, only by continuously enhancing the unity, cooperation and mutual communication between different production entities can we "be at ease" in the ocean of market economy. The industrial thinking of building cars behind closed doors is completely contrary to the development trend of the times. Based on this, jianlai town should take the lead in establishing a professional cooperative of golden pear, and build a one-stop flow system of production, sales, distribution, storage and retail of golden pear through farmers planting cooperation, fertilization cooperation, irrigation cooperation, picking cooperation, transportation cooperation, quarantine cooperation and financial cooperation, so as to promote the organization degree of production, supply and marketing of golden pear. At the same time, it is necessary to speed up the construction of golden pear information cooperation institutions, employ high-quality employees of Internet of things companies to take temporary posts in golden pear deep processing enterprises, increase the construction of big data of golden pear production and supply, promote the role of block chain technology in the change of financing mode of golden pear processing enterprises, and promote the degree of industry organization and the level of industrial cooperation. We should resolutely overcome the blind export, private export and illegal smuggling of Golden Pear under the circumstances of information asymmetry, and ensure the balanced development of domestic and international golden pear market and the sharing of information resources. Only in this way can it win its own place in the fierce market competition.

3. ESTABLISH A GLOBAL SALES SYSTEM AND GRADUALLY EXPAND THE INTERNATIONAL MARKET

In the new era of ubiquitous e-commerce, global information exchange, dynamic personnel adjustment and changeable market, in order to expand the international golden pear market, we must establish an all-round and multi-level global sales system. First of all, we should firmly grasp the ability of old pear countries to absorb gold. Secondly, it is necessary to continuously expand the Russian market and the Mongolian market, grasp the diet

custom of drought and water shortage in Mongolia, and expand the ability of golden pear to enter the Mongolian market. For Russia golden pear export, we should adopt "low cost strategy" and "market share strategy", that is to say, we should occupy the Russian market in advance through low-cost sales, and then gradually increase the sales price of golden pear after the market is opened, so as to promote the improvement of foreign trade level. Thirdly, we should formulate special trading strategies for South Korea and Japan. We should adopt the strategy of "appearance priority" for the export of South Korea golden pears and "internal quality priority" for the export of Japan golden pears. At the same time, the relevant government departments of jianlai town should increase exchanges with European and American countries, and gradually expand the export markets of jianlai golden pear in Europe and the United States.

4. Improve The Industrialization Level Of Golden Pear, And Support Leading Enterprises To Expand Product Export

The bridge between the comprehensive competitiveness of farmers and pear enterprises will not be affected. At present, the leading enterprises of golden pear in jianlai town of Taian City mainly include jianlai town horticultural farm and jianlaizheng golden pear processing group. These enterprises shoulder the arduous task of going abroad and going to the world. For a long time, these leading enterprises have created a large number of high-tech enterprises such as deep processing enterprises, storage and transportation enterprises, refrigeration enterprises and so on. However, compared with the rapid development of fruit export trade market, there are still many shortcomings in the investment and financing and technological changes of these leading enterprises. Based on this, the government of jianlai town and relevant agricultural departments should speed up the improvement of the industrialization level of Huangjin pear in the following aspects to help the development and technological innovation of leading enterprises.^① We will increase technological innovation and support for leading enterprises. We should make full use of cross-border continuous purchase, vipshop and cross-border pinduoduo trading platforms to promote Bailai golden pear products. At the same time, the government should take the way of low interest, low interest or even interest free loans to help the leading enterprises of huangjinli finance and foreign trade business. Special loans should be used to support the purchase and maintenance of production equipment, processing equipment, transportation equipment and maintenance equipment of golden pear, and leading enterprises should be supported to actively seek new economic growth points.^② We should actively support large enterprises of golden pear to provide technical explanation and technical financing services to ordinary fruit farmers. It is necessary to speed up the construction of the inter Village Golden Pear investment and financing platform in jianlai town to provide risk liquidity financing for fruit farmers.^③ In order to solve the problem of insufficient working capital

for processing and marketing enterprises of golden pear, we should actively provide supporting funds for small and medium-sized golden pear production and marketing enterprises through Internet crowd funding business. ④ We should actively carry out the "non mortgage credit loan business". The production and marketing enterprises of golden pear are allowed to use free real estate, industry reputation and registered trademark for industrial financing, and the financial supervision department can obtain bank loans by virtue of the export order of golden pear, foreign credit certificate and "virtual resource mortgage certificate". The financial department should also set up a special fund for the international market of golden pear from the foreign trade development fund, so as to promote the internationalization level of golden pear industry in jianlai town. ⑤ In order to promote the export competitiveness of jianlai golden pear, export tax rebate and discount loan should be adopted for its export enterprises.

5. SPEED UP THE ESTABLISHMENT OF RISK EARLY WARNING MECHANISM, AND GRADUALLY BREAK THROUGH THE GREEN TRADE BARRIERS OF GOLDEN PEAR

All kinds of trade associations and the government of jianlai town should set up a special early warning and response mechanism for technical barriers. On the one hand, we should extensively collect the rules, characteristics and content requirements of various WTO, TBT, SPS agreements dealing with the export of China golden pear; on the other hand, we should timely release the international market supply and demand information, foreign exchange barrier information, export restriction information, agricultural product quarantine information and foreign exchange market information to the relevant golden pear export enterprises and ordinary farmers in jianlai town. At the same time, it is necessary to establish an exclusive network platform for foreign trade transactions of golden pear, release the supply information, product quality information, fruit growth information, UAV spraying pesticide information and price information of golden pear in jianlai Town, so as to reduce the risk of information asymmetry in foreign trade

transactions, break through various institutionalized and non institutionalized trade barriers, and create new opportunities for further expanding the export of golden pear. Create all favorable conditions.

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Research on the Competition of Commercial Banks under Internet Finance Environment

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Abstract: The rapid development of Internet technology in China has prompted China to enter the era of Internet finance. The emergence of mobile payment such as Alipay and WeChat has had a huge impact on traditional commercial banks. In the old financial market system, the mainstay position of traditional commercial banks is in danger. They are suffering from the diversion of deposit business by Internet finance; the key position is gradually replaced, and even the core business credit is also divided. But in the financial era of Internet information, commercial banks are facing great challenges, and bring a lot of opportunities. The development of the Internet is the trend of the times. This paper mainly analyzes how to take effective competitive strategies to turn the world into a better situation under the background of Internet. Through the optimization of win-win cooperation, talent introduction, innovation, optimization process and risk prevention, the paper makes itself invincible in the future development.

Keywords: Internet finance; Commercial banks; Compete

1. INTRODUCTION

Internet finance is the product of the development of Internet technology. The popularity of smart phones and the update of communication network technology provide an objective environment for the establishment of domestic online shopping platform. Alibaba, Tencent and Jingdong have launched the three party payment platform such as Alipay, WeChat payment and JD finance. Because of its fast portability, it can meet the actual needs of users, and is quickly recognized by consumers. And the follow-up Yu'E Bao, Huabei, Jingdong ious. The joining of Suning finance and others makes Internet finance rapidly occupy half of the domestic financial system, which brings great challenges to traditional commercial banks. Only when domestic commercial banks take the initiative can they not be eliminated by the trend of the times.

Commercial banks have been providing fresh blood for the development of national economy and become the mainstay of national development. Under the wave of Internet, all walks of life in the traditional economy have been impacted, including commercial banks. This kind of impact is not only a challenge, but also an opportunity. How to formulate a scientific response plan, give full play to their own advantages and improve their competitiveness is a problem that every commercial bank must seriously consider.

2. CHARACTERISTICS OF INTERNET FINANCE ERA

Through the analysis of the characteristics of the Internet financial era, it is helpful for commercial banks to

formulate reasonable competition strategies, mainly including the following points. The first is the low consumption cost. In the Internet era, customers can directly trade with corresponding companies on the Internet without leaving home. Whether financial companies or financial customers, the cost of consumption is relatively low. This also improves the social production efficiency and promotes the rapid development of productivity. The second is a wide range of business. In recent years, domestic Internet companies have sprung up, and their business scope is also very wide, which can meet the growing needs of the people. On the other hand, the Internet payment platform launched by Internet companies also greatly facilitates people's daily life. Third, high efficiency. Internet Finance saves a series of processes such as registration and queuing of traditional commercial banks. Direct payment in Alipay, WeChat and other payment platforms, fast and convenient. So Internet banking is welcomed by various consumer groups. The fourth is that the number of users is large. A statistical report shows that by the end of 2020, the number of Internet users in China will be close to 1 billion, and a large part of these Internet users will become Internet finance customers, promoting the vigorous development of Internet finance. [1]

3. COMPETITION STRATEGY OF COMMERCIAL BANKS UNDER INTERNET FINANCE

The tilt of national policy can not make commercial banks in an invincible position in the competition. The competition in the current financial market is no longer the competition for resources among commercial banks. In order to take the lead in the competition, we must keep pace with the times and seize the opportunity. The precious resource advantage of commercial banks lies in the perfect financial information system and huge business network. How to make full use of these resources has become the top priority. Through investigation and analysis, we should tap the potential needs of customers, check the customer information feedback to the commercial bank, improve the countermeasures, and implement the solutions to a series of problems in the service process.

3.1 Healthy competition, interconnection and win-win

With the rapid development of Internet finance, commercial banks are "becoming jittery at the mention of sth. frightful" and worried about their own status. They have adopted a hostile attitude and various methods to curb the development of Internet finance companies. It is true that in the face of the growth of Internet financial companies, commercial banks need to "be prepared for danger in times of peace", but there is no need to hold the

attitude of "the wolf is coming". They need to treat Internet financial companies with an inclusive attitude and strive to build a "community of financial destiny". Commercial banks should learn from the advantages of low cost and high efficiency of Internet finance, so as to make full use of advantages and avoid disadvantages and achieve mutual benefit. At the same time, the two sides actively explore a comprehensive cooperation plan to seek a win-win cooperation path. [2] For example, in terms of user data, the major commercial banks can establish a larger database through interworking with the Internet financial system, realize the statistics and screening of financial users, and greatly improve the macro nature and utilization level of the financial system.

3.2 Introducing talents to make it bigger and stronger

In the current domestic financial system, the professional knowledge of most bank employees is relatively single. With the acceleration of economic globalization, if domestic commercial banks do not want to be submerged by the economic tide, they must vigorously introduce compound talents. The so-called compound talents not only have excellent financial professional knowledge, but also have rich experience in computer management. More importantly, they should keep pace with the times, adhere to scientific development, actively promote the reform process of commercial banks, and provide continuous power for the sustainable development of commercial banks, so as to become bigger and stronger.

3.3 Development and innovation

Since ancient times, innovation has always been an indispensable driving force to promote the development of the times. The business model of "cash on delivery" is deeply rooted in Chinese people's thinking. However, after the establishment of Taobao, this mode of transaction has encountered problems. Without Ma Yun's innovative Alipay platform to solve the trust between users and sellers, there will be no boom in Internet finance today. Similarly, only when commercial banks have the courage to innovate, can they get out of the dilemma of low market competitiveness. For example, through product and business innovation, more flexible loan business and financial products will be launched to attract more young people's attention. It is worth noting that innovation is not equal to rash advance. In the process of promoting innovation, we should always establish a sense of risk prevention. In view of the large amount of loan business involved, commercial banks should seriously do a good job in risk assessment before customer loans, so as to ensure the safety of funds. [3]

3.4 People oriented and process optimization

Commercial banks must improve service level and continuously improve customer satisfaction. Since the reform and opening up, China's economy has been booming; the domestic society and culture have made great progress, and people's thinking has changed greatly with abundant food and clothing. They pay more attention to the quality of life, and the purchase of related products also pays first attention to the quality of service. [4] Therefore, when carrying out the relevant business reform,

commercial banks should do the following. First, they should be sincere to people, focus on cultivating the ability of communication between employees and users, face all customers sincerely and think for customers on the spot. The second is to be professional, optimize products and develop corresponding banking business according to the actual situation of users. Therefore, efforts should be made to improve service quality and efficiency, simplify business process, and enable users to complete business in a short time. In addition, commercial banks should improve the coordination ability between different departments, so that they can quickly find the corresponding departments to cooperate, when dealing with different businesses for the same customer.

3.5 Risk prevention and management optimization

Although domestic commercial banks have a long history of development and have formed a relatively perfect risk prevention system, they still can not relax their vigilance. With the deepening of reform, China's financial system continues to expose many weaknesses, commercial banks must be prepared to guard against business risks. First of all, commercial banks should establish a "barometer" system of risk management, strictly monitor the indicators, improve the existing loopholes, and nip the risk in the bud. Secondly, banks should give consideration to governance. When the risk appears, cut off the source of the risk immediately, so that the situation will not worsen and achieve the effect of stop loss. Finally, banks should actively refer to the risk management experience of the same industry, combine with their own actual situation, comprehensively optimize and improve the risk management system and ability.

4. CONCLUSION

Internet finance has become an indispensable part of today's financial industry. Because of its convenience and low cost, Internet finance has attracted wide attention. For traditional commercial banks, Internet finance is a strong competitor, but also a partner. Only when commercial banks face up to the advantages of Internet finance, learn from it modestly, and combine with their own characteristics, can they find out new business strategies to survive and grow up in the new era of Internet finance.

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Research on the Impact of Fiscal Competition on Local Fiscal Sustainability Under the New Development Pattern

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Abstract: The sustainability of local finances is an important indicator to measure the normal operation of local finances. Fiscal competition is a key factor that affects the sustainability of local finances. Appropriate fiscal competition can help restrict the behavior of local governments, release local economic vitality, and promote the sustainable development of local finances. On the other hand, excessive fiscal competition will cause a series of problems such as decline in fiscal revenue, waste of funds, and distortion of expenditure structure, which will not be conducive to the sustainable development of local finance. The measurement methods of local fiscal sustainability include three types: the stability test of indicators, the fiscal response function, and the simulation analysis of the model. The scope of their influence mainly focuses on tax decentralization, transfer payments, and fiscal vertical imbalances. By combing through the literature on the connotations, calculations and influencing factors of fiscal competition and local fiscal sustainability, it lays the foundation and direction guidance for further searching for methods of local fiscal sustainability that are suitable for my country's basic national conditions.

Keywords: Fiscal competition; Expenditure competition; Local fiscal sustainability

1. INTRODUCTION

The development of my country's economy mainly relies on the guidance of the government. Government behavior is an important factor that affects China's economic growth and at the same time affects fiscal sustainability. Under the new development pattern, my country is facing economic transformation, long-term structural adjustment and short-term economic stimulus. The growth pattern of regional finance has changed from a "double high revenue and expenditure model" to a "low revenue and high expenditure model." In addition, the tax reduction policy of the "VAT reform" of the tax system has further intensified my country's fiscal deficit and the scale of national debt, posing a serious challenge to the healthy and sustainable development of my country's economy. In actual research, fiscal sustainability is affected by many factors, and the fiscal competition behavior of local governments is undoubtedly one of the important influencing factors. Taking into account the obvious regional economic gap in our country, in order to increase the scale of resources, regional economic development and financial situation in the region, local governments compete for production factors by means of fiscal

competition. Out of financial and political incentives, local governments use taxation and expenditure methods to launch financial competition for resources such as enterprises, human resources, and technology. On the one hand, moderate fiscal competition can help restrict the behavior of local governments, increase local economic vitality, and make fiscal sustainable development. On the other hand, excessive fiscal competition will cause a series of problems such as decline in fiscal revenue, waste of funds and distortion of expenditure structure, which will not be conducive to the sustainable development of finance.

2. LITERATURE REVIEW

2.1 The connotation of fiscal competition

Foreign research on fiscal competition appeared earlier and focused more on the exploration of theoretical mechanisms in the early stage: Tiebout (1956) first proposed the theory of "voting with one's feet". This theory believes that people consider the living environment when they consider the living environment. At the same time, it will be associated with the local basic public service level. In order to attract the inflow of manpower, the local government will try its best to improve public products and services, so that the inflow of human capital will promote the growth of the regional economy [1]. Breton (1997) further improved the theory of fiscal competition and proposed "competitive government". The research on foreign fiscal competition has a relatively complete theoretical basis. He believes that local government competition refers to the use of government in different regional economic entities, including taxation, environmental policy, and Other social welfare and other means to attract capital, labor and other liquidity elements to flow into the region to enhance the competitive advantage of the region [2].

2.1.1 Analysis on the Growth Trend of the Publication Volume of Financial Competition Concept Literature

By searching the "Financial Competition" subject term of the China HowNet Resource Database, the search results show that foreign scholars started their exploration earlier. Foreign scholars began to explore fiscal competition in the 1980s. There were very few relevant literature studies at this stage, indicating that the research on fiscal competition during this period was in its infancy; after that, the related literature was further improved on the basis of the original theory. More and more documents analyze the existence and impact of fiscal competition from an empirical point of view. The total amount of documents reached its peak in the early 21st century. Subsequently,

domestic scholars began research in the early 21st century. After several decades of research, they have achieved a relatively high level of development. They began to

mature in 2015, mainly focusing on the competition of research expenditures.

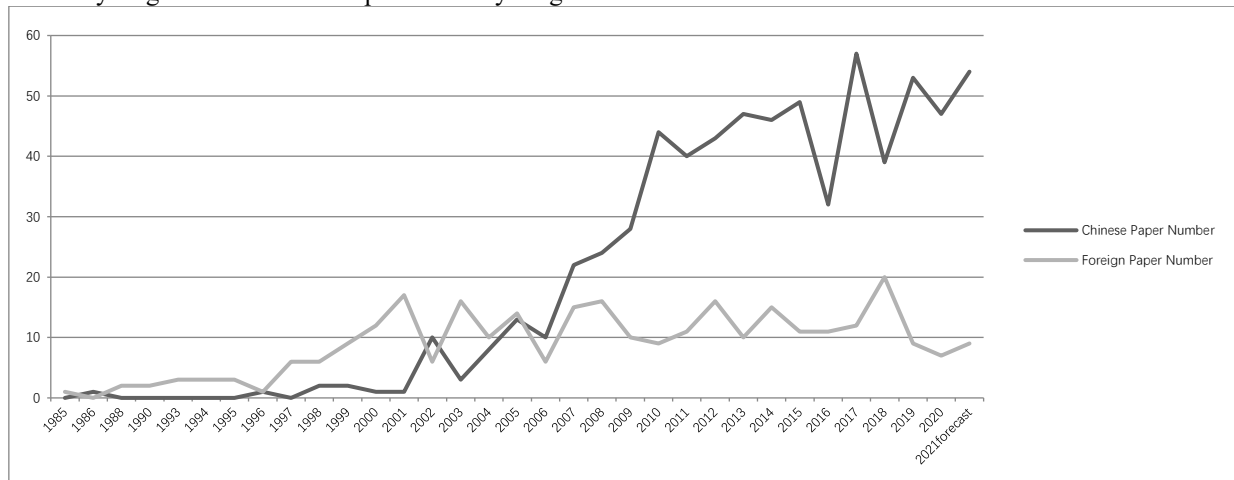


Fig. 1985-2020 Academic Attention in Researching Fiscal Competition at Home and Abroad

2.1.2 Research on the Existence of Fiscal Competition

Foreign empirical research on the existence of fiscal competition: Revelli (2002) used the GMM estimation method to explore the existence of local government competition in the UK [3]; Schaltegger et al. (2002) analyzed the existence of local fiscal competition strategies by using data from 1980 to 1998. Imitation, but in the case of direct legislation and fiscal autonomy, the imitation of competition is not important [4]; Allers et al. (2005) found that Dutch local governments use fiscal competition to imitate taxes through spatial measurement methods [5]. Baskaran (2010) used the panel data of 17 OECD countries from 1975 to 2001 to study the impact of fiscal decentralization on local government debt. The study found that expenditure decentralization significantly reduced public debt, while tax decentralization and vertical fiscal imbalances had a negative impact on public debt. Debt has no significant impact [6].

Domestic research on the existence of fiscal competition: Wang Shoukun et al. (2008) conducted an empirical analysis of my country's provincial panel data from 1978 to 2006 through the instrumental variable method, and the results showed the existence of tax competition among provincial governments in China [7]; Wu Wenzhong (2011) verified the existence of fiscal expenditure competition in my country's local finance according to the convergence criteria [8]; Fan Benai et al. (2014) used county-level data to construct a β -convergence measurement model to prove that there is obvious fiscal expenditure competition among county-level governments [9]. Based on the financial perspective, Li Yongyou and Shen Kunrong (2008) found that with the change of time, the extensive tax price competition in China has changed, and the competition strategy has expanded from the original pure tax price competition to the field of fiscal expenditure [10]. Under the Chinese-style decentralization system, Fu Yong and Zhang Yan (2007) believe that local government public expenditures are significantly distorted based on government competition under the performance evaluation, and

government competition will intensify the distortion of fiscal expenditures. The final impact of competition on expenditure depends on the degree of decentralization [11]. The tax-sharing system reform in 1994 led to the imbalance of local government revenue and expenditure and increasing fiscal pressure. This motivates local governments to compete for extra-budgetary fiscal revenue, thus forming fiscal competition among local governments (Tang Peng, 2014) [12]. In the context of China's decentralization, Qiu Donghua and Fu Runmin (2015) analyzed the impact of fiscal decentralization and local government competition on the scale of local governments, and conducted empirical analysis using county-level panel data from a province in western China. The results showed that: The higher the degree of power, the greater the expenditure responsibility of the local government, and the larger the scale of local government; the influence of local government competition on the scale of local government debt is relatively small [13].

2.1.3 Research on the Impact of Fiscal Competition

Scholars hold different views on the impact of local fiscal competition. Some scholars believe that government fiscal competition will have a positive impact: Guo et al. (2010) used spatial econometrics models to find that my country's provincial level Government fiscal competition mechanism has a positive impact on regional economic growth [14]; Ma Qing and Fu Qiang (2016) based on panel data of 29 provinces in China from 1985 to 2013. In the long term, local government competition and trade opening have significantly promoted our country's economic development [15].

On the contrary, another group of seniors believe that the negative impact of government fiscal competition: Zhou Yean (2003) believes that local government competition does not necessarily bring about economic growth, but may also cause damage to economic growth [16]. Zhou Li'an (2004) demarcates local government competition as a local official promotion tournament. He believes that local chief executives vigorously develop the local economy in order to obtain promotion incentives, which

has caused a lot of redundant construction problems in local economic development [17]. Tang Liping (2010) believes that local protectionism, vicious competition and other competition failures in local government competition have had a great negative impact on the development of national local governance. In the course of China's reform and opening up, the government has played an important role in regional development [18]. In addition, some scholars believe that the impact of fiscal competition has both positive and negative effects: Liu Yanan and Shao Yihang (2009) used a game model to discuss the problems of local government competition and regional economic differences under China's decentralization system, and argued that regional economic differences. There is a correlation between competition with local governments, and proposing an appropriate fiscal policy can balance efficiency and level [19]. Zhong Junwei and Lin Yongran (2018) used data from 267 prefecture-level cities in China from 2000 to 2013 to verify the impact of local government competition on China's regional economic spatial balance. The study showed that local government tax competition and local government fiscal expenditure competition are both equal. It promotes the spatial equilibrium of the regional economy, and subregional research shows that local government tax competition is conducive to the coordinated growth of the regional economy, but the fiscal expenditure competition of local governments shows dynamic inconsistency [20]. Wang Shuhua (2017) studied the impact of local fiscal pressure and government spending competition on the expansion of local government debt based on relevant panel data such as local government debt from 1997 to 2015, and conducted an empirical analysis of the country as a whole and the eastern, central, and western regions. The research shows: Local government pressure has not played a role in promoting the expansion of local government scale in the central region. On the contrary, it has played a certain inhibitory role in the eastern and western regions; local government expenditure competition has promoted the expansion of local debt scale. Especially in the western region, it is more significant [21].

2.2 The connotation of local fiscal sustainability

McCallum (1984) believes that most studies on fiscal sustainability are based on the agency model of government meeting intertemporal budget constraints as the starting point for analysis, and use different calculation methods to measure fiscal sustainability [22]. The concept of fiscal sustainability was first proposed by Buiter (1985), but its definition has not been clearly unified in actual departments and academic circles. The academic community understands the connotation of fiscal sustainability from the perspective of maintaining fiscal balance and the ability to repay debts [23]. In 1995, Bohn proposed a new idea: as long as the basic fiscal surplus ratio has a positive feedback effect on the fiscal debt ratio, intertemporal constraints can be met, thereby ensuring the sustainability of government debt [24].

2.2.1 Measurement conditions of fiscal sustainability

Regarding the method of measuring local fiscal

sustainability indicators: Domestic and foreign scholars have already had a wealth of experience in the research of fiscal sustainability.

Regarding the research of fiscal sustainability, foreign scholars mainly start with three types of methods: The first type is the stability test based on fiscal sustainability indicators. Hamilton and Marjorie (1986) based on the government's intertemporal constraints or Non-Ponzi conditions, derived the conditions for meeting fiscal sustainability, and used unit root or cointegration tests to test the above conditions. This type of method is simple and intuitive. It discusses fiscal sustainability only from the perspective of debt, and the applicability and reliability of the research are subject to certain restrictions [25].

The second category is based on the fiscal response function (Bohn, 1998). Bohn's research on fiscal sustainability is called the fiscal response function test. In the general equilibrium model, the optimal choice of households' holdings of government bonds is considered, and it proves that the fiscal budget surplus has a positive reaction relationship with the initial debt balance. Satisfy intertemporal budget constraints or meet fiscal sustainability conditions. This type of method overcomes the limitations of the first type of method, making the model more widely used in empirical research [26].

The third category is simulation analysis based on theoretical models. Blanchard et al. (1990) used the steady state of the theoretical model to describe the characteristics of sustainable finance, and discussed the necessary and sufficient conditions for the sustainability of government finances from a long-term perspective. This kind of steady-state analysis ignores the impact of short-term random shocks and the performance of economic transfer dynamics, which is not conducive to policy simulation analysis [27].

2.2.2 Research on the Sustainable Impact of Local Finance

Chinese scholars' research on the sustainability of local finances mainly focuses on the impact of tax decentralization, transfer payments and local debt. Some scholars used Buiter's test method to investigate the sustainability of local finances in my country, and the results showed that the sustainability of local finances in my country is generally weak. The scholar also studied the impact of tax decentralization on the sustainability of local finances, and obtained taxation points. Power can enhance the conclusion that local fiscal sustainability. Some scholars also test the sustainability of my country's local finances by constructing effective fiscal space. In addition, a large number of scholars separately discussed the impact of population aging, local government performance demands, overcapacity, local debt expansion, and local government debt risks on the sustainability of local finances.

Considering that our country is facing the background of economic transformation and structural adjustment, scholars have renewed the research on fiscal sustainability. Ma Zihui (2008) uses provincial panel data from 1979 to 2005, and uses 1994 as the node to conduct co-integration test, long-term co-integration coefficient estimation, and

panel Granger causality test on fiscal revenue and expenditure. The research results found that there was a long-term equilibrium in local fiscal revenues and expenditures from 1979 to 2005, and the hypothesis of "synchronization of revenue and expenditure" was met before 1994, and the hypothesis of "income by expenditure" was satisfied after 1994 [28]. Zhu Jun and Nie Qun (2014) used fiscal revenue and expenditure data from 1978 to 2012 to study the sustainability of the country as a whole and three provincial samples respectively, and found that our country's current overall and sample provincial fiscal revenues and expenditures are sustainable [29]. In addition, Tang Xianglai and Kong Jiaojiao (2014) used a single province in Jiangsu as a sample to distinguish between small and medium fiscal revenues and expenditures, and carried out a co-integration test on Jiangsu's fiscal sustainability from a dynamic perspective. The results found that Jiangsu's fiscal reliance on central transfer payments is extremely high under the small caliber, and the increase in local non-tax revenue under the medium caliber has strengthened the sustainability of local fiscal [30]. Wang Dexiang (2016) conducted an empirical study on the fiscal sustainability of my country's medium-sized cities based on the fiscal revenue and expenditure panel data of 106 prefecture-level cities from 2003 to 2013. The results show that there is significant co-integration between the fiscal revenue and expenditure of medium-sized cities, but the sustainability is weak [31].

2.2.3 Research on the Impact of Fiscal Competition on Local Fiscal Sustainability

Based on the above theoretical analysis, research on the impact of domestic fiscal competition on local fiscal sustainability: Sun Zheng (2017) analyzed the relationship between local government performance demands, tax competition and fiscal sustainability by studying provincial panel data from 2005 to 2015 relationship. The empirical results show that the horizontal tax competition among local governments has significantly improved the sustainability of local finances. For tax competition, although the unemployment rate has a negative impact on fiscal sustainability, on the other hand, local governments are pursuing high-growth GDP, tax competition has weakened the effect of economic growth on fiscal sustainability [32]. Sun Zheng et al. (2019) analyzed the different tax types of tax competition and found that there are significant differences in the competition of different tax types of income. The competition between value-added tax and corporate income tax has improved fiscal sustainability, while the impact of business tax on fiscal sustainability has not changed significantly [33]. Wang Qing et al. (2020) analyzed the provincial panel data from 2004 to 2018, used the super-efficiency DEA model to evaluate local fiscal efficiency, and built a spatial Dubin model on this basis to analyze the spatial spillover effect. The results showed that fiscal efficiency has the same regional characteristics. Qualitatively, fiscal competition has a spatial spillover effect on local fiscal efficiency [34]. Du Tongwei et al. (2020) believed that fiscal competition, whether it was tax competition or expenditure competition,

had a significant negative impact on fiscal sustainability [35].

3. CONCLUSION

After reviewing the relevant literature, this article shows that there are not a few achievements in the domestic and foreign academic circles on the sustainability of local finances, but the conclusions and viewpoints drawn by different scholars from different perspectives are different. The following conclusions can be drawn through the inspection of relevant literature:

3.1 In terms of government fiscal competition, the current research is mainly focused on the existence and impact of local government competition. my country's research on local fiscal competition draws on relevant foreign theories and empirical research, combined with the background of our country's fiscal decentralization, most of the domestic research mainly focuses on expenditure competition. The level of tax competition is rarely involved. This is because our country's tax legislation is concentrated in the central government, and local governments lack tax autonomy. It is difficult to effectively use tax tools to attract investment to promote local economic development.

3.2 First of all, regarding the meaning of fiscal sustainability, the existing literature does not strictly distinguish fiscal sustainability, debt sustainability, or government sustainability. The state of vague definition makes the evaluation method unable to be unified. In addition, foreign scholars already have a wealth of experience in the study of fiscal sustainability. As far as my country's fiscal sustainability research is concerned, it is still in its infancy. Regardless of the definition, measurement conditions, measurement index selection and measurement methods of fiscal sustainability, they all learn from the existing research results of foreign countries. According to the different national conditions of each country, the existence of fiscal systems is also very different. Research on fiscal sustainability in my country needs to be more closely integrated with the central and local fiscal systems and the actual operation process, and gradually form measurement indicators, analysis frameworks and empirical methods that are in line with our country's national conditions.

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Analysis of Cultural Orientation in Senior High English (Foreign Language Teaching and Research Press edition) from the Perspective of Intercultural Communication

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Abstract: In 2017, the new Standards of English Teaching in Senior High Schools was promulgated and it specifically pointed out that cultural awareness has become one of the core competences of English discipline. And English textbooks in EFL classrooms lay a solid foundation for intercultural communication. That's why the analysis of cultural orientations in English textbooks turns out necessary. This paper chooses Senior High English (FLTRP edition for short) as the research objective owing to their wide-spread use in China. It takes Cortazzi and Jin's (1999) culture model and has made some adjustments. To be more specific, cultural contents are classified in terms of target language culture, native language culture, universal culture, comparative culture and other culture. Based on the culture model, this paper conducts a detailed analysis of the cultural contents in five core volumes by using content analytic method. Last but not the least, the paper analyzes the problems and proposes some implications. Based on the research, this paper has found out the variety of topics, the obvious paucity of native language culture and comparative culture and too large proportion of other language. And this paper has proposed three means for compilers to improve the textbooks, that is, supplementation, deletion and expanding.

Key Words: Cultural Orientation; English Teaching; Senior High English (FLTRP edition); Intercultural Communication

1. INTRODUCTION

Culture and communication have an effect on each other. On one hand, culture deepens people's perceptions of reality; on the other hand, it helps program people's language patterns. Communication, in turn, enriches the content of culture. However, the diversity of cultures greatly obstructed the efficient communication among individuals, communities and even nations. As the differences among diverse cultures cannot be eliminated, how to develop the awareness of cultural differences is of essential significance. Furthermore, greater importance has been attached to the national belongingness in the field of education nowadays. In 2017, the new Standards specifically pointed out that cultural awareness has become one of the five core competences of English discipline. Apart from the basic knowledge and skills, greater attention should be paid to the development of

students' intercultural competence as it's the guarantee of decent use of language in elementary education. English textbook, as an indispensable part of English teaching, provides a chance for cultural transmission. Of all the senior English textbooks, this paper chooses Senior High English (FLTRP edition) as the objective by analyzing its cultural orientation so as to help the secondary teachers comprehend the teaching materials better and provide suggestions for the textbook compilers to update the teaching materials to better versions.

2. CULTURE

Culture is rich in both its denotations and connotations. Scholars from different academic fields have different interpretations of culture. E.B Tylor (1871) proposed culture should be treated as a complex whole of our social traditions and as prerequisite for us to be a member of the society. Rosaldo pointed out that culture is far more than a mere catalogue of rituals and beliefs (Rosaldo 1984:137). Patrick R. Moran (2004:24) defines culture as "the evolving way of life of a group of person, consisting of a shared set practices associated with a shared set of products, based upon a shared set of perspective on the world, and set within specific social contexts". The most widely-used definition of culture is that "Culture is that which individuals, groups and societies produce and acquire in order to function effectively" (Robertson 1992:40).

Culture can be a set of fundamental ideas, practices, and experiences of a group of people that are symbolically transmitted generation to generation through the teaching and learning process. Culture may refer to beliefs, norms and attitudes that are used to guide our behaviors and to solve human problems. Moreover, culture can be viewed as a system of expressive practices and mutual meanings associated with behaviors. The concern of this paper is to analyze the cultural orientations in two different senior English textbooks. Thus, this paper would like to cite the definition of culture in the new Standards, that is, "Culture mainly refers to history, geography, customs, traditions, lifestyles, literature art, codes of conducts and values in English-speaking countries".

2.1 The classification of culture

Culture can be classified in various ways. According to Allen and Valette, culture can be classified culture into "C culture (culture with a big c) and c culture (culture with a small c)" (Allen, Valette 1982:325). Big c culture

embodies all respects of human, such as literature, art, music, architecture, philosophy, scientific and technological achievements and so on, while small culture reflects lifestyle, social organization, custom, code of conduct, relationship and so on. Another scholar Zhang Zhanyi(1983) proposed that culture can be classified into “knowledge culture” and “communication culture”. Knowledge culture refers to the linguistic and non-linguistic components which doesn’t directly affect the usage of language and the transmission of information between two people from different cultural backgrounds. Communication culture refers to the linguistic and non-linguistic components that directly affect the usage of language and communication. Zhang’s classification of culture, however, is relatively general, not specific enough to be applied to the analysis of the cultural orientations of English textbooks. That’s why other classifications should be introduced here.

According to Cortazzi and Jin (1999), cultural contents in textbooks can be divided into three categories, that is “source culture contents”, “target culture contents” and “international target culture contents”. Source culture contents refer to the materials reflecting the learners’ own culture. Target culture contents refer to the materials reflecting the culture of the country where the foreign language is used as a first language. International target culture contents refer to the materials reflecting different kinds of cultures where the target language is used as an international language. Wang Fei (2010) further classifies culture into five categories, that is, target culture, native culture, comparative culture, non-English country culture and common culture. Based on the two previous classifications, this paper has made some adjustments by classifying culture into target language culture, native language culture, universal culture, comparative culture and other culture. Target language culture refers to the culture of inner circle of English-speaking countries, that is, American culture and British culture in this paper. Native language culture refers to the learners’ own culture, that is, Chinese culture. Universal culture refers to culture of both the outer circle and other countries except China. Comparative culture refers to the contrastive culture materials comparing at least two sorts of cultures. The last category, other culture refers to common knowledge, and those cultural contents that are hard to be classified, such as natural environment, pollution and so on.

2.2 The relationship between culture and language

The study of the relationship between culture and language has continued for years, but scholars from different disciplines still have not reached consensus on the degree to which culture and language are associated with each other. This paper will introduce the viewpoints as follows.

Firstly, language and culture are closely connected. Kramersch (1993) proposed that culture and language form “a single universe or domain of experience”. In line with Kramersch’s viewpoint, Kluckhohn holds that “Human culture without language will be inconceivable” (Kluckhohn 1944:26).

Secondly, language determines culture. As “Sapir-Whorf

Hypothesis” proposes, language not only transmits, but also shapes our thinking, beliefs and attitudes. According to Sapir, language is the medium of expression for human society and it conditions our ways of thinking. Whorf (1952) further showed that a people’s cultural background can be easily recognized by the language they use. Language can not only program our mental activity but also guide our analysis of what we conceive. Whorf considered language the originator of culture. Language controls the human beings’ cognitive system in the process of interaction, and this, in turn, programs the human beings’ experience.

However, the dispute of whether Sapir and Whorf exaggerated the role language plays in the human society has continued over the years. some scholars contend that language merely reflects, not shapes our thinking, beliefs and attitudes. Erickson, Lind, Johnson, and O’Barr (1978), for instance, claimed that language reflects the degree of power one can exert. Wiener and Mehrabian (1968) proposed that the way one uses language reflects one’s (1) liking or disliking; (2) degree of intimacy; (3) willingness to take or not take responsibility.

In summary, language and culture are so closely intertwined that learning a language is inseparable from learning its culture.

3. ANALYSIS OF CULTURAL ORIENTATION IN SENIOR HIGH ENGLISH (FLTRP EDITION)

Senior High English (FLTRP edition) includes 11 volumes, the first five of which are required and the last six are optional. As the core five volumes are widely used in the secondary school, this paper will mainly conduct research on them. As for the Senior High English (FLTRP edition), each volume consists of six Modules and each Module is formed by the following parts: Introduction, Reading and vocabulary, Grammar 1, Listening and vocabulary, Grammar 2, Pronunciation, Writing, Everyday English, Function and Speaking, Cultural Corner and Task. Since reading and vocabulary and cultural corner cover most of the cultural contents of the textbooks, this paper chooses them as the main research objectives.

Firstly, the reading contents of Senior High English (FLTRP edition) are classified in terms of target language culture, native language culture, comparative culture, universal culture and other culture. Secondly, this paper analyzes the distribution of different cultural types in reading materials. Thirdly, it counts the occurrences of different cultural types in the textbook. Last but not the least, this paper concludes and evaluates the cultural orientation of Senior High English (FLTRP edition).

The detailed analysis can be seen from the following tables. (Note: TLC=target language culture; NLC= native language culture; CC=comparative culture; UC=universal culture; OC=other culture)

Table 2-1: The rate of cultural type in reading materials of Senior High English (FLTRP edition)

	Volume I	Volume II	Volume III	Volume IV	Volume V
TLC	8%	25%	8%	17%	25%
NLC	33%	33%	17%	33%	8%

UC	25%	17%	25%	8%	33%
CC	8%	17%	8%	8%	8%
OC	25%	8%	42%	33%	25%

From Table 2-2, it can be seen that target language culture, native language culture, comparative culture, universal culture and other culture appear in every volume of *Senior High English* (FLTRP edition) with different occurrences. Target language culture can be found in Module 1 of Volume I, Module 2, Module 5, Module 6 of Volume II, Module 6 of Volume III, Module 2, Module 5 of Volume IV and Module 1, Module 3 of Volume V. Native language culture has the largest proportion, with Module 1, Module 2, Module 3 and Module 4 of Volume I, Module 1, Module 3, Module 5 and Module 6 of Volume II, Module 5 and Module 6 of Volume III, Module 2, Module 4, Module 5, Module 6 of Volume IV and Module 5 of Volume V. Universal culture is an important part, with Module 3, Module 4 and Module 5 of Volume I, Module 3 and Module 4 of Volume II, Module 1 and Module 5 of Volume III, Module 3 of Volume IV, and Module 2, Module 4 and Module 5 of Volume V. Meanwhile, comparative culture has the smallest proportion of the cultural contents. It can be found in Module 2 of Volume I, Module 1 and Module 4 of Volume II, Module 2 of Volume III, Module 6 of Volume IV and Module 1 of Volume V. Other culture is the main component too. It can be seen in Module 5, Module 6 of Volume I, Module 2 of Volume II, Module 2, Module 3, Module 4 of Volume III, Module 1, Module 3, Module 4 of Volume IV, and Module 2, Module 6 of Volume V.

From Table 2-3, it can be known that target language culture as well as comparative culture takes up 8 % of the reading contents respectively. Universal culture and other culture account for 25 % respectively while native language culture has the largest proportion, that is, 33 %. In Volume II, other culture has the smallest proportion, that is, 8 %. And both universal culture and comparative culture take up 17 % of the reading materials. Target language culture accounts for 25 % while native language culture takes up 33 %. In Volume III, target language culture as well as comparative culture accounts for 8 %. Native language culture takes up 17 %. Universal culture takes up 25 % and meanwhile, other culture accounts for 42 %. In Volume IV, universal culture and comparative culture take up 8 % of the reading materials. Target language culture takes up 17 %. And native language culture and other culture accounts for 33 %. In Volume V, native language culture and comparative culture take up 8 %. Target language culture and other culture account for 25 % respectively while universal culture has the largest proportion, that is, 33 %.

4. CONCLUSIONS

4.1 Major findings of Senior High English (FLTRP edition)

From the above analysis, it can be drawn that target language culture, native language culture, universal culture, comparative culture and other culture are

incorporated in this set of English textbooks. However, these five categories of cultural types are not evenly distributed in each volume. The major findings of this set of textbooks are listed as follows.

Firstly, Senior High English (FLTRP edition) includes cultural materials of diverse categories with a variety of topics. The topics range from school life, nature disasters, films, music, literature and so on.

Secondly, both universal culture and other culture share a large proportion. In terms of *Senior High English* (FLTRP edition), universal culture takes up 21.7% and other culture accounts for 26.7%. However, there is an apparent paucity of comparative culture. There are only ten articles about comparative culture in *Senior High English* (FLTRP edition), which takes up 10% in all. The paucity of comparative culture weakens the effectiveness of the textbook. As the world is united more and more closely, humans are required to see things through the eyes of others and add the knowledge of other cultures into their own repertoire. There are altogether six modules in this set of textbooks, with the topics ranging from education, symbolizations of dragon, language, art, health care system and human development. Most of them discuss the heated issues nowadays while few really touch the inner core of culture, such as history and customs.

Lastly, large quantities of reading materials from Senior High English (FLTRP edition) are a little out of date as some of the data and news haven't been updated. For example, the Module 5 of Volume II chose Chinese taikonaut back on Earth as an example of the news, which took place in 2005. And at time some topics fail to arouse students' interest because these topics are far away from students' life and may make them speechless.

4.2 Implications

In view of the drawbacks, the suggestions for compiling the textbooks are proposed as follows.

4.2.1 Supplement

More reading contents concerning native language culture and comparative culture in terms of history, philosophy, traditions and customs, are supposed to be added into this set of textbooks.

4.2.2 Deletion

As other culture shares a too large proportion, the compilers should decrease its occurrences appropriately and make the distribution of each cultural type more even and rational.

4.2.3 Expanding

Reading materials of Senior High English (FLTRP edition) should be updated as time goes by. Culture is dynamic rather than static. The timely updating of teaching contents lays a good foundation for culture teaching. And when the topic is too hard for students to comprehend, compilers should expand more by giving notes or reading strategy and make the reading materials more available to understand.

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The Application and Innovation of National Cultural Symbols in Visual Communication Design

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Abstract: This article from the cultural inheritance, commercial value and aesthetic value of national culture are analyzed, from the color symbol and the evolution of the graphics and text symbols, briefly about the use of national symbols in visual communication design, analyzed the innovation of the national culture should follow the practical and The Times.

Key words: National cultural symbols; Visual Communication Design; innovation

1. INTRODUCTION

With the globalization of information communication and the diversification of visual symbols, a trend of retro thoughts has been set off. National cultural symbols should not only be used in visual communication design, but also be innovated on this basis. The symbol of national culture is irreplaceable, and it is committed to make up for the lack of national culture in modern visual communication.

2. THE VALUE OF NATIONAL CULTURE

2.1 Cultural inheritance

The use of national cultural symbols in visual communication design is not only a simple artistic creation, but also endowed with different cultural deposits, such as regional customs, ethnic customs, religious beliefs, etc., which has rich cultural connotations. The use of national cultural symbols makes the universal visual communication symbols have cultural value, which is conducive to the inheritance of traditional culture, and makes the national spirit penetrate into the lives of the public through a wide range of communication methods, thus affecting the emotions and thoughts of the people. For example, dragon totem represents honor and power in traditional Chinese culture, and the use of this symbol will cause people to have similar cognition. This kind of symbol has rich cultural heritage and eternal artistic power.

2.2 Commercial value

Currently, visual communication design is influenced by western marketing culture, and many products are imitating western design patterns. Although they pursue economic benefits, they also lose their own style. And in the design of national symbols, can have a unique color in the product market, to increase the bright spot for the product, so that it occupies a larger market share in the global competition. Visual communication design through the use of national cultural symbols, to a certain extent, enhance the affinity of products, but also get more attention. The design concept of "Chinese style" also brings certain publicity effect to the products, thus

improving the economic value.

2.3 Artistic Aesthetics

Product information communication design has become a kind of artistic creation, while the national cultural symbol used for the product, gives higher artistic value innovation in the visual communication design is applied, can make the products maximize play art aesthetic value, to do with simple packaging show the charm of products, so as to improve the performance of the product. The reference of national cultural symbols can make the works leak out more profound historical culture. To a certain extent, it enhances people's aesthetic appreciation and enhances the ornamental value of the works.

3. The application of communication design

3.1 Application of color symbols

The national cultural symbol contains many contents, among which the color symbol is one of the basic elements of the design transmission, and the designer creates the color symbol with a unique art form in the process of creation. The use of national colors should not only meet the basic needs of design, but also make traditional colors appear frequently in life, so that people can form an inertial memory in their brain, so as to deepen the impression of the designed works. In China's traditional color symbols, red represents happiness and enthusiasm, and is usually widely used on major festival occasions. Therefore, in the visual communication design, to show a festive atmosphere, you can use Chinese red as a color symbol. In ancient times, the fish pattern symbolizes harvest and prosperity, expressing the farmers' desire and longing for a good harvest in agricultural production. In visual communication design, the application of national color symbols is mainly reflected in the use of colors of objects with national characteristics.

3.2 Evolution of literal symbols

The national symbol has a rich process of evolution in the history of our country. In modern visual design, designers usually adopt two forms to apply national cultural symbols, that is, split mode and assembly mode. Different combination forms, the display of artistic effect is also different. For example, when designing the logo for the 2008 Olympic Games, the designers combined traditional seals with calligraphy. The shape of "Beijing" is changed so as to show the running posture of athletes, reflect the spirit of athletes, echo the theme of sports, and thus reflect the national charm of China [1]. There are also national cultural symbols in our daily life. For example, we can also see the deformed Chinese characters used in the propaganda of the shopping mall. The symbolic

characteristics of the characters are used to increase the highlights of the visual design, so as to attract consumers. In different situations, the design concept can also deliver different design effects. Therefore, the application of ethnic cultural symbols not only needs to complete the task of information transmission, but also needs to promote the wisdom and culture of our nation and highlight our own flavor of The Times while enhancing the visual transmission effect.

3.3 Ethnic graphic symbols

Graphics are the most common basic elements in visual communication design with strong expressive force and high recognizability. For example, folk masks, window cuttings, costumes and so on directly represent a certain ethnic customs, which can bring people a brand new visual feeling when applied in visual communication. For example, the addition of drama elements in the design can not only show the national characteristics, but also increase the cultural connotation. When Dong-e E-Jiao designed the packaging of Canna, it adopted the image of "Flower Dan" as the design theme with strong drama characteristics, which not only expressed the functionality of the product, but also conveyed the classical national art and carried forward the spirit of Chinese national culture. For other symbolic symbols, it is also worth our further study to inherit the national graphic symbols.

4. COMMUNICATE INNOVATION IN DESIGN

4.1 Practical design

Most of the visual communication design, the service object is people, people to buy products in our daily life, the pursuit of practical value is main, therefore, when designing products, application of national characteristic symbol, should focus on practical, avoid flashy, commitment to meet the aesthetic needs of people at the same time, realize the practicability of products. In the fast-paced life, designers must be close to life in order to design products for use. At the same time of the innovative application of symbols with national characteristics, the traditional national culture should be fully infiltrated into the design, so that it can show its artistic aesthetic concept. We should not only grasp people's purchasing psychology and aesthetic needs, but also ensure that the products are

simple, accessible and sophisticated, so that ethnic elements can be integrated into life more naturally [2]. Practicalization is the development trend of modern visual communication art, and it is also the idea that we must follow at present.

4.2 Follow The Times

With the progress of science and the rapid development of economy, the development of visual communication art has also been affected. Therefore, designers should pay attention to the current trend and development trend when adding national characteristic symbols in the design, so as to avoid the immutable situation and grasp the essence. With the development of The Times, traditional culture and modern culture should be combined to make products more in line with people's needs, and also make national cultural symbols show their unique brilliance in modern society. At present, the phenomenon of product assimilation in visual communication design is more serious. If national culture is to be innovated in visual communication, it is necessary to find a new way, not relying too much on traditional cultural elements, but digging out representative design elements to better express the design effect.

5. CONCLUSION

National cultural symbol is a reflection of national cultural history background, also has certain reference value, artistic inspiration for designers, widely used in the visual communication design, to enhance the visual communication design works of historical value and commercial value, also make the national culture has been widely spread all over the world, to implement the national cultural heritage.

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The Solution of Vehicle Congestion Time Based on Wave Theory

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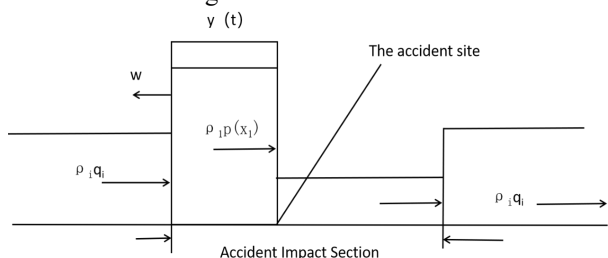
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Abstract: Using wave theory, the traffic situation as a "traffic wave", based on saturation flow rate, the density of traffic flow parameters of vehicle operation correction to build traffic to accident clearing time parameter computation model.

Keywords: Wave theory; Traffic congestion; Accident clearance time

1. THEORETICAL BACKGROUND

In traffic flow theory, the interface between two adjacent states of traffic flow is called "traffic wave", abbreviated as "wave". When the accident occurs, the traffic capacity of the accident point decreases. If the upstream traffic demand exceeds the capacity of the bottleneck point, there will always be a return wave. When the accident is ruled out, there will be a "starting wave". At the same time, there will be a subsequent vehicle arriving, that is, there is a return wave, both of which exist at the same time, and both of them are moving backward.



2. MODEL ASSUMPTION

Figure 1 A map of traffic waves at the accident site

Suppose that when a traffic accident occurs, the demand flow in the upper reaches of the lane decreases to Q_1 , the corresponding density is recorded as ρ_1 , and the capacity of the bottleneck point decreases to $p(x_1)$, and the traffic flow density increases to p_{x_1} . The duration of the accident is t_1 . After troubleshooting, the queuing vehicle is driven out at the saturated flow rate $p(x)$, and the corresponding density is recorded as ρ_s .

The definition of the duration of general abnormal events refers to the time required from the occurrence of traffic anomalies to the return of traffic flow to normal. It consists of four stages, the 1 stage is the traffic anomaly event generation to the AID system detection and confirmation of the event; the second stage is the response phase, that is, from the confirmation event to the confirmation event. Rescue vehicles arrived at the scene of the incident; the third stage is to clear the time to ask, that is, from the rescue vehicle to reach to leave the scene; the fourth stage is the stage of traffic flow recovery, that is, from the incident clearance to the complete dissipation of the queue, the traffic flow returned to normal. The accident duration here refers to the total time of the first 3

stages, also known as the accident clearance time.

3. MODEL ESTABLISHMENT AND SOLUTION

The relationship model between flow and density is determined by observation. In this paper, the GREENSHIELD flow-density model is used, as shown in the following figure, and the demand flow Q_1 belongs to the unobstructed flow pattern with high speed and low density, while $p(x_1)$ belongs to the vulgar and dense congestion state.

Then

$$\omega_{OB} = u_f \left[1 - \frac{\rho_{p(x_1)} + \rho_1}{\rho_j} \right] \tag{1}$$

t_B can be obtained by solving triangles

$$h(k) = \frac{dq}{d\rho} \tag{2}$$

$$\frac{y_B}{t_B} = -\omega_{OB} \tag{3}$$

$$\frac{y_B}{t_B - t_1} = -h(\rho_{p(x_1)}) \tag{4}$$

Available from the above two formulas

Owing to

$$t_B = \frac{h(\rho_{p(x_1)})t_1}{h(\rho_{p(x_1)}) - \omega_{OB}} \tag{5}$$

Therefore

$$h(\rho_{p(x_1)}) = \frac{dq}{d\rho} \Big|_{\rho=\rho_{p(x_1)}} = u_f \left(1 - \frac{2\rho_{p(x_1)}}{\rho_j} \right) \tag{6}$$

So

$$t_B = \frac{(\rho_j - 2\rho_{p(x_1)})t_1}{\rho_1 - \rho_{p(x_1)}} \tag{7}$$

When $0 \leq t < t_B$

$$y(t) = -\omega_{OB} * t \tag{8}$$

Let ρ_R denote the traffic flow density of any point on the curve segment BCD, then the wave velocity of that point is

$$\frac{dy}{dt} = -(q_R - q_1) / (\rho_R - \rho_1) = \frac{u_f}{\rho_j} (\rho_j - \rho_1 - \rho_R) \tag{9}$$

$$y_R = -h(\rho_R) * (t - t_1) = -u_f (1 - 2\rho_R / \rho_j) * (t - t_1) \tag{10}$$

Thus

$$\frac{dy}{dt} = -\frac{u_f}{2} + \frac{y}{2(t - t_1)} + \frac{u_f \rho_1}{\rho_j} \tag{11}$$

The equation can be transformed into homogeneous differential equation, let $T = t - t_1$, thus

$$\frac{dy}{dT} = \frac{1}{2} \left[\frac{y}{T} - h(\rho_1) \right] \tag{12}$$

$$y = \omega T \tag{13}$$

The queue length of any point on the curve segment BCD is obtained

$$y_{BCD}(T) = \frac{(-h(\rho_{p(x_1)}) + h(\rho_1))(TT_B)^{1/2}}{-h(\rho_1)T} \quad (14)$$

Thus

$$y_{BCD}(t) = \frac{(-h(\rho_{p(x_1)}) + h(\rho_1))[(t - t_1)(t_B - t_1)]^{1/2} - h(k_1)(t - t_1)}{-h(\rho_1)t} \quad (15)$$

Derivation of the upper formula to the time t

$$\frac{dy_{BCD}}{dt} = 0$$

The maximum length of queue 1 and the corresponding time are as follows

$$t_c = \frac{[-h(\rho_{p(x_1)}) + h(\rho_1)]^2(t_B - t_1)}{4[h(\rho_1)]^2 + t_1} \quad (17)$$

$$y_{BCD} = 0 \quad (18)$$

Available queue congestion time t

$$t = \left[1 - \frac{h(\rho_{p(x_1)})}{h(\rho_1)}\right]^2 (t_B - t_1) + t_1 \quad (19)$$

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Practice Orientation of Training Model for Preschool Teachers

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Abstract: Teachers are important human resources, and also an important guide to the growth and success of students. The historical responsibility of teachers to teach and educate people and to run the people's satisfaction is also an important task. The opinions of the CPC Central Committee and the State Council on comprehensively deepening the reform of teachers' team construction in the new era clearly pointed out that "we should comprehensively improve the quality of kindergarten teachers and establish a high-quality and good teachers team for teachers", This indicates the direction for strengthening the training of preschool teachers in the new period. On the basis of this requirement, all regions should speed up the innovation of kindergarten teacher training mode, focus on the practice of downward training innovation of kindergarten teachers, and effectively improve the scientific ability of kindergarten teachers to protect their teaching.

Keywords: Practice orientation; Kindergarten teachers; Train; Pattern; Practice

1. INTRODUCTION

It is an important guarantee to promote the reform of preschool education and achieve high-quality development to create a team of kindergarten teachers with excellent politics and professional skills[1]. In recent years, China has attached great importance to the training of kindergarten teachers, and has initially established a training system for all kindergarten teachers, which has greatly improved the overall quality of kindergarten teachers. At present, we need to focus on the practice orientation in the process of kindergarten teacher training, optimize the kindergarten training channels and modes, and effectively improve the overall construction level of preschool teachers under the new situation.

2. PRACTICE ORIENTED TRAINING OF KINDERGARTEN TEACHERS

Training is an important part of the construction of preschool teachers, which is of great significance to continuously improve the quality of preschool teachers and promote the high-quality development of preschool education [2]. In recent years, China has issued a series of documents on strengthening the construction and training of preschool teachers, continuously increasing the training of kindergarten principals, rural kindergarten teachers and inclusive private kindergarten teachers. However, we should see that with the in-depth development of preschool education in the new era, the existing training of preschool teachers is mainly based on theoretical orientation The practice oriented training mode has been difficult to meet the long-term needs of the construction

of preschool education teachers in the new era. With the continuous deepening of the current preschool education reform and the transformation and development, the training of preschool teachers needs to be timely transformed. Besides the effective traditional training methods such as expert teaching and group discussion, we should continue to adhere to the practice oriented training mode, More training should be given to preschool teachers in practice, so as to continuously promote the establishment of a high-quality preschool teachers team with noble morality, exquisite skills, reasonable structure and full of vitality.

3. PRACTICE ORIENTATION OF THE TRAINING MODE OF PRESCHOOL TEACHERS

The innovation of training mode of preschool teachers under the guidance of practice should focus on the diversification of training methods, improve the systematic, scientific and professional level of training work, and constantly improve the quality of training and education for preschool teachers. The following new training modes should be considered:

3.1 Accelerate popularization of post following training

Post training is a new mode of preschool education teacher training in recent years. The opinions of the CPC Central Committee and the State Council on comprehensively deepening the reform of teacher team construction in the new era clearly points out that "innovate the kindergarten teacher training mode, rely on Colleges and universities and high-quality kindergartens, and focus on the combination of centralized training and post practice to train kindergarten teachers" [3]. At present, all localities need to actively make overall plans, focus on the construction of new kindergarten teachers, take the improvement of new teachers' quality and professional ability as the core, support new and in-service kindergarten teachers to participate in on-the-job training in high-quality kindergartens in urban areas, and comprehensively experience the teaching philosophy and practice of excellent teachers in urban areas, So as to promote the rapid improvement of the teaching ability of new kindergarten teachers. Through on-the-job training, we should make the new kindergarten teachers firm their ideals and beliefs and love their work; In order to form a unique teaching style and teaching characteristics, we should expand professional knowledge, understand and grasp the teaching rules of early childhood education, master the routine requirements of early childhood education, enrich the teaching methods of early childhood education, and make clear the direction and path of their own career development.

3.2 Theme training

Compared with other forms of training, theme training takes a complete theme as a unit to carry out training, which has distinct direction, pertinence and purpose. Practice oriented kindergarten teacher training should not only strengthen the training of kindergarten teachers, but also pay attention to improving the quality and efficiency of kindergarten teacher training. Therefore, we should design a two-year to three-year progressive project based on special training, and build a complete logical chain on the training theme, because if the teaching hours of teacher training are relatively short, It is often difficult to really provide all kinds of skills and knowledge needed by preschool teachers' professional development. However, if the training time is too long, it is easy to produce work study contradiction. At the same time, each teacher's career development stage is different, and sometimes the homogeneous training is not suitable for every teacher. Therefore, when designing training projects, For example, for new teachers, various practical training projects with the theme of induction standardization can be designed, so as to help new teachers adapt to the job requirements better and faster; For in-service teachers, we can design training projects with the theme of improving the quality of education and teaching and research ability, which can effectively help teachers improve the level of education and teaching. This kind of training method is more targeted and can often improve teachers' enthusiasm and enthusiasm to participate in the training.

3.3 Construction of kindergarten teacher training expert studio

Expert studio training is a new way of teacher training emerging in recent years, which is similar to the professional development community of teachers. It is to gather teachers with similar situation and form a professional development community, so as to give full play to the exemplary, radiating and guiding role of excellent teachers in the studio, so as to realize the purpose of resource sharing and staff upgrading. In practice, kindergartens with conditions can actively try this way. They can now select excellent and advanced kindergarten teachers, take the lead in setting up expert studios, and

attract relevant kindergarten teachers to actively join. Generally speaking, four to five people are more suitable for a studio. In an expert studio, there are four or five people, Teachers can actively use the studio as a platform to carry out discussion, research and other related education and teaching activities on relevant education, teaching and research, and actively formulate professional development plans and carry out self-monitoring, so as to realize resource sharing, learning from each other and common progress.

4. CONCLUSION

In a word, the practice oriented preschool teacher training is a relatively complex systematic project, which needs to focus on creating a good external environment, improving the systematicness and professionalism of training design, realizing the diversification of training methods, channels and subjects, etc., starting from speeding up on-the-job training, adopting theme training and establishing kindergarten teacher expert studio, We should effectively improve the pertinence and effectiveness of preschool teachers' training under the new situation, and effectively promote the professional development of preschool teachers.

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Construction of rules and regulations system in Higher Vocational Colleges

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Abstract: In the context of the development of the education industry, its higher vocational colleges are also in constant development, in which higher vocational colleges need to pay attention to the construction of rules and regulations in the development, in the construction of rules and regulations system, its teachers and students need to abide by rules and regulations, to ensure that the management objectives of higher vocational colleges can be achieved. Rules and regulations system is also an important guarantee in the development of higher vocational colleges. This paper also analyzes the necessity of the construction of rules and regulations system in higher vocational colleges, and analyzes the problems in the current situation of rules and regulations construction, and puts forward some relevant suggestions for reference.
Key words: Higher vocational colleges; Rules and regulations; System construction

1. THE NECESSITY OF RULES AND REGULATIONS CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES

1.1 Promote the modernization of school governance ability

In the construction of rules and regulations in higher vocational colleges, the government has also put forward relevant policies, in which improving the governance level of the school is the part that colleges need to pay attention to, and at the same time, it should also promote the modern governance ability of higher vocational colleges. The improvement of rules and regulations in higher vocational colleges can better enhance the governance ability of higher vocational colleges, improve the governance mechanism of higher vocational colleges, and promote the transformation of governance mode in higher vocational colleges.

1.2 Important foundation for implementing the rule of law

The formulation of rules and regulations in higher vocational colleges is based on the actual situation in Colleges and universities, and also combined with the relevant administrative regulations of the government. The construction of rules and regulations can make the school form a systematic management mode, and at the same time, the management concept of managing the school according to law should be implemented in the management. The construction of the rules and regulations can better guarantee the standardization of the management work in Colleges and universities. At the same time, the construction of rules and regulations system in higher vocational colleges is also the guarantee of the rule of law for the development of high vocational colleges.

1.3 The necessary requirements for establishing modern university system

Under the background of university system, the higher vocational colleges need to innovate and change actively in the process of development[1], and also need to follow the development trend of the times to improve. The construction of rules and regulations in higher vocational colleges is an important foundation to ensure the scientific management and running schools according to law. Therefore, the improvement of rules and regulations system is needed in higher vocational colleges, so that the scientific management can be better realized in Colleges and universities can run schools in accordance with the law.

2. PROBLEMS IN THE CONSTRUCTION OF RULES AND REGULATIONS IN HIGHER VOCATIONAL COLLEGES

2.1 Imperfect rules and regulations

In the construction of rules and regulations system in higher vocational colleges, there are still many imperfections, among which the most important is that the rules and regulations are not perfect. There are still some places in the blind area of the system in higher vocational colleges, whose rules and regulations can not fully cover the whole school. For example, when higher vocational colleges communicate and cooperate with the outside world, there is no perfect system to restrict. Now the rules and regulations in higher vocational colleges have been constantly improved, but the management work in colleges has not been restricted by the supporting system, which makes the management work in higher vocational colleges have no details and its work can not be implemented. At the same time, the system construction of rules and regulations in higher vocational colleges is not reasonable, and the setting of reward and punishment system is not balanced.

2.2 The rules and regulations are not standardized

The formulation of rules and regulations in higher vocational colleges is mainly made by functional departments, and then after soliciting the opinions of relevant departments, it is deliberated by the leaders of higher vocational colleges, and then implemented and released by the leaders of higher vocational colleges. However, at present, when formulating the rules and regulations, the Department has not conducted in-depth investigation on the actual situation of the school, and has not planned in advance before formulating the system, which leads to the implementation of the system, the feasibility of its operation can not be guaranteed. Some higher vocational colleges also have no professional laws and Regulations Department, which makes the

construction of rules and regulations without the guidance of professional legal adviser, leading to the illegal problems in the rules and regulations.

2.3 Insufficient qualification of drafters of rules and regulations

In the formulation of rules and regulations in higher vocational colleges, it is necessary to ensure that the content needs to have a certain degree of rigor, and the form of its system also needs to be standardized. This kind of rules and regulations needs to have certain professional knowledge and practical experience to ensure the standardization of rules and regulations. But at present, when the rules and regulations in higher vocational colleges are formulated, the professionalism of their personnel is poor, and there will also be the phenomenon of nonstandard terms or unreasonable forms in the draft system. At the same time, the drafters do not understand the development trend of the society, which makes them unable to meet the development of the society in the formulation of relevant systems and out of touch with the society.

3. SUGGESTIONS ON IMPROVING THE RULES AND REGULATIONS OF HIGHER VOCATIONAL COLLEGES

3.1 Strengthen the quality training of management team

The construction of rules and regulations can make higher vocational colleges run well for a long time. At the same time, the management work in higher vocational colleges can be better implemented, which needs to improve the quality of the management staff in higher vocational colleges. The improvement of the quality of the management team in Colleges and universities can promote the construction of rules and regulations in Colleges and universities, which requires that higher vocational colleges should pay attention to the learning of professional knowledge of the management personnel, and the management personnel should also understand the relevant national laws and regulations, so that the construction of rules and regulations can be more legal and scientific. Managers should also conduct a comprehensive investigation of the actual situation in Colleges and universities, and also need to understand the changes of national education policies, so that the feasibility of the construction of rules and regulations in higher vocational colleges can be improved after the implementation.

3.2 Strengthen and improve the construction of institutional culture

Cultural construction is also the focus of Higher Vocational Colleges in the development of rules and regulations, so higher vocational colleges should strengthen the cultural construction in higher vocational colleges, so that the construction of rules and regulations system can be improved. This requires the functional departments in Higher Vocational Colleges to flexibly publicize the system according to the actual situation of the colleges when formulating rules and regulations, and at the same time, ensure that the teachers and students in

the colleges can implement the system [2]. This requires teachers and students to strengthen the understanding of the system, but also should consciously abide by, colleges and universities should also increase the publicity of the system, so that the rules and regulations in higher vocational colleges can be effectively implemented, teachers and students in colleges can play a binding role, actively carry out the construction of campus culture.

3.3 Strengthen supervision over the construction and implementation of rules and regulations

The construction of rules and regulations also requires the management personnel in Colleges and universities to strictly supervise the construction of the system. This requires their management personnel to understand the procedures and the implementation methods of the rules and regulations, so as to better manage the construction of rules and regulations. This requires that in higher vocational colleges, relevant principals can be set up to enable them to work with the personnel of the supervision department in the school, establish supervision institutions for the construction of rules and regulations, so that they can realize comprehensive supervision over colleges and make the rules and regulations be implemented in all aspects of colleges. At the same time, we need to strengthen the supervision of teachers and students in higher vocational colleges, so that teachers and students can understand the rules and regulations in Colleges and regulations, and strictly implement them. This also requires leaders in colleges to take the lead role, strictly abide by the rules and regulations in Colleges and regulations in the school, so that higher vocational colleges can form a good habit and good atmosphere.

4. CONCLUSION

To sum up, the long-term and sustainable development of higher vocational colleges is inseparable from the construction of good rules and regulations. This paper analyzes the necessity of the construction of rules and regulations in higher vocational colleges, which can not only promote the realization of modern management, but also ensure the realization of the rule of law in colleges, but also meet the establishment of university system. It also analyzes the problems in the construction of rules and regulations in Colleges and universities, and finds that colleges and universities should strengthen the training of management team, and strengthen the supervision in the construction of rules and regulations, so as to improve the ability of the construction of rules and regulations in Higher Vocational Colleges and ensure the long-term development of higher vocational colleges.

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Exploration On the Talent Training Mode Of Material Specialty For New Engineering

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Abstract: In the fourth industrial revolution, the traditional training mode of engineering talents can not meet the requirements of economic development for engineering talents. The construction of new engineering is the best strategy for China to face the rapid development of global science and technology. The major of materials is a popular major in higher education. Under the background of new engineering, the requirements of professional personnel training change. Comprehensive ability is the core goal of material professional talents training, through the combination of production and education as the guidance, the combination of social education as the auxiliary training mode, to achieve the goal of talent training. This paper introduces the background of new engineering and the requirements for the training of material professionals, and studies the training mode of material professionals in Colleges and universities, so as to provide a large number of high-quality innovative talents for the material market.

Key words: New engineering; Major in materials; Talent training mode

1. INTRODUCTION

At present, with the rapid development of global industry, the development of various industries presents new characteristics. The emergence of scientific and technological revolution needs the support of new engineering talents. The training of new engineering talents needs the assistance of industry and enterprises. Colleges and universities need to cultivate new engineering talents to meet the needs of scientific and technological revolution. Material engineering is a traditional engineering major. Under the background of new engineering, it is necessary to reform the teaching mode to meet the requirements of innovative talents. The materials research project is one of the first batch of new engineering construction projects required by the Ministry of education. In order to meet the development needs of new engineering talents, talents are required to have strong engineering practice ability and other comprehensive ability. New engineering teaching should pay attention to cooperative learning and other teaching strategies.

2. BACKGROUND OF NEW ENGINEERING

At present, new technological industrial revolution around the world is pushing forward the development of new economy. Internet plus and other important national strategies put forward new requirements for the reform

and development of higher education in China. In order to meet the needs of national talent training strategy, the Ministry of education vigorously carried out the construction of new engineering. Fudan consensus on the construction of new engineering in 2017 explores the connotation and characteristics of new engineering, and "Tianda action" carries out engineering education reform and research practice. The new engineering construction points out the direction for the reform of Higher Engineering Education in China.

In 2017, Fu University held a seminar on the development strategy of higher engineering education to explore the development path of new engineering construction [1]. The Ministry of Education held a seminar on the construction of new engineering courses at Tianda and held that intellectual talents should be provided for the development of the industry. Among the new engineering disciplines, engineering is an engineering discipline, which refers to the new industrial technology oriented discipline extending from other non engineering disciplines. New engineering emphasizes the practicality of the subject, and the combination of new technology and traditional industrial technology. It has become a social consensus to cultivate new engineering talents with the consciousness of innovation and entrepreneurship.

In response to the new round of scientific and technological revolution and supporting a series of national strategies such as service innovation driven development, the Ministry of education actively promotes the construction of new engineering, issues a notice on promoting the research and practice projects of new engineering, and explores the Chinese mode of assisting the construction of a powerful country in higher education. Fudan consensus, Beijing guide plays the main melody of talent training, we should carry out in-depth and systematic research and practice of new engineering, improve policies, turn the blueprint of building a powerful country in engineering education into reality, formulate Chinese standards, build a world engineering innovation center, and make positive contributions to the realization of the Centennial goal. The Ministry of education will increase the number of new engineering majors, set up special topics for new engineering construction, encourage the deployment of universities to make overall use of the special funds for education and teaching reform of central universities, encourage the education department to identify new engineering research projects, and strive for the local government to include new

Engineering in the talent development plan.

3. THE RELATIONSHIP BETWEEN NEW ENGINEERING AND PERSONNEL TRAINING OF MATERIAL ENGINEERING

Material science is the pillar of national economic development, and material engineering is the subject of studying the composition and structure of materials. Traditional teaching attaches importance to the cultivation of basic knowledge of talents, and the state puts forward the educational concept of cultivating applied talents [2]. The talent training mode of material specialty requires that the idea of running a university should be transferred to serve the local economic and social development. The talent training of material engineering in Colleges and universities emphasizes the combination with production practice, such as experimental teaching method.

With the coming of the new industrial revolution, a large number of high-quality innovative talents are needed. The traditional material specialty should adjust the quality structure of talents to make the talents of material engineering adapt to the needs of new engineering. In the training of material engineering talents, we should strengthen the professional position, pay attention to the practical ability and self-learning ability of material engineering talents. It is an urgent problem to clarify the talent training mode of material engineering specialty. With the national innovation driven development, engineering talents are required to have stronger innovation and entrepreneurship ability. There are structural surplus of engineering talents in China, and the ability of traditional industry talents to support the transformation and upgrading of manufacturing industry is weak. The training of engineering talents in Colleges and universities is out of line with the needs of enterprises, which can not meet the requirements of new engineering construction.

The development of new economy poses new challenges to the education of engineering talents. New engineering focuses on the characteristics of the Internet revolution and requires the cultivation of compound and innovative talents. New engineering development puts forward new goals for talents[3]. The notice of the Department of higher education on carrying out new engineering research mainly studies new ideas of engineering education and new system of classified development. The document emphasizes that new engineering talents are high-quality compound talents. New engineering talents should have professional academic spirit, learn new technology and solve future development problems.

4. PERSONNEL TRAINING OBJECTIVES OF MATERIAL SPECIALTY UNDER NEW ENGINEERING

Under the new industrial revolution, the humanistic quality, innovation ability and social responsibility of new engineering talents have attracted much attention. Under the background of new engineering, personnel training emphasizes the comprehensiveness of talents. The personnel training of material engineering major in Colleges and universities in China should closely follow the comprehensive requirements of the new engineering

construction. The training objectives of engineering materials major in Colleges and universities mainly include the cultivation of innovation ability and comprehensive quality.

The cultivation of innovation ability is the core goal of talent training system. The construction of new engineering emphasizes the importance of talent innovation ability. In Internet plus rapid development era, material engineering professionals should master professional knowledge. The cultivation of innovation ability is the core goal of the talent cultivation of materials major. Colleges and universities should improve the traditional curriculum system, pay attention to the cultivation of students' practical ability, and bring the courses of materials related machinery and computer into the teaching system.

Critical thinking includes interpretation, analysis, inference and other elements. Only professionals with critical thinking can analyze problems from a rational perspective and use professional knowledge to solve problems. University personnel training should pay attention to students' critical thinking, pay attention to the transformation of teaching methods, and strengthen the promotion of new teaching mode [4]. The sense of social responsibility is the basic requirement of talent training. In the new era, talents receiving higher education should understand social responsibility at a high level. It is required to have the feelings of home and country and strengthen the cultivation of legal consciousness of material engineering talents. Personal achievements need more support and assistance from the state. Material engineering professionals should have the feelings of home and country, improve the comprehensive quality of teachers, and stimulate students' feelings of home and country. We should create an atmosphere of home and country feelings on campus, so that students can always lead and transfer positive energy.

The legal consciousness of college students is related to the process of legal construction in China. The legal education of colleges and universities needs to be strengthened, so it is of great significance to strengthen the legal consciousness of students[5]. The cultivation of ecological consciousness is the weak link of university education. The university should pay attention to strengthening the students' ecological consciousness. The ethical consciousness of material engineering professionals is related to the quality of engineering. The cultivation of engineering talents in Colleges and universities should pay attention to ethical teaching, pay attention to the combination of knowledge and humanities teaching, and help students make correct choices in the future in the face of individual public interest conflicts. Under the acceleration of social development, the material engineering professionals must improve their own quality and have comprehensive quality to meet the requirements of the development of the times. The comprehensive quality of material engineering professionals includes ideological and moral quality, scientific and cultural quality, etc.

5. THE CURRENT SITUATION OF TRAINING THE

MATERIAL ENGINEERING PROFESSIONALS IN COLLEGES AND UNIVERSITIES

The construction of engineering materials course is based on the professional basic course. With the development of society, the development of material varieties is rapid. Under the background of new engineering, we should train high-quality professionals, make students master the material processing technology, understand the importance of processing process synthesis, train students' ability to analyze and solve problems in production, and lay a good foundation for further study of other professional courses. We should pay attention to the cultivation of material professionals' ability of innovation and practice and self-development. At present, there are many problems in the training of material engineering professionals in China, which is difficult to meet the requirements of the construction of new engineering departments.

In the personnel training of material engineering specialty in Colleges and universities, the professional basic courses include "polymer synthesis process", and the practical course "material forming process". The professional courses support each other, but the content only introduces the relevant theoretical knowledge, so it is difficult for students to integrate. University education focuses on cultivating students' ability to accept new things, but under the traditional education mode, most students lack the ability of independent innovation in scientific research [6]. There are many problems in teaching, such as how to connect dynamic simulation with classroom teaching, how to cultivate students' innovative spirit in scientific research, how to deal with single boring teaching problems, etc. At present, China is in the critical period of material production to become a powerful R & D country. With the progress of science and technology and the development of society, the development of material science and technology is very urgent. Cultivating innovative talents with multiple knowledge structure is the key issue of engineering materials education in Colleges and universities.

At present, there are many problems in the personnel training mode of material engineering specialty in Colleges and universities in China, such as single teaching method, backward assessment mode, and contempt for the construction of curriculum system. There is a gap between the training objectives of materials major in Colleges and universities and the requirements of new engineering, and there are many deficiencies in teaching methods and curriculum. For example, the training goal of engineering talents with one specialty and multiple abilities deviates from the demand of employers and fails to meet the needs of social and economic development; The lack of long-term planning of curriculum, the construction of a complete practical curriculum teaching system, and the construction of curriculum content around the construction of professional ability [7]; The form of teaching is single, lack of innovation and integrity, and students lack enthusiasm for curriculum participation; The evaluation of students is limited to the examination results, ignoring the cultivation of students' teamwork ability; The

integration of innovative practice education and basic courses is insufficient, and students are unable to use the knowledge flexibly. It is of great significance to reform the personnel training mode of material engineering specialty in Colleges and universities to promote the innovative development of material engineering talents.

There are many reasons for the problem of personnel training of material engineering major in Colleges and universities in China. The main reason is that the training mode does not meet the needs of China's economic development, the traditional concept of personnel training does not meet the requirements of engineering talents, and the old knowledge structure system can not meet the needs of material engineering professional technology. The rapid development of new economy needs the support of new engineering talents, and colleges and universities need to explore diversified talent training mode to cultivate engineering and scientific talents with cross-border integration ability. The implementation of major strategies such as innovation driven development in China puts forward higher requirements for engineering talents. The traditional talent training objectives of materials specialty can not meet the demand for engineering and technical talents, so the phenomenon of disconnection between theory and practice teaching must be changed. Higher engineering education certification requires students to have the ability to solve practical engineering problems and cross-cultural ability. There is an urgent need to reform the personnel training mode of material engineering specialty. The innovative personnel training mode should be student-centered and improve students' ability to solve engineering problems.

6. PERSONNEL TRAINING MODE OF MATERIAL ENGINEERING UNDER NEW ENGINEERING

The major of materials is an interdisciplinary subject in many fields, involving many disciplines such as physics and chemistry, extending to the major of material chemistry, biomaterials and so on. It is an emerging discipline to promote the development of high-tech industry. With the development of industrial technology, different industries need a wide range of multi-level new materials to meet the needs of technological progress. Guided by the construction of new engineering, combined with the strategic positioning of materials specialty, exploring the innovative talent training mode of new engineering specialty is helpful to promote the realization of the talent training goal of materials specialty in Colleges and universities. The talent training mode of material specialty under the new engineering includes the combination of production and education, the combination of science and education and the combination of social education [8].

In the new era, China needs comprehensive talents, and social education plays an auxiliary role in the cultivation of comprehensive talents. College students use their spare time to enter the society and participate in volunteer activities, which can stimulate their sense of social responsibility. In the new era, great changes have taken place in the society. It is beneficial for students to master new technology to establish contact with the society.

Colleges and universities should encourage students to participate in social activities. In order to cultivate comprehensive talents in the new era, we must strengthen social education so that students can enhance their self-confidence in social activities. Colleges and universities can understand the demand for talents through social investigation, and cultivate students into talents needed by the development of the times.

The mode of combination of science and education is the driving force of talent cultivation of materials major, including the combination of scientific research and teaching by teachers and students. In the era of knowledge and technology constantly updated, university teachers should take industrial innovation as the demand orientation to carry out scientific research activities, and use low cost and high efficiency to solve key problems such as technological innovation for the industry. In order to research and develop new products from the theoretical level, university teachers need to analyze and predict the industrial development in time, and solve practical problems for enterprises through scientific research achievements. University teachers can improve their knowledge and ability through scientific research activities, and bring new ideas and methods into the classroom. They can use scientific and technological projects to establish a scientific and technological innovation platform, so that students can combine their knowledge with practical operation.

The combination of scientific research and classroom learning can stimulate students' thirst for knowledge, make them realize the importance of professional courses and find their own lack of professional knowledge. Scientific research and classroom teaching promote each other in a virtuous circle, which can stimulate students' innovative thinking ability. Students can cultivate their innovative ability by participating in scientific research activities, which is helpful for graduates to serve the enterprise industry. The enterprise is the touchstone to test the talents of material specialty in Colleges and universities. Students should transform their knowledge into products through enterprise practice. Enterprises should play a guiding role in university training [9]. The combination of production and education is conducive to the information sharing between colleges and enterprises. Colleges and universities can obtain the latest information about products from enterprises, understand the satisfaction of enterprises to graduates, and employ enterprise engineers to give lectures for students.

7. PERSONNEL TRAINING STRATEGY OF MATERIAL ENGINEERING UNDER THE BACKGROUND OF NEW ENGINEERING

Under the background of new engineering, it is necessary to update the education concept for the talent training of material engineering specialty in Colleges and universities, and determine the talent training objectives as high-quality applied engineering and technical talents, engineering and technical talents with professional application knowledge and ability, and engineering and technical talents with independent learning and innovation ability. New engineering education requires that students'

practical ability should be cultivated, such as the ability to solve engineering problems in design management, and the improvement of students' engineering design analysis ability should be placed in an important position.

The new round of industrial revolution puts forward new requirements for talents. We should analyze the future development mode from the perspective of science, technology, economy and law. Engineering talents are required to have solid theoretical knowledge and rich practical experience, good leadership and technical organization integration ability. The personnel training mechanism of material engineering specialty in Colleges and universities needs to be improved. It is required to actively explore the compound cross training system, establish the talent training mode of undergraduate and postgraduate, and implement the top-notch innovative training plan for college students. We should strengthen the integration of material engineering and automobile machinery in Colleges and universities, pay attention to the opportunities brought by the frontier development of the discipline for the development of materials, build a wide range of general education, and pay attention to the integration of multi-disciplinary professional curriculum clusters. In the engineering materials major of colleges and universities, the academic tutor system is implemented by relying on the slip to guide the students in an all-round way and improve their professional quality. The key point of material engineering teaching is to cultivate students' innovative thinking. At present, there are some problems in the teaching of material engineering in Colleges and universities, such as single teaching method, single course too much emphasis on comprehensive knowledge system, resulting in students' lack of independent innovation space and so on. According to the requirements of new engineering construction, we should improve the curriculum system from strengthening bilingual teaching, innovating teaching methods, and integrating the curriculum system design into the concept of big engineering. We should actively adopt the heuristic teaching method to inspire students to think and discuss problems. Make full use of network teaching platform, integrate online and offline resources, present teaching courses in the form of online courses, promote the integration of information technology and teaching technology, improve students' autonomous ability, and improve the quality of engineering talent training.

According to the curriculum of gas material engineering, the bilingual courses such as heat transfer are selected. The basic course of material science is the professional basic course. The bilingual teaching is easy to refer to the latest development of foreign countries. The combination of general education and professional education is emphasized, General education and culture and art courses can be increased accordingly. For example, science and technology frontier lectures and other courses can be added as compulsory courses, and culture and art courses can be added as optional courses. Based on the combination of general education and professional education courses, students are guided to think

comprehensively from the perspective of technology, so as to lay the foundation for scientific and technological innovation.

8. EDUCATIONAL MEASURES OF COLLEGE MATERIAL SPECIALTY UNDER THE NEW PROJECT

With the development of new industry technology, how to maintain the advantages of traditional industry characteristics has become an urgent problem in the construction of university specialty. How to show the characteristics of engineering material professional talents training is a difficult problem to be solved in engineering education in Colleges and universities. Focusing on social high-quality resources to build a school enterprise collaborative education platform is an important measure of high-quality personnel training. In view of the problems of imperfect curriculum system in the training of engineering materials professionals in Colleges and universities, the reform of professional education should be based on the cross integration of new engineering disciplines, the goal of coordinated and shared talent training, and the reform should be carried out around the teaching curriculum structure, practical teaching and Curriculum evaluation teaching mode.

The construction of professional curriculum system should implement the principle of professional training objectives. Firstly, the curriculum system under the curriculum module should be constructed based on the professional training objectives. Materials chemistry and polymer materials engineering courses are set up in the major of materials engineering in Colleges and universities, and the construction mode of professional curriculum system focusing on innovation is adopted. The curriculum system is divided into basic curriculum group and practice teaching link. According to the training objectives, the teaching syllabus is formulated and the teaching content is set. The construction of general education curriculum group aims to build a comprehensive knowledge system, enable students to learn knowledge in the field of Humanities and Social Sciences, and improve cross-cultural communication ability and lifelong learning ability; The basic course group of subject is that students need to master professional knowledge, cross integrate with the course group of material science, and pay attention to the scientific and systematic curriculum. Curriculum is helpful for students to deepen learning and interdisciplinary learning; Professional courses are set according to the needs of social and economic development.

Relying on the materials engineering research center, colleges and universities design the teaching content combined with engineering practice teaching, and develop the course teaching demonstration video, so as to promote the professionalism and cutting-edge of the teaching content. For example, the principle of thermal conductivity of materials is integrated into the teaching courseware of building materials energy saving course, the content is constantly updated in combination with the actual problems of engineering projects in the school of

materials, the school is constantly building and completing online courses, teachers are constantly updating exercises and expanding reading materials, so as to facilitate students' pre review after class. With the development of excellent courses and flipped classroom, the teaching methods of theoretical courses are more diversified. We should change the indoctrination classroom teaching mode, give full play to students' initiative, encourage them to think independently, inspire students' innovative thinking and cultivate team spirit. For example, in the teaching of the basic course of materials science, the introduction of the shock event of the freighter "Rena" shows the importance of the fracture properties of metals. Give full play to the advantages of small class discussion teaching, combined with classroom theoretical knowledge, analyze the causes of ship fracture, and provide effective solutions.

The practice teaching reform in Colleges and universities should serve the social and local economic development, and pay attention to the personalized development needs of students. Students choose different directions, practice teaching should have diversity. The teaching of material engineering specialty in Colleges and universities builds practice platforms with different emphases for scientific research for students' development. The goal of scientific research platform is to cultivate industry cutting-edge talents. The goal of application practice platform is to cultivate industrial production engineering and technical talents adapting to the new engineering. It focuses on cultivating students' professional application skills and teamwork spirit. Guided by the concept of entrepreneurship and entrepreneurship, the innovation and entrepreneurship practice platform explores new paths of innovation and entrepreneurship, and promotes the employment of graduates. The scientific research practice platform adopts the management mode of scientific research team. Students take the opportunity of participating in innovation and entrepreneurship training competition to participate in scientific research. Relying on Teachers' scientific research projects, the scientific research practice platform implements the training mode of connecting undergraduate and postgraduate. From entrepreneurship training to graduation project, the continuous training mode is adopted to ensure students to receive systematic scientific research ability training and improve their scientific research ability.

8. CONCLUSIO

This paper studies the personnel training mode of material engineering specialty under the new engineering course in Colleges and universities, and puts forward the construction ideas from the aspects of updating the education concept, so as to lay the foundation for the cultivation of students' comprehensive quality. The education concept emphasizes the cultivation of students' ability to analyze and solve engineering problems, actively carry out top-notch innovative training programs for college students, and fully integrate online and offline teaching resources. Under the background of new engineering, the requirements of personnel training of material engineering major in Colleges and universities

have changed. Colleges and universities should innovate the talent training mode, promote students to master the professional skills of material engineering, and lay the foundation of talent reserve for the further development of material market.

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One Belt, One Road, The Background of Higher Vocational English Teaching, The Infiltration and Realization of Humanistic Quality Education

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Abstract: One belt, one road strategy is put forward in the new situation. The construction of the community of responsibility for cultural inclusion and cooperation and win-win is presented to everyone's vision. In order to further enhance the exchanges and cooperation between China and countries along the line, the promotion of humanistic quality has become the focus of strategic output. In College English Teaching in higher vocational colleges, it is also necessary to conform to the trend of internationalization, combine with humanities, improve students' humanistic quality and cultivate talents with profound humanistic quality. Therefore, based on Higher Vocational English, this paper first puts forward the main contents that need to be explored, and then, combined with the current development situation, constructs a scientific path of humanistic quality education.

Key words: One belt, one road; Higher vocational English teaching; Humanistic quality

1. QUESTION RAISING

With the progress of society, various industries have been rapid development, and the society put forward higher demand for students' humanistic quality. Humanistic spirit is the cultivation of professional emotion, and higher vocational quality education cultivates the humanistic character of technology, love and understanding. One belt, one road, is the most essential quality of the humanities. It can expand the international perspective and comply with the "one belt and one road" initiative demand [1]. Leading social culture and inheriting historical civilization. However, in the process of practice, there is a lack of a correct understanding of Chinese and Western culture, and the lack of humanistic education in the existing Vocational English textbooks. Vocational English teaching is more inclined to professional education, which needs to have strong practical value. In the absence of multi-faceted and universal, it is difficult to implement the deepening of humanistic quality. In view of this one, how to use one belt, one road, to enhance the penetration of humanistic quality in Higher Vocational English? Under the current situation, many scholars need to explore one of the main problems.

2. ONE BELT, ONE ROAD, THE INFILTRATION AND REALIZATION OF HUMANISTIC QUALITY EDUCATION IN HIGHER VOCATIONAL ENGLISH TEACHING.

2.1 Explore the humanistic education resources of English teachers

First, for English teachers in higher vocational colleges, if they give students a bowl of water, they need to have a bucket of water. In the process of improving humanistic quality, teachers need to have higher personality charm and professional and humanistic quality. The school also needs to combine its own reality, constantly encourage higher vocational English teachers, continue to study, increase ideological guidance, improve the construction of humanistic quality, improve language skills, and increase the construction of professional ability [2]. Second, teachers need to create a good humanistic atmosphere, so that students can feel the historical culture and cultural essence behind the knowledge in a good learning environment, and stimulate students' desire to explore deeply. Third, teachers need to use the teaching method of human culture to establish the atmosphere of humanistic cultivation. In the implementation of teaching design, we need to reflect the humanistic characteristics, clear English knowledge level. On the basis of people-oriented, meet the individual differences of students' major. Teachers can also use the way of information technology to mobilize students' interest in learning, complete online and offline interaction, maintain aesthetic awareness and enhance humanistic feelings. For example, students majoring in navigation and English teachers in higher vocational colleges can use Hemingway's famous book "The Old Man and the Sea". In the typical image of "tough guy", they can feel the quality of perseverance, overcoming difficulties and establishing national cultural quality [3]. Teachers can also use information technology to present the movie Titanic to students. Students watch the whole process from shipwreck to final shipwreck in English subtitles [4]. It can not only teach students the ability of self-help when they encounter these problems, but also open their horizons, start their thinking, and increase the construction of humanistic quality of cooperation, mutual assistance and fraternity. For students majoring in welding and petroleum, teachers can convey the film of iron and steel spirit to students, so that students can feel the humanistic quality of overcoming difficulties and working hard... Fourth, establish humanistic evaluation path. In other words, on the basis of spreading culture and spirit, we need to ensure the effect of humanistic quality education, enhance the strength of

feedback and embed humanistic knowledge. There are humanistic knowledge evaluation, personal behavior evaluation and professional spirit evaluation.

2.2 Actively develop humanistic education resources in teaching materials

First, higher vocational English teachers need to combine the content of teaching materials, and constantly tap the humanistic education resources in teaching materials. In depth analysis of the theme and humanistic connotation behind, extend students' horizons, maintain cultural and social background knowledge, and perceive different cultural atmosphere. Second, higher vocational teachers need to guide students to explore their humanistic quality independently. In the way of group, we can collect the knowledge about humanistic quality, establish our own labor achievements, increase the understanding of thought, and complete the sublimation of ideology and morality, which provides a good foundation for the future development. Thirdly, higher vocational English teachers need to guide students to complete the transfer of knowledge. On the basis of one belt, one road and the first step of humanities, we should be familiar with the similarities and differences between two countries, learn to exchange and interact according to cultural differences, and form practical skills in the subconscious to achieve leapfrog development [5-6]. The integration of humanistic education resources into the curriculum can also help students develop to a higher level and to an international development path, provide preconditions for the construction of "craftsman spirit", maintain students' character of excellence, and create a better future for made in China.

2.3 Strengthen the construction of campus culture and implement humanistic campus project

First, higher vocational colleges need to establish their own characteristic humanistic campus. Not only need to create a good learning environment, but also want to shape the humanistic quality of students, in the overall layout, the construction of humanistic architecture. In the implementation of sculpture or the planting of flowers and trees, we need to convey an indelible humanistic atmosphere. Second, teachers need to integrate resources, organize and enrich the second classroom activities. For example, higher vocational colleges can hold science and technology foreign language culture and Art Festival, English humanistic reading competition, English humanistic drama competition, English song competition

and other activities, which can enhance students' aesthetic sentiment and sense foreign culture in the process of poetry appreciation. Participate in the English corner, improve the appeal, consolidate knowledge, show the essence of humanity. Teachers can also guide students to participate in more social practice activities. For example: volunteer service, unpaid blood donation, community survey and other activities, these activities can combine the cultivation of students' humanistic quality with the things around them, establish good quality, increase the spirit of serving the society, and cultivate the ideological quality of caring for others.

3. CONCLUSION

One belt, one road policy, with the support of the "one belt and one way" policy, will enhance the innovation of teaching content. The use of English classroom, enrich students' humanistic knowledge, increase the integration of love, responsibility and profession, correct the values of patriotism, dedication and integrity, lay the foundation for future lifelong career development, so as to realize the common Chinese dream.

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The Impact of New Accounting Standards On Financial Management In Higher Vocational Colleges

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Abstract: The emergence of the new accounting policy makes the problems existing in the traditional accounting system improved. At the same time, under the new accounting system, the development of higher vocational colleges will also be affected. Under the implementation of the new accounting standards, the financial management in higher vocational colleges is facing new opportunities, but opportunities and challenges coexist, which makes the financial management in higher vocational colleges need to be optimized and innovated. This paper will analyze the impact of the new accounting standards on financial management in higher vocational colleges, and put forward relevant optimization strategies, so as to better promote the development of financial management in higher vocational colleges.

Key words: Accounting standards; Higher vocational colleges; Financial management

1. INTRODUCTION

The implementation of the new accounting standards, all walks of life should comply with the requirements of its system, among which the financial management in higher vocational colleges also needs to be optimized. This requires the financial management personnel in Higher Vocational Colleges to study the new accounting standards issued by the state, and apply them to the financial management of higher vocational colleges, so as to ensure the effective development of financial management in higher vocational colleges. But there are still some difficulties in the application of new accounting standards in higher vocational colleges. This requires its financial management personnel to change the accounting measurement methods in higher vocational colleges, so that they can improve the financial management in the current higher vocational colleges.

2. THE INFLUENCE OF NEW ACCOUNTING STANDARDS ON FINANCIAL MANAGEMENT OF HIGHER VOCATIONAL COLLEGES

2.1 Impact on the basis of income determination

In the development of financial management in higher vocational colleges, the traditional income standard income is based on transaction, which leads to the recording of transaction data information mainly through the accounting system in colleges, but this traditional accounting method also has some disadvantages. The establishment of new revenue criterion, the basic focus of revenue determination is transferred to the contract. The traditional bill system will not be the dependence in revenue determination. Through analyzing the data in the

contract, it can better realize the revenue determination.

Under the reform of new income standard and the great adjustment, the financial management in higher vocational colleges has also been affected by the relevant [1]. This requires the financial management departments in Higher Vocational Colleges to innovate the traditional management methods, and to innovate in a scientific and reasonable way, so that the financial management in higher vocational colleges can better adapt to the new accounting standards, so that the financial management standards can be effectively carried out.

2.2 Impact on measurement financial standards

In the development of financial management in higher vocational colleges, the work of financial index analysis is the most important part of the financial system. Its good financial index analysis can understand the financial situation of the colleges as well as the operation of higher vocational colleges. Its analysis of financial indicators, can better understand the development trend of higher vocational colleges, but also through the current situation of the development of colleges, to understand the problems existing in the operation of higher vocational colleges, to solve them in time, at the same time, it can also scientifically formulate the development strategy of colleges, so as to ensure the better development of colleges.

2.3 Help higher vocational colleges broaden the source of funds

In the implementation of the new accounting standards, the source of funds in higher vocational colleges is no longer a single funding by the government, the source of funds has become more and more channels, which leads to the traditional accounting system in higher vocational colleges has been unable to meet the new development of higher vocational colleges, so it is necessary to innovate and optimize its traditional financial management. Under the new accounting standards, the financial management in higher vocational colleges has also added capital accounting projects. With the increase of this project, the capital channels in higher vocational colleges can also be broadened.

3. OPTIMIZE THE FINANCIAL MANAGEMENT STRATEGY OF HIGHER VOCATIONAL COLLEGES

3.1 Improvement of budget management system

Budgeting plays an important role in the financial management of higher vocational colleges. Its budgeting system is an important part of financial management in higher vocational colleges. At the same time, perfect budgeting can also improve the quality of financial

management in Higher Vocational Colleges [2]. In the process of financial management in higher vocational colleges, it is necessary to adopt the way of comprehensive budget. This kind of comprehensive budget includes all the amounts that may be spent in colleges, so that the financial department can calculate the funds uniformly, and refine the use of funds, so that the funds in colleges can be used reasonably, To prevent the personnel in Colleges and universities from misappropriating public funds at will, resulting in a waste of funds. Under the implementation of the new accounting standards, the budget accounting and talent accounting work in higher vocational colleges are combined, which makes the budget system in financial management work perfect, but the complexity and accounting requirements of its accounting work have been improved to a certain extent. This requires that the financial management personnel in higher vocational colleges should be classified according to the different needs of economic accounting, and also need to improve their own financial level, so as to improve the work efficiency of financial management in higher vocational colleges.

3.2 Strengthen the training of financial personnel

In the development of financial management in higher vocational colleges, the professional level and comprehensive quality of financial personnel need to be improved, especially under the implementation of the new accounting standards, the comprehensive strength of their personnel needs to be improved. In the development of financial management in higher vocational colleges, we need to strengthen the financial personnel 'attention to the financial management work first, so that their financial management personnel can ensure their work efficiency, and their financial management personnel should also learn the new accounting standards, learn the new accounting system, so that it can play the importance of financial management better.

At the same time, the higher vocational colleges should also carry out comprehensive publicity on financial management. Through lectures or interviews in colleges, it can promote the importance of financial management in higher vocational colleges[3]. Teachers and staff in Colleges and universities need to understand the accounting standards so that they can better understand the accounting standards. At the same time, the financial management personnel should be trained regularly, so that the financial managers can timely understand the new accounting system, and can also timely apply the new

system to the management of the colleges, so as to improve the level of financial management in higher vocational colleges.

3.3 Strengthen accounting information disclosure

The financial statements formulated in the financial management of higher vocational colleges need to be submitted to the leadership of colleges. This form of financial information disclosure will only be limited to a very small range. Although this small range of information disclosure can effectively reflect the budget situation of colleges, it can not effectively supervise the financial data information. In the process of the development of higher vocational colleges, the income of funds is very complex, including more costs, which requires the development of financial statements. Under the new accounting standards, the financial information needs to be open and transparent accounting, so that it can effectively supervise the financial management work in colleges, and improve the efficiency of financial management in higher vocational colleges.

4. CONCLUSION

To sum up, with the implementation of the new accounting standards, the financial management in higher vocational colleges also needs to be improved and innovated, which requires higher vocational colleges to strengthen the professional level of financial management personnel, improve the budget management system and strengthen the disclosure of accounting information. Under the new accounting standards, the optimization of financial management in higher vocational colleges can better promote the development of colleges.

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Innovation of Physical Education Teaching Mode in Higher Vocational Colleges from The Perspective of Entrepreneurship Quality Education

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Abstract: With the continuous progress of the times, the cause of education is also undergoing continuous reform and innovation, which makes in the teaching activities, the teaching methods of many disciplines have changed to a great extent, and the higher vocational sports discipline is one of them. Because of the continuous deepening of the concept of quality education, some higher vocational colleges have gradually changed their teaching philosophy when carrying out specific teaching activities, and then pay more attention to the overall development of students. In the stage of higher vocational education, sports discipline has a very important position, it can not only effectively improve the students' comprehensive physical quality, but also to a certain extent, improve the students' entrepreneurial quality. Based on this, this paper analyzes the cultivation methods and objectives of entrepreneurship quality of higher vocational college students, hoping to provide some help for the development of related work.

Keywords: Entrepreneurship quality education; Higher vocational physical education; Mode; Innovation

1. INTRODUCTION

In the current society, "mass entrepreneurship, innovation" new situation, China's social environment is constantly changing, which makes entrepreneurship is particularly important. In the process of students' entrepreneurial activities, the sense of innovation is very important, and it is also a key factor for the success of students' entrepreneurship. Higher vocational colleges bear the important task of cultivating talents. Therefore, higher vocational colleges should fully realize this when carrying out teaching activities, and strengthen the training of students' innovative consciousness and entrepreneurial thinking, which is also the key factor for higher vocational colleges to improve students' entrepreneurial rate in the current society. However, many problems will be involved in carrying out entrepreneurial activities, so it is necessary to organically integrate students' physical fitness, ideas and other aspects. Secondly, entrepreneurial quality has strong comprehensiveness. As an important part of higher vocational education, physical education must organically integrate the cultivation of entrepreneurial quality when carrying out specific teaching activities, and take cultivating students' entrepreneurial quality as the

principle of educational activities, so as to effectively Innovate Higher Vocational Physical Education.

2. THE BASIC METHODS AND OBJECTIVES OF CULTIVATING THE ENTREPRENEURIAL QUALITY OF HIGHER VOCATIONAL STUDENTS

2.1 The basic goal of cultivating the entrepreneurial quality of Higher Vocational Students

In today's society with rapid social and economic development, more and more young people have joined the entrepreneurial team, which has significantly improved the overall level of entrepreneurship in China. However, with the increase of the number of entrepreneurs, the comprehensive quality requirements of the society for entrepreneurs are also constantly improving [1-3]. Therefore, in order to ensure the effectiveness of their entrepreneurial activities, we must have a strong comprehensive quality and entrepreneurial literacy. For example, most entrepreneurs in our country are still college students, so their comprehensive quality is inseparable from the teaching activities carried out by the school, and China's higher vocational colleges themselves bear the important task of cultivating students' comprehensive ability. Therefore, in order to improve the entrepreneurial quality of entrepreneurs and effectively promote social development, higher vocational colleges need to teach students' comprehensive quality We should pay more attention to entrepreneurship education. Secondly, higher vocational colleges should also carry out some psychological education, such as the ability to resist setbacks, endurance and so on. This is because entrepreneurial activities can not be smooth sailing, but also face many difficulties. Therefore, it is very important for higher vocational colleges to carry out psychological education, which can improve entrepreneurs' ability to deal with difficulties. From the relevant research content abroad, we can know that appropriate physical exercise can effectively relieve the pressure, and then in Higher Vocational Colleges to carry out entrepreneurship literacy education, the development of physical education activities has a positive role in promoting it.

2.2 Ways to cultivate the entrepreneurial quality of Higher Vocational Students

From the actual situation of students' entrepreneurial activities in Higher Vocational Colleges in China, each student has different needs in entrepreneurial literacy, which makes it necessary for higher vocational colleges to

carry out entrepreneurial literacy education with specific pertinence, and then design more reasonable teaching methods according to the reality and needs of each student. Secondly, if we want to make the cultivation of entrepreneurial literacy of higher vocational students more effective, we need to carry out more complex preparatory work, and also have scientific methods as guidance. Therefore, we need the full participation of higher vocational teachers. Only in this way can we play a good role in supervision [2]. And then make the cultivation of entrepreneurial literacy easier to manage. The educational activities carried out in higher vocational colleges often need to pay attention to the all-round development of students. Therefore, physical education is also very important. It also plays an important role in the cultivation of entrepreneurial quality in higher vocational colleges.

3. THE PRACTICE OF ENTREPRENEURSHIP QUALITY TRAINING IN HIGHER VOCATIONAL COLLEGES IN CHINA

3.1 Strengthen physical exercise to promote the development of related industries

In today's society with the continuous improvement of people's living standards, people also pay more attention to their own health problems, and appropriate physical exercise can effectively enhance people's physical quality, so sports are increasingly valued by people. This kind of phenomenon also further explains that it is very necessary to carry out physical education in higher vocational education. Secondly, higher vocational colleges to carry out high-quality physical education curriculum will inevitably lead to the development of some related industries, such as sports equipment, sportswear, and so on, and thus in the development of physical education at the same time for the majority of entrepreneurs to provide more entrepreneurial opportunities, it can be said to kill two birds with one stone.

3.2 Carry out safety education and pay attention to safety issues

The safety education carried out in the process of physical education in higher vocational colleges is also applicable to the cultivation of entrepreneurial quality [3]. This is because when carrying out entrepreneurial activities, they will also face some safety problems. Therefore, the safety education carried out by higher vocational colleges can not only help students deal with the unsafe factors in sports training, but also help students effectively deal with the unsafe factors in the process of entrepreneurship. Therefore, the safety education carried out by higher vocational colleges can effectively enhance the students' awareness of risk prevention when starting a business, thus ensuring the effectiveness of physical education and entrepreneurship quality education in higher vocational

colleges.

3.3 Pay attention to mental health in Physical Education

Whether entrepreneurs or students, no matter what role they are in, it is most important to have healthy psychological quality. And higher vocational colleges through the development of physical education curriculum can effectively alleviate the pressure of students' learning, and then has a positive role in promoting students' mental health. At the same time, in the process of participating in some sports training, students can effectively exercise their own evaluation spirit and tenacious willpower. In the process of carrying out entrepreneurial activities, they will naturally encounter some setbacks and difficulties. Therefore, the willpower honed in participating in sports training can make them more able to deal with the setbacks faced by entrepreneurship, and then lay the foundation for the development of entrepreneurial activities It has laid a solid foundation.

4. CONCLUSION

To sum up, in today's society with the continuous progress of the times, physical education in higher vocational colleges has a positive role in promoting the development of entrepreneurial activities of entrepreneurs in China. This is because in the process of entrepreneurial activities, many problems that need to be focused on are closely related to sports activities. Secondly, because most of the entrepreneurs in the current era are young people, it needs higher vocational colleges to innovate their own sports teaching ideas and methods to adapt to the changes of the times, and constantly cultivate students' spirit of hard work, overcoming difficulties and indomitable struggle, so as to make them more in line with the specific requirements of the times for entrepreneurs. Based on this, this paper deeply analyzes the impact of physical education on entrepreneurial activities, hoping to play a positive role in promoting the development of China's sports and entrepreneurial trend.

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On the Diversification of Music Education in Higher Vocational Colleges

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Abstract: Higher vocational colleges are an important part of China's education system, but also the main way to cultivate professional and compound talents. At this stage, in higher vocational college music education, in order to further improve the quality and efficiency of education, teachers constantly update and innovate teaching ideas and teaching methods, in order to provide students with diversified education experience. In this paper, the diversification of music education in higher vocational colleges, launched a related analysis and research, hoping to provide some help for Higher Vocational Music Education.

Key words: Higher vocational education; Music teaching; Diversification; Countermeasures

1. INTRODUCTION

With the deepening of modern education reform, our country's various stages of education have carried out scientific and reasonable innovation for teaching methods. In this context, music education in higher vocational colleges, actively summarize their own problems in education, and combined with the current social development trend, as well as the actual situation of students, adhere to the diversified education as the center, not only effectively improve the quality of music teaching, but also successfully cultivate the comprehensive quality and ability of higher vocational students, so as to achieve the goal of higher vocational education and core competence The ultimate goal of quality education.

2. THE EXISTING PROBLEMS OF MUSIC EDUCATION IN HIGHER VOCATIONAL COLLEGES

Music education in higher vocational colleges can cultivate excellent music professionals for the society and lay a solid foundation for promoting the development of China's music industry. However, in terms of the current music education in higher vocational colleges, there are still many problems, such as lagging teaching and research, single training direction, which greatly affect the quality of music education.

2.1 Lag of teaching and scientific research

Teaching and scientific research is not only a necessary means to improve the quality of teaching, but also a main way to promote the development of China's education. However, in Higher Vocational Music Education, there are obvious problems of teaching and scientific research lag, which are mainly reflected in the following aspects: first, teachers' ideas and values have changed. With the acceleration of China's economic development, many school teachers focus on the students outside the school, and even some teachers will participate in performance

activities. Although this kind of behavior of teachers can improve the economic income, it will inevitably affect the teachers' academic research work in the long run, resulting in the serious lag of music education research work [1-2]. Second, teachers have a certain degree of inertia. In the current music education in higher vocational colleges, many teachers have not formed a good sense of scientific research. Some teachers even think that teachers' work is to prepare lessons, have classes and correct homework. This kind of ideology will inevitably affect the scientific research of music education. Third, the scientific research mechanism is not scientific. Higher vocational colleges do not pay enough attention to education and scientific research work, and do not give comprehensive support to scientific research workers. For example, colleges do not set up special research funds, and do not set up special research teachers.

2.2 Single cultivation direction

The existence of higher vocational colleges depends more on the social demand for professional and technical talents. Simply speaking, what kind of talents the society needs, higher vocational colleges will cultivate and transport. In this mode of higher vocational education, although it can fill the vacancy of special talents in China, it also causes the problem of single training direction of higher vocational education, which seriously hinders the development of China's Vocational Education [2]. In addition, higher vocational colleges are mostly transformed from technical schools, normal schools and technical secondary schools. At the same time, music education is different from other professional education, which shows obvious demonstration in teaching materials and curriculum setting. The main focus of education is to train grass-roots music teachers. This kind of education direction that ignores the social market demand will inevitably affect the quality of music education in higher vocational colleges.

3. DIVERSIFIED COUNTERMEASURES OF MUSIC EDUCATION IN HIGHER VOCATIONAL COLLEGES

In view of the problems existing in the music education in higher vocational colleges, educators should actively adopt diversified education countermeasures, change the direction and concept of music education, and change the way and mode of music education, so as to improve the quality and efficiency of music education in higher vocational colleges.

3.1 Add pop music elements and expand the entertainment market

With the development of the trend of the times, pop music has gradually become the mainstream of the times, so

music education in higher vocational colleges should reasonably integrate pop music elements into music teaching, so as to enhance the diversification of music education. First of all, higher vocational education must firmly grasp the social "flow", mainly because "flow" often represents employment opportunities, and pop music element is the current "flow" in the music field. For example, under the background of the vigorous development of we media industry, music education in higher vocational colleges can focus on training pop music composers and Lyricists, and encourage students to develop their own music skills through independent creation, so as to achieve the goal of independent entrepreneurship and employment. Secondly, with the continuous improvement of China's comprehensive national strength, the quality of social life is improved, and the spiritual needs of the people are growing rapidly. In this context, rich cultural and entertainment experience has gradually become the pursuit of the people. For example, modern young people have a fanatical love of pop music, especially in KTV, pop music occupies an important position, so higher vocational music education needs to add pop music elements, in order to quickly expand the entertainment market, so as to ensure that the music majors in higher vocational colleges can better adapt to social development.

3.2 Make rational use of social resources and carry out practical teaching

The diversification of music education in higher vocational colleges not only needs to expand the direction of music teaching, but also needs to enrich the ways of music teaching, so as to achieve the goal of comprehensive diversification of music education. At present, music teaching in higher vocational colleges is still based on the traditional indoctrination teaching method, which not only seriously hinders students' ability improvement and quality cultivation, but also affects the quality and efficiency of music teaching. Therefore, under the concept of core literacy education, teachers need to make clear the main learning status of students, and combine with the actual situation of students, adopt practical teaching methods. First of all, teachers should encourage students to practice, experience and think more, so as to help students establish a systematic music learning mode. Secondly, teachers should make full use of social resources, advocate students to boldly integrate into the society, so as to exercise their music ability through social practice. For example, teachers set up practical projects for students, requiring students to form their own bands and practice in the society, such as performing music in the square, being resident singers in the bar or living room,

etc. Through the practice teaching method, not only can enrich students' learning experience, but also can stimulate students' learning and employment enthusiasm.

3.3 Carry out music education and training to realize education industrialization

Diversified music education in higher vocational colleges should pay attention to the effective combination of "production", "teaching" and "research", so as to promote the rapid development of music education in higher vocational colleges. Based on this, higher vocational music education can improve the importance of music education and training, so as to realize the industrialization of education. Therefore, higher vocational colleges can face the society and create music training. According to the current social needs, they can generally position the training direction in two aspects: the improvement of academic qualifications and interest training. First, improve education and training. Higher vocational colleges use their own advantages of teachers and equipment to carry out academic training during holidays, such as kindergarten teacher training classes. Second, interest training. Modern parents want their children to have a certain talent and expertise, so they will cultivate their children's interest as soon as possible. Some families will buy their children piano, violin, guitar and other musical instruments. In view of this phenomenon, higher vocational colleges should seize the opportunity to actively open instrumental music training classes, or carry out music activities and lectures.

4. CONCLUSION

To sum up, the diversification of music education in higher vocational colleges is the inevitable direction of the development of music education in higher vocational colleges, and it is also an effective way to improve the quality of music education. Therefore, music education in higher vocational colleges must adhere to the idea of continuous innovation, update and innovate the direction, concept and mode of education, so as to lay a solid foundation for the development of music education in higher vocational colleges.

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Research on Teaching Methods of Higher Mathematics Under the Background of Innovation and Entrepreneurship Education

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Abstract: Under the new situation, in the new era of "mass entrepreneurship, innovation", the social demand for talents is gradually increasing. Higher mathematics teaching also needs to conform to the development trend of the times, optimize teaching methods, constantly try, reform and innovation, in order to cultivate more talents with innovative spirit and the courage to start a business. There are some similarities between higher mathematics and innovation and entrepreneurship education goals, which can extend students' thinking ability and maintain effective teaching reform on the basis of key points. Higher mathematics is the basic tool to train students' logical thinking and divergent thinking, which can effectively meet the needs of innovation and entrepreneurship education. Therefore, this paper first puts forward the main problems that need to be explored, and then, combined with the current situation, targeted to develop a scientific teaching method.

Key words: Innovation and entrepreneurship education; Higher mathematics; Teaching methods

1. QUESTION RAISING

With the rapid development of science and technology, the importance of mathematics also began to highlight, and has been effectively adjusted, so that the teaching and learning of higher mathematics has been everyone's attention. On the basis of innovation and entrepreneurship education, higher mathematics teaching also needs to make overall development, increase infrastructure construction and optimize teaching methods. On the basis of the "learning" talent development mode, we should change to the "application" talent training mode [1]. In higher education, higher mathematics is a basic course. Only by combining the teaching content with the application method, can we explore the basis of innovation and entrepreneurship, and establish a new model suitable for the development of innovation and entrepreneurship according to the international practical experience. The main purpose of learning mathematics is to increase the strength of application, use mathematical thinking, and solve the problems in real life. To achieve the main purpose of learning to apply, improve interest in learning, enhance mathematical accomplishment. In addition, we also need to design problems according to the teaching content, inspire students' problem thinking, pay attention to the key points, and provide basic preparation for future innovation and entrepreneurship [2]. In view of this, how to improve the teaching of higher mathematics through the characteristics of innovation and

entrepreneurship education? It has become the main content that needs to be explored under the current situation.

2. THE PATH OF HIGHER MATHEMATICS TEACHING METHOD UNDER THE BACKGROUND OF INNOVATION AND ENTREPRENEURSHIP EDUCATION

2.1 Strengthen the awareness of innovation and entrepreneurship and set up correct teaching objectives
Higher mathematics is a difficult subject, which is basically established by introducing concepts. However, the degree of contact with the reality of life is insufficient. In the process of directional derivative and ladder teaching, it is necessary to reasonably set up problems, stimulate students' interest in learning mathematics and perceive the charm of mathematics in practice. And teachers need to establish correct teaching objectives, timely use of problems, exercise students' learning ability [3]. For example: in the process of classroom teaching, teachers can guide students to mark out the key points, and form mathematical logical thinking on the basis of the whole. In order to lay a good foundation for the thinking logic of innovation and entrepreneurship, optimize the configuration, increase the role of self-development, improve the teaching quality of higher mathematics, enhance the corresponding teaching efficiency, and comply with the development needs of the times.

2.2 Combine with reality, improve teaching mode and innovate teaching content

There are many knowledge points in advanced mathematics, and the formula is complex. If we can't guide the students well, it will easily lead to the problem of students' lack of interest. At this time, when constructing the curriculum, college mathematics teachers need to combine the main situation of modern economic development to develop professional training content. Based on the actual enterprise, we should combine the mathematical knowledge with the application of the enterprise, coordinate the development, and increase the infrastructure construction. Further encourage students to use their knowledge to solve problems in practical work, and make overall planning to improve students' overall quality of innovation and entrepreneurship [4]. For example, when learning "extreme value of multivariate function", the teacher can divide the students into different groups and integrate them into the process of professional design according to the needs of the project. And optimize teaching methods, ensure the understanding of basic knowledge, establish a perfect system, increase the

accuracy of vocational education, use mathematical knowledge to solve life problems, improve the application value of mathematics. Taking extremum and entrepreneurship as the topic, this paper explores the extremum problems, and under the scenario simulation, selects the topic, establishes the investigation, and constructs the learning results, so that students can have a new cognition of higher mathematics.

2.3 Establish the association of higher mathematics innovation and entrepreneurship in Colleges and universities, and increase students' practical training

In essence, the life of university is rich and colorful, and can set up associations or associations in the school. In a reasonable plan, find common interests, experience the purpose of moving forward, and find the appropriate practical methods. On the basis of flexibility, the students' thinking and practice are combined to increase the students' mathematics level and ability, and enhance their practical ability. In addition, we can also contact excellent enterprises, stimulate students' innovation and entrepreneurship spirit with the actual needs of enterprises. After that, the school also needs to set up the experimental courses scientifically, simplify the practical problems by means of experimental simulation, solve them with mathematical models, and increase the process verification and construction. In addition, the information-based method can be used to combine the actual problems with mathematical models by using the software such as maple and matlab, so as to enhance the students' ability of spatial imagination and improve the corresponding mathematical thinking and operation ability[5]. For example, when learning the concept of limit mathematics, we can deal with the dynamic reflection of the process by changing the general term n in simulation, and feel the specific function of infinite approximation in practice. It is possible to improve the efficiency of students' learning and to perceive the application value of mathematics, which has established infinite possibilities for students to innovate in primary school.

2.4 Innovation of teaching evaluation and management system

In the process of implementing higher mathematics teaching, we need to combine the teaching effect and formulate a scientific feedback mechanism. To make clear the individual differences of students and ensure the environment of innovation and entrepreneurship education. Guide students to find out the problems in learning, which truly reflects the comprehensive evaluation measures of students. The innovation education and entrepreneurship education are integrated organically to convey the innovation and entrepreneurship spirit, and from the multidimensional perspective, the

real-time characteristics are sensed. Simplify the process to the maximum extent, grasp the actual situation of teaching, reflect the new concept and keep the comprehensive assessment. College students should have high-quality comprehensive quality, meet the needs of innovation and entrepreneurship education, and fully meet the national needs for talent training under the new situation. Strengthen the foundation and improve the efficiency of the classroom.

3. CONCLUSION

With the progress of society, the innovation of higher mathematics teaching methods also needs to pay attention to students' practicality on the basis of "mass entrepreneurship and innovation". From the traditional point of view, "cramming" teaching method can not meet the current development needs. It is necessary to combine the specialty and problem consciousness to construct the exploratory teaching method. In the traction of problems, we should combine the problems in actual enterprises with advanced mathematics knowledge, stimulate students' interest in learning, extend students' thinking path, improve students' ability to solve practical problems, cultivate students' innovation ability, and realize the common Chinese dream.

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On the Training of Legal Basic Talents and The Tactics of Practical Teaching in Higher Vocational Colleges

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Abstract: In view of the current development of our country, the road of legal professionalization still needs more exploration. This paper first describes the necessity of training legal talents in higher vocational colleges, then briefly analyzes the problems in the process of training and practice, and finally puts forward effective solutions. During the period when the professionalization of law has not been fully formed, it is very necessary to develop the cultivation of basic legal talents and practical teaching in higher vocational colleges.

Key words: Higher vocational education; Legal basis; Personnel training; Practical teaching

1. INTRODUCTION

In recent years, the employment situation of higher vocational students is not optimistic. Contemporary students are willing to use a word to describe the current situation of professional learning - volume. Based on this, vocational college students will carefully consider their education and skills, and choose the direction of employment. Human resources in all sectors of society are on the red light. This kind of blow is inevitable for the legal profession. In the eyes of higher vocational students, law major may be a major with high knowledge, high level and high demand. Many people think that their professional quality can not be comparable with that of undergraduate colleges. But in fact, what the society lacks is real talents, not people with academic qualifications.

2. THE NECESSITY OF TRAINING LEGAL TALENTS IN HIGHER VOCATIONAL COLLEGES

The students of law major in higher vocational colleges should realize the important role of legal cause in the current social development of China. First of all, we should build up our confidence in learning. Many students choose not to engage in legal related work, mostly because they think that the legal industry needs highly educated talents with strong ability and high level, and think that the graduates from higher vocational colleges can not be compared with those from undergraduate colleges. Not really. These are just excuses for not daring to go to the major of legal affairs, which are the stumbling blocks for most higher vocational students to engage in legal affairs. Students in higher vocational colleges can not treat legal affairs with the concept of elite work [1].

3. THE DEFECTS OF PRACTICAL TEACHING OF BASIC LEGAL TALENTS IN HIGHER VOCATIONAL COLLEGES

3.1 Incomplete curriculum structure

Whether in undergraduate colleges or higher vocational

colleges, the legal teaching system is mostly divided into theoretical knowledge teaching and practical teaching. Most of the undergraduate students are learning book knowledge in school, lack of social practice exercise, resulting in the disconnection of theory and practice.

3.2 Lack of Teachers

Higher vocational colleges can't compete with undergraduate colleges in teaching resources. Similar to undergraduate colleges, higher vocational colleges also lack of docking with social practice units in practice teaching. Practice teaching is divorced from theoretical knowledge teaching, and students' knowledge can't be applied to practice. In addition, most of the teachers in Higher Vocational Colleges work directly after graduating from the law major of colleges and universities, lacking the practical learning process on campus and relevant experience, so the theoretical learning and practical learning of law are further separated.

4. SPECIFIC STRATEGIES OF TRAINING AND PRACTICAL TEACHING OF LEGAL BASIC TALENTS IN HIGHER VOCATIONAL COLLEGES

4.1 Update the concept of talent training and education

Under the guidance of traditional ideas in China, higher vocational colleges pay more attention to the study and assessment of theoretical knowledge, and have not built a systematic and perfect practical teaching mode. Most of the leaders and teachers in higher vocational colleges have no awareness of practical teaching and do not realize the important value of practical teaching. In fact, theoretical knowledge education is only to lay the foundation for students to enter the post in the future, but there is a distance between theoretical knowledge learning and social legal affairs industry. The building of law study cannot only lay the foundation, but also pursue the higher and better construction. It is a common teaching mode to emphasize theory and practice in all fields. Although this teaching method reduces the teachers' task to a great extent, it ignores the practical teaching significance for students. Students are comfortable with the status quo, lazy to think, and gradually lose the ability of innovation and creation, and will not flexibly apply the theoretical knowledge they have learned to practical work. Therefore, it is hoped that higher vocational colleges can start from the leadership, change teaching ideas and innovate teaching mode.

4.2 Combine theory with practice and reform practical teaching

Once theory and practice are separated, legal learning is just a matter of paper. The theoretical teaching in class

must be combined with actual cases, giving students time and space to self-reliance, so that legal students can really enter the case, use their own image thinking advantages, use the legal knowledge they have learned, solve case problems, and learn to skillfully use knowledge points. The practical application of teaching cases can make students feel more involved in the learning process, and students will be more willing to participate in the process of case simulation learning, and stimulate their own creative thinking. Improve problem solving capabilities. In addition to the simulation training in class, vocational colleges should contact the court resources as much as possible, create opportunities for students to listen to the court and feel the working status in court. We can also retreat and ask for second place. Contact the court and send the simple and decentralized real cases to the simulated court of the school for case simulation trial. In addition to classroom teaching, vocational colleges should also regularly invite legal experts or well-known judges and lawyers to give students the most intuitive learning experience.

4.3 Improve practical teaching ability and teaching conditions

Legal practice teaching is a kind of task driven teaching. Higher vocational schools should first set up practical training projects, and then put professional knowledge and skills to be taught to students through the practical projects. Moreover, we should increase the cooperation between the University and the courts, judicial units, law firms and other professional units, invite experts from the legal industry to participate in the legal practice teaching projects, and develop and design training projects with professional scholars. The basic skills training and basic quality training are the basis for students to participate in legal work. If you want to further improve the ability to solve legal affairs, students need to participate more in the simulation projects inside the school, and also take the initiative to study in the judicial practice base outside the school. With the development of modern network technology, it is necessary to combine daily learning with network resources. Schools should also set up relevant learning websites for students to consult materials, consolidate themselves and create high-quality conditions.

4.4 Do a good job in the teaching work of late assessment management

The school can formulate professional practice teaching and assessment training plan, first cooperate with major enterprises, and then standardize the content of practice

examination for students according to the personnel appointment conditions set by the industry organization. Higher vocational colleges should encourage students to actively participate in the qualification examination related to the legal profession, which can be exempted from the final examination of students who have obtained the certification examination certificate on the condition of replacing credits. Practice teaching mode has great openness, higher vocational colleges should develop a good credit system to avoid trouble for the follow-up work [2]. China's rule of law system is still in the stage of construction and continuous improvement. In order to further implement the political strategy of ruling the country by law, all departments of the country and all walks of life need legal scholars who are willing to make selfless contributions to the construction of a socialist society ruled by law.

5. CONCLUSION

The cultivation of basic legal talents in higher vocational colleges needs a complete and standardized system, and its practical teaching mode is not a single practical application of legal knowledge, but an overall training mode connected with different elements. All theoretical teaching should not be based on books, but should be based on practice. While using theory to support practical teaching, we should also learn to use practice to prove the correctness of theoretical knowledge. In order to put the practice teaching into practice, it is necessary to build a set of effective personnel training and practice teaching system, improve the level and ability of legal basic knowledge talents, cultivate talents for the country and make contributions to the development of the country.

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Analysis of Vocational Education Strategy of Automobile Specialty Based on Modern Apprenticeship System

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Abstract: With the reform and development of the domestic education industry, the modern education department has increased the importance to the students' professional skills and comprehensive quality. In the aspect of the arrangement and planning of education, the comprehensive application of advanced education technology can effectively improve the high-quality development of higher education. On the education research of Automobile Specialty in modern education, teachers choose to use modern apprenticeship to guide the profession according to the practical research of the specialty, which can effectively improve the students' mastery of professional technology, enrich the social experience of students and complete the educational purpose of talent training. This paper mainly analyzes the vocational education of automobile major in domestic education.

Key words: Modern apprenticeship; Automobile major; Vocational education; Strategy

1. INTRODUCTION

In recent years, the domestic education industry to strengthen the innovative research of teaching philosophy and mode, to achieve the reform of the teaching system, can get rid of the shackles of traditional teaching, strengthen the key education management of students' comprehensive strength, help to promote the all-round development of students. For the teaching research of Automobile Specialty in modern colleges and universities, teachers can reform and design the apprenticeship mode applied in society, realize the vocational education management of automobile specialty, promote the education development of automobile specialty, guide students to establish correct certification values, and complete the reasonable planning of occupation.

2. ANALYZE THE CURRENT SITUATION OF THE APPLICATION OF MODERN APPRENTICESHIP IN THE EDUCATION INDUSTRY

The emergence of modern apprenticeship teaching form is through the effective change of traditional apprenticeship. By using the advantages of practical education in traditional apprenticeship, it can increase the practicality and focus of professional education, and help to enhance the practical strength of students, so as to realize the effective cultivation of students' professional quality. During the development of traditional apprenticeship, due to the low level of knowledge of the students, in the actual development process, the students mainly follow the technical personnel for basic learning, and finally carry

out technical learning according to the work operation of the technical personnel, which can make the technical personnel's professional ability and social experience more high-quality learning, and has an important role in the follow-up operation and development of the students Use. Therefore, according to the traditional apprenticeship teaching mode, the school uses the school enterprise cooperation mode to require students to enter the enterprise to follow the employees to learn professional content, and enhance their comprehensive strength while feeling the enterprise and workplace atmosphere. However, in the actual education arrangement process, the school does not have a special education system for auxiliary management, which leads to the effectiveness of the modern apprenticeship teaching mode The results have not been significantly reflected [1].

3. EXPLORE THE DEVELOPMENT OF DOMESTIC AUTOMOTIVE TECHNICAL SERVICE PERSONNEL

Through the investigation of the development of domestic automobile technical service personnel, it is found that the automobile service industry belongs to the tertiary industry, but there are still many deficiencies in the after-sales service. It is precisely because of the high requirements of electronic control and microcomputer technology for the level of science and technology in automobile technology, so in the aspect of automobile service, the traditional construction equipment and related technology have been unable to meet the requirements, so the modern automobile industry is facing a new challenge The development of the industry needs to increase the professional use of advanced technology, and according to the level of automobile science and technology, choose the appropriate equipment for professional maintenance and management, which will help to promote the high-quality development of the automobile industry. At the same time, the key research of domestic automobile maintenance and detection, as well as the increasing use of modern automobile technology level, promote the realization of professional management of automobile fault in the actual construction process, which can effectively improve the technical level and requirements of automobile maintenance industry.

4. ABOUT THE CURRENT AUTOMOBILE PROFESSIONAL VOCATIONAL EDUCATION IN THE DEVELOPMENT PROCESS OF RELATED PROBLEMS

4.1 The professional teaching concept is backward

Through the investigation of automobile professional education, it is found that the professional teaching

concept is affected by the traditional aspects. In the actual teaching process, teachers still focus on theoretical teaching and ignore the development of practical courses, which leads to a serious impact on students' learning enthusiasm. At the same time, for the development of automobile professional education, teachers arrange the teaching focus in the lesson preparation stage. In the process of classroom teaching, the development of indoctrination teaching is carried out, so as to increase the boredom of professional teaching [2].

4.2 The arrangement of professional curriculum system is unreasonable

According to the research on Vocational Education of automobile specialty, it is found that there are some problems in the arrangement of professional curriculum system, which are mainly reflected in the arrangement and management of cultural courses and professional courses. Schools generally teach cultural courses and professional courses separately, resulting in students' inability to effectively understand the connection between courses in the learning process, and to transform theoretical knowledge into practical ability. And then affect the effective development of professional courses, can not effectively guide students' professional energy saving.

4.3 The professional test and training conditions were not updated in time

In the current automotive professional education process, it is found that the development of professional training courses in the school can create a good training development place for students by constructing relevant experimental training conditions, which helps to exercise students' training ability and professional quality. However, the construction of training environment needs a certain degree of capital investment management, as well as the purchase of advanced equipment. Small number, and then to the school training environment to build a certain degree of difficulty [3].

5. FORMULATE RELEVANT EFFECTIVE MEASURES FOR THE DEVELOPMENT OF MODERN AUTOMOBILE PROFESSIONAL VOCATIONAL EDUCATION

5.1 Improve students' professional practice ability and adopt school enterprise cooperation development mechanism

As for the education and management of modern automobile major, teachers can adopt the teaching method of school enterprise cooperation to strengthen the effective cultivation of students' practical ability. Therefore, while establishing cooperation, schools can provide high-quality talent resources for enterprises, while enterprises can provide high-quality training resources for students, so as to achieve win-win development of both sides.

5.2 Pay attention to improving the initiative and enthusiasm of enterprises participating in cooperation
For the development of modern automobile professional vocational education, the school should increase

cooperation with large domestic enterprises, use the relevant posts provided by enterprises to provide high-quality practical links for students' practice development, which can promote students to increase the timely grasp of market information and realize the professional management of students. At the same time, automobile enterprises can increase their initiative and enthusiasm, increase the recruitment and management of high-quality personnel, can provide high-quality talent resources for the economic development of enterprises and improve the economic efficiency level of enterprises [4].

5.3 Strengthen the key management of professional curriculum system and personnel training program

With the development of modern apprenticeship teaching mode in automobile specialty, students need to strengthen the professional training of students' comprehensive professional ability. Through the practical guidance of enterprises, students' adaptability can be improved, and the effective combination of school theoretical knowledge can be increased, which helps to realize the directional training and effective management of students.

6. CONCLUSION

To sum up, under the influence of the rapid development of social economy and science and technology, the domestic education industry strengthens the education and management of students, pays attention to improving students' professional skills and comprehensive quality, and increases students' practical training opportunities, and uses teachers' own guidance ability to guide students to establish correct life values and career planning, which helps to promote the development of the education industry Modernization development. Aiming at the vocational education of automobile specialty, we can adopt the modern apprenticeship teaching method, and use the teachers of enterprises and schools to guide and study together in theory and practice, so as to achieve the important purpose of improving the strength of students.

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The role of Translation Major in Promoting Chinese Traditional Culture in College English Education

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Abstract: At present, China has introduced many foreign cultures, but there are few for the spread of local culture. Therefore, we should improve the current education status and pay attention to the dissemination of local culture. The translation course of College English education integrates the content of Chinese native culture, which makes students feel the long history and profound tradition culture, which makes students feel national pride and honor, so that students can carry forward the traditional culture of our country. This paper will explore the role of translation major in the promotion of Chinese traditional culture in College English education.

Key words: College English; Translation major; Promoting culture; Function

1. TO INFILTRATE CHINESE TRADITIONAL CULTURE IN ENGLISH TRANSLATION TEXTBOOKS

In the teaching of College English translation, we should not only improve the students' language and writing ability, but also promote the traditional Chinese culture. In this way, students can improve their recognition of national culture and pay attention to the inheritance and development of Chinese culture. Therefore, in translation teaching, we should abide by the requirements of the new curriculum standards, make students form a good awareness of intercultural communication and form intercultural communication ability, especially in the syllabus and textbook preparation, and infiltrate the content of intercultural communication in the teaching materials. For example, in the compilation of translation textbooks, we should consider what content should be incorporated into, not only the western culture, but also the traditional Chinese culture. We can publicize the connotation of traditional culture in China and abroad, so as to promote the cultural tradition of the Chinese nation. For example, we can compile Chinese literature works into textbooks and integrate cultural traditions with the contents of textbooks. This is a good way to integrate the cultural traditions with the contents of textbooks. The students can learn western culture and pass on their own culture. Thus, the students' intercultural communication ability can be effectively improved.

2. STRENGTHEN TEACHERS' CULTURAL LITERACY

When learning translation courses, teachers have the greatest impact on students. Teachers' professional ability has a direct impact on students' learning quality and effect. Teachers should have good cultural literacy in order to

infiltrate traditional Chinese culture into classroom teaching. Therefore, teachers should have good professional quality and the ability to spread language and culture, so as to guide students to actively explore and communicate in classroom teaching, and also use foreign culture to increase students' cultural connotation in classroom teaching, and teach Chinese traditional culture, so as to realize the cross between foreign culture and Chinese culture. This way can not only effectively carry forward the traditional Chinese culture, but also expand the aesthetic level of students, so as to increase students' good learning experience. And these require teachers to have the cultural knowledge of broadcasting and good professional quality, so teachers should establish the concept of lifelong learning, constantly supplement the learning of foreign cultural knowledge and domestic culture, so as to promote the accumulation of their own literary quality, and better spread cultural knowledge to students? It is absolutely necessary for teachers to despise the study and summary of China's modern culture and pay more attention to foreign literature. In teaching, we can compare the contents of Chinese and Western cultures, and mobilize students' learning enthusiasm through lively ways. If we lack the comparative analysis of cultural knowledge, we can blindly understand the literal meaning of the text in the process of literary translation. In this way, the content is too simple, without the support of cultural background, it is difficult for students to translate accurately. Because English translation majors shoulder the important task of cultural communication, they should spend a lot of time to understand Chinese traditional culture, so that they can integrate the content of Chinese culture into the process of translating literary works, let readers understand the cultural connotation, and ensure the prosperity of Chinese traditional culture. If students know nothing about their own culture and blindly study the culture of other countries, they will lack a source of cultural literacy, which will not only cause the lack of students' cultural literacy, but also make our traditional culture into a difficult situation of development. Therefore, students should learn advanced Chinese traditional culture and take the responsibility of cultural communication in the future cross international exchanges. Responsibility, so that China's traditional culture can benefit the forest of world culture [1].

3. SET UP A COURSE COMBINING TRANSLATION WITH CHINESE CULTURE

At present, many college English translation majors in China do not offer traditional culture courses, so it is

difficult for students to connect English learning with traditional culture, so they are less exposed to traditional culture in their daily life, and they will not consolidate and learn cultural knowledge. The infiltration of traditional cultural festivals into teaching in schools can help students spread Chinese culture when they communicate with each other in English, so as to meet the needs of cultural development at this stage. For example, in classroom teaching, we can broadcast films about Chinese traditional culture through multimedia, such as the last emperor and the Lord of the rings. Through the broadcast of literary works, we can skillfully combine the cultivation of language ability with the spread of traditional culture, and then improve the disconnection between English translation major and traditional culture. Schools can also teach traditional festivals and describe the origin and development history of Chinese traditional cultural festivals. Many students like to have Halloween and Christmas in western countries, but they are not interested in Chinese traditional culture. In order to improve this situation, we should spread Chinese traditional festivals, teach the origin and development of traditional culture, and let students understand the traditional culture. It can produce profound insights and spread Chinese culture in the translation of literary works, so that students can establish a sense of pride in inheriting Chinese culture. It can also help foreign countries eliminate the misunderstanding of Chinese traditional culture and expand the influence of Chinese culture on the world stage. For example, teachers can explain the origin of Chongyang Festival and Qingming Festival in teaching, and let students write English articles with the title of "the Chinese festival" according to the contents taught in class, so that students can grasp the essence of traditional culture in the process of writing and revising, so as to improve their comprehensive English level and effectively carry forward Chinese traditional culture [2].

4. BUILD UP STUDENTS' NATIONAL PRIDE

China's traditional Chinese culture has a long history, but under the impact of foreign culture, the current status of traditional culture is more embarrassing. Due to the neglect of teaching, China's traditional culture, which has been inherited for thousands of years, is gradually losing.

In order to solve the problem of the status of China's traditional culture, In all aspects of teaching, we should supplement the content of traditional culture, teachers will run through the content of traditional culture throughout the teaching, for foreign culture, teachers only pass on the essence of culture to students, some unnecessary foreign culture can be abandoned, because foreign culture can enrich the content of our culture teaching, can be used as a supplement to our cultural content. Therefore, we should treat western culture in a proper way in teaching, so as to make our traditional culture continue to carry forward [3].

5. CONCLUSION

To sum up, the addition of traditional culture related content in translation major of College English education helps students grasp the essence of traditional culture, and then helps to spread Chinese cultural tradition and enhance the influence of Chinese traditional culture. In college translation teaching, we should fully strengthen the infiltration of our own cultural traditions, so that students can acquire a wide range of traditional cultural knowledge, so that students can correctly and reasonably spread our culture to western countries, so that more countries can understand China [4].

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Analysis on The Application of Different Animal Modeling in Animation Character Design

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Abstract: Shanhaijing is a legendary geography book, which has a great influence on the development and progress of today's society. This paper gives a brief overview of the development and application of different animal image in the role design of today's animation industry, and puts forward some suggestions on how to use different animal image in the role design of animation, in order to provide reference for relevant personnel.

Key words: Shanhaijing; Exotic animal modeling; Animation character design

1. INTRODUCTION

With the development of science and technology in the 21st century, the rise of animation industry has enriched our life. The image of rare animals in Shanhaijing breaks the traditional image and application of characters. The animation industry integrates Shanhaijing culture into the animation industry, which not only enriches the fullness of animation characters, but also makes the animation full of national characteristics and humanistic feelings, and promotes the long history of Chinese culture.

2. THE DEVELOPMENT AND APPLICATION OF DIFFERENT ANIMAL CHARACTER DESIGN IN SHANHAIJING

2.1 The development of different animal modeling in Shanhaijing

As a creative industry of cultural heritage, it is essential for animation industry to integrate Shanhaijing into it. In the book of mountains and seas, the shapes of exotic animals are peculiar and have different aesthetic feeling. The book includes gods, sacred animals, exotic animals, geography and humanities, etc. It is said that the book is likely to come from the folk, and it is very likely that the folk people weave it according to their own beliefs and fantasies, and finally draw it into a volume. However, compared with other books, the book has a unique mysterious color, so the classic of mountains and seas has been handed down in ancient times and is popular. Shanhaijing has been praised and described by ancestors from generation to generation, and refined the images of these exotic animals. Up to now, there are 70 kinds of exotic animals. The spread of thousands of years has also created the existing forms and rich species of exotic animals, and has provided quite rich materials for the creation of animation characters in today's society. The unique nature of Shanhaijing's exotic animal modeling also makes the animation industry create more specific and visualized cartoon characters, and provides continuous inspiration for creators.

2.2 Application of the shape of the mountain and sea classics beast

The book is a geographical book, which records a wide range of myths and monsters in China. The book not only has rich mythological stories, but also expounds the religious beliefs, geology, medicine and other fields in China. The more careful research people have done on the Sutra, the more interesting the book is, and it will make people associate unconsciously, which provides creative inspiration for artists of all kinds, and also brings a valuable material to the animation industry. Some animation industry in China also quoted the strange and strange talk of Shanhaijing, such as the thick soil and zhurong in the Begonia of big fish 《The white Ze and nine tail in the "human being!" 《In Jingwei reclamation, Yandi's daughter Jingwei (or girl's baby) and other animation films all use the Shanhai Scripture as the material to shape individual characters. Although the current social development Shanhaijing has not been completely introduced into the screen, most of the animation elements are from the Shanhai Scripture [1].

3. APPLICATION MODE OF ANIMATION DESIGN OF ANIMAL MODELING

3.1 Addition and subtraction

The "add and subtract method" of animation industry is different from mathematical addition and subtraction. If we want to depict the foreign animals in the mountain and sea classics into animation, we need to simplify and reshape the foreign animals“ Addition requires the creation of the image of the beast when depicting the beast. On the basis of the original shape, a few lines are added to make it more vivid, or the shape and color of the beast are properly filled. The purpose is to make the image of the beast more vivid and make the shape of the beast more stereoscopic and full“ Subtraction means that the author makes the original complex form simplified, cuts off the small lines with weak sense of existence and pays attention to the painting of small details. The method can make the shape of the beast more simplified and clear, and also ensure the stereoscopic sense of the beast, It enables the audience to recognize the beast at a glance and quickly remember its name. If the animal model of mountain and sea classics is carefully depicted in animation and the effective means of "adding and subtracting method" is used, it not only plays the role of enhancing the recognition of the alien modeling, but also makes the designed animal model more attractive, and promotes the visual effect of the beast on the screen to be full, thus increasing the audience's sensory experience. For example,

the simple can of parents and children cartoon "harpy and son" added limbs and five features to the film, which gave them the human character, which reflected that the can also has extraordinary life and thought. The film more or less quoted the strange talk of the mountain and sea classics, and got inspiration through the painting style and color elements of the Sutra, and applied to the animation.

3.2 Grafting method

The grafting of animation industry refers to the artistic characteristics of combining Chinese style with exotic animal modeling, mixing characters with different elements, depicting another style of exotic animal, and creating an extraordinary atmosphere for it. The grafting method is to make a large-scale transformation of the different animal shape, and splice the shape of the different animal on the body of another creature, so as to create a new type of different animal existing in the animation. In the animation industry, using splicing method can make the animation content more diverse, and this design method is also very common in today's animation screen.

In order to create a larger audience rating, the animation industry usually uses Shanhaijing as the material to create a monster with unique charm. Grafting technique is usually made up of two or more elements, and the splicing part changes the traditional pure color shape, and its color is more distinctive. This kind of modeling will give people a visual impact, and will not make people feel a bit strange. The grafting technique can make its body structure more complex, and crush and modify the beast, so as to create a new and different special ability, and promote the beast to evolve into a monster. The use of grafting method can make people give full play to their imagination and create unexpected monsters. Even color distribution can also promote people's brain to play more imagination [2].

3.3 Deconstruction method

The explanation of "Deconstruction" in animation is to decompose and analyze the modeling of different animals, and then recombine them. Decompose the body structure and special ability of different animals, and then combine their own style to create a new animation image. If this method is applied to animation, it will help animation creators to create more novel and interesting exotic

animals. If the style and elements of exotic animals in Shanhaijing are condensed and spliced, and then shaped by deconstruction, a brand new exotic animal can be formed, so as to achieve the purpose of shocking people's senses and soul.

The most common thing in our life is the new year beast, whose source can no longer be verified. And its image is especially like the combination of "Deconstruction". It looks like a lion from a distance and a unicorn from a close view, but it has a single horn and two sharp teeth. Its body is full of fire elements. Its body is vigorous and covered with scales. It is like a combination of lions, unicorns, Saber Toothed tigers and other creatures. It also belongs to the mythical beast. Modern life animation will weaken its momentum, decompose the shape, add some other elements, and then form a fire beast. This material is often used in posters.

4. CONCLUSION

There are 70 foreign animals recorded in the book. Their unique shape and changeable image provide countless inspiration for the design of modern animation characters, and also are the creation materials of much anime. That is, today, animation industry development, if the mountain and sea classics foreign animals are introduced into animation, it can make the animation industry content more flexible and richer, and at the same time, we can also make our national and cultural characteristics develop.

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The Ideographic Function of Color Language in Film and Television Animation Works

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Abstract: Color is a special element in film and television animation, which can play a certain role in expression. Through the transmission of color, people will have different feelings and significance in treating different colors in film and television works. The feelings expressed by color and the feelings expressed by language are similar, Both of them can form a combination. Color language and film language are two inseparable factors. The perfect use of color in film and television animation works, can convey some information to the audience, let the audience and film and television animation works in a specific space resonance and interaction, and color can also have a certain hint in film and television animation works, in order to more vividly express the main intention of film and television animation works.

Key words: Film and television animation; Color language; Ideographic function

1. INTRODUCTION

In film and television animation works, color is a kind of code, whose main function is expression, and its main feature is expressiveness. Color can aggregate the language in film and television animation. It can be said that the ideographic and aggregative functions of color come from life. Color is an indispensable part of people's daily life, and also constitutes a very important influence. When people watch film and television animation works, they have their own unique understanding of color through some life experiences, and form different images among different colors.

2. THE DIFFERENCE BETWEEN COMMON LANGUAGE AND COLOR LANGUAGE

For film and television animation works, color is a special expression language. Different from ordinary language, color language has the dual characteristics of simulation code and expression code. In daily life, color can express some things and also complete the transmission of information. It is a symbol in people's subjective consciousness, and its main function is to express their emotions. In the film and television animation works, the creator uses the research of color and people's psychological characteristics, which can more vividly express the theme of the film, deepen the character characteristics of the characters in the film, and express the more complex and abstract emotions through color. The symbol of ordinary language has a certain randomness, and color is symbolic in people's psychology, and it is an important part of film and television works. Therefore, color has a strong symbolic meaning in film and television animation works, and has more important functions than ordinary language [1].

In the language of film and television animation, color can not only be used as an aesthetic element in the film, but also can transmit a lot of information, which has a certain uniqueness. With the cooperation of image and sound, color can transmit a lot of different information. The different depth of color can also determine different characters' emotions. Through the distinction of color and the degree of light and shade, color can be used in the film. The protagonist's mood contrast is perfectly presented. As a special film and television language, color has a certain space in the process of transmitting information. The change of color can show the New Year pictures with the characteristics of time and space, showing the linear characteristics, while the category of ordinary language is only language [2].

3. COLOR COMBINATION AS EXPRESSION CODE

3.1 Color matching in single frame composition

In the film and television animation works, color matching needs to be carried out according to the plot of the story. Different colors are combined together to convey different meanings. Whether it is the screen capture or the conversion between different shots, the content of the story can be presented more perfectly. In the process of arranging different color combinations together in the film and television animation works, the original color of the object is usually changed, but it can have different meanings, so as to express the central idea of the film and television works. Especially for the animation works, the collocation of colors also has enough space, which can make the single picture present different colors through different color combinations. The dynamic aesthetic feeling makes the meaning of animation more perfect.

In the process of combining the colors of a single composition, rich color collocation can have a certain foil effect. Combining a variety of colors with large contrast can form opposite colors. Different colors can make the audience have a strong visual impact in the process of contrast, and then promote the development of the story. In the process of creating film and television animation works, through the shaping of color, we can convey the special emotions in film and television works to the audience, and make the audience have a strong visual impact. The audience can also have a pleasant viewing experience in the process of watching film and television animation works. For example, in the animation "Prince of Egypt", when Jesus was crucified, the color used in the film was black. When Moses confronted with the Pharaoh Ramesses II, Moses presented orange, and the Pharaoh Ramesses II presented blue. The cool tone was compared with the warm tone, so that the audience could feel the justice and evil more intuitively. Reasonable use of color

in film and television animation works can perfectly shape the character image, and then present different aesthetic feeling in vision [3].

Mixing different colors together and then applying them to the single frame composition can show the tension of animation. In the pure color, it generally has no visual impact, but in the mixed color, it can make the audience feel a kind of dynamic nature. For example, the combination of cold tone and warm tone can play a good visual effect and produce great tension.

3.2 Color matching between pictures or shots

The combination of different colors, you can see a more intuitive effect in a single composition, so that the picture has more tension, in film and television animation works, through the combination of different colors, as well as the conversion between the lens and the lens, you can make the picture and the picture produce coherence, especially in film and television animation works, the combination of different colors together Can make the color in the picture more hierarchical, so that the connection between the pictures will be more natural, can also reflect the transmission effect of complex events. The combination of different colors can make the picture produce a certain sense of space, and let the audience feel the time difference between different pictures. The use of color elements can act as a "time chain" in film and television animation works, creating a different atmosphere and environment [4].

For film and television animation works, color is a symbol of expression, which can directly present the theme of the film, set off the atmosphere of the film, and use the transformation and collocation of color to cooperate with the language and action of characters, which can make the theme of color and film reach an agreement, and then

promote the expression of the theme of film and television animation works. For example, in the first part of the film and television animation "Prince of Egypt", the sun appears in the clouds, and the lens combines white with blue. The cold color will give the audience a sense of uneasiness, which can indicate that something may happen next.

4. CONCLUSION

To sum up, color is a very important element for film and television animation works, which can not only express the mood of the protagonist in the film, but also set off the environment to express the theme of the work, so that the audience can have a better feeling and understanding of film and television animation works. Therefore, in film and television animation works, the audience can watch through different color collocations and combinations In the process of the film, emotional reaction is produced to express the theme of the film.

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Evaluation Method of Quality Management of Higher Education Assisted by International Exchange and Cooperation

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Abstract: With the deepening reform in the field of education in China, higher education gradually presents the trend of internationalization, and the nationalization of higher education has become the trend of future development. The international cooperation of China's colleges and universities is also gradually increasing, which brings new development opportunities for the quality-oriented education of China's higher education. Therefore, if we want to do a good job in the internationalization of higher education and international exchanges and cooperation, we must make clear its work objectives and development ideas, so as to promote the development of China's higher education internationalization. This paper mainly expounds the evaluation methods of higher education quality management effect under international exchanges and cooperation, and explores the current situation and problems of China's higher education internationalization. **Key words:** International Exchange; Higher education; Development status; Problems

1. THE DEVELOPMENT STATUS OF HIGHER EDUCATION UNDER INTERNATIONAL EXCHANGES AND COOPERATION

At present, China attaches great importance to the international exchange and cooperation of higher education, and attaches great importance to the introduction of advanced knowledge. In this work concept, many colleges and universities also actively carry out school enterprise joint work with higher education institutions in developed countries, so as to promote the development of higher education in China, and many colleges and universities exchange visits with higher education institutions in foreign advanced regions and countries. Scholars learn from each other's excellent education culture to improve the quality of Higher Education Talents: even foreign universities have carried out online classroom and information cooperation, actively realized the sharing of educational resources, and actively launched various seminars and forums [1]. At present, there are various forms of international exchanges and cooperation between colleges and universities in China, not only with colleges and universities, but also with enterprises, governments and other international organizations. But at the same time, there are many problems in the international exchange and cooperation of China's higher education.

2. PROBLEMS IN INTERNATIONAL EXCHANGE AND COOPERATION IN COLLEGES AND

UNIVERSITIES

2.1 The management mechanism is not sound

Although the situation of International Education in China is great, many universities still pay little attention to international education, and they do not realize the advantages brought by international communication and cooperation to schools and students. The relevant education departments and school leaders lack the internationalization perspective on the construction and development of the school itself, and they lack of attention from the ideological point of view. In the actual teaching management, there will be no corresponding management mechanism. Many universities have old management mechanism, lack of international working mode, low efficiency and relatively lack of international concept. The imperfect management mechanism makes it difficult for the university to achieve long-term educational cooperation with foreign universities. For the foreign international exchange students, lack of management experience, it is difficult to play the purpose of international exchange and cooperation learning in the whole teaching process.

2.2 Lack of education funds and teachers

China's relatively small investment in education funds in Colleges and universities leads to the shortage of funds and the shortage of funds in many colleges and universities. However, if we want to achieve a good development of international exchanges and cooperation, we must get the corresponding economic support. However, China's colleges and universities do not have enough funds as support, and many foreign academic exchanges are difficult to start, which is also the main problem in China's international exchanges and cooperation. It's a big dilemma. For the construction of the teaching staff in Colleges and universities, there are some problems, such as the lack of self level and ability, the lack of good communication with foreign exchange personnel, the need to improve the level of international exchange, and the limited introduction of foreign teachers. Most of the front-line teachers do not have enough foreign exchange and cooperation experience to meet the current development trend of international exchanges.

3. THE COUNTERMEASURES OF THE PROBLEMS IN THE EXCHANGE AND COOPERATION OF COLLEGES AND UNIVERSITIES

3.1 Improve ideological understanding

In order to get the vigorous development of education, colleges and universities must face up to the idea and implement the strategic policy of "going out" and

"introducing", which requires the relevant education departments and leaders of colleges and universities to update their teaching ideas in time and realize the development opportunities brought by international exchanges and cooperation. In order to actively carry out international exchanges and cooperation, colleges and universities should actively absorb advanced technology and ideas, continuously improve their competitiveness, and carry forward China's excellent traditional culture through international exchanges and cooperation [2]. Therefore, it is necessary to improve the ideological understanding of international exchange and cooperation of relevant education departments in order to effectively stimulate the international exchange and cooperation of colleges and universities in China.

3.2 Improve the management of International Exchange Department

In the international exchange and cooperation of colleges and universities, we should improve the management of relevant international exchange departments on the basis of improving ideological understanding. The work efficiency of foreign affairs departments of colleges and universities is directly related to the smooth development of international exchange work of colleges and universities. Therefore, international exchange departments play a vital role in international exchange and cooperation. Therefore, colleges and universities should strengthen the construction of foreign affairs departments, strengthen the allocation of professionals in foreign affairs departments, strengthen the management level, establish effective incentive policies, stimulate the enthusiasm of staff, change the initial idea of passive work, and more effectively recommend international exchanges and cooperation.

3.3 Increase capital investment

In the international exchange and cooperation, the Education Department of our country should pay attention to the study of exchange and cooperation with foreign universities, at the same time, it should also ensure the basic living security of the students, so there should be enough funds; the reception and study exchange of the corresponding foreign students should also have the corresponding capital investment, as well as the construction and training of the teaching staff of our universities. Therefore, this requires that China should increase the capital investment in Colleges and universities, so as to timely update the infrastructure of colleges and universities, and provide good conditions for exchange and cooperation [3]. Actively apply for sponsorship with social public welfare institutions to promote the development of China's education.

3.4 Strengthen the construction of teachers' Internationalization

The strength of college teachers is an important condition to attract international exchanges and cooperation. Therefore, colleges and universities should improve their ideological understanding, actively introduce professional talents, cultivate existing talents for further development, strengthen bilingual teaching, create a good learning atmosphere for teachers and students, establish a

reasonable promotion mechanism, give full play to the advantages of foreign teachers, and improve the internationalization level of colleges and universities.

4. THE SIGNIFICANCE OF INTERNATIONAL EXCHANGE AND COOPERATION IN HIGHER EDUCATION

4.1 Accelerating the development of Higher Education

Facing the new situation and opportunity of internationalization of vocational education, China's higher education should take the initiative to adapt to the situation and concept of development, actively increase international exchanges and cooperation, and speed up the construction of internationalization. In this context, national exchange and cooperation has become an important strategic choice for the development of higher education and personnel training in China. Therefore, international exchanges and cooperation can quickly and effectively accelerate the development of higher education.

4.2 It can effectively improve the school running level

Higher education is the cultivation base of high-quality skilled talents in our country. The professional level reflects the quality of talents cultivation in Colleges and universities. By strengthening the cooperation with foreign schools and enterprises, colleges and universities can realize their own construction and development, complete the goal of talent cultivation, and improve the school running level more effectively.

4.3 Improving the competitiveness of colleges and Universities

Through the study and cooperation with international exchanges, Chinese colleges and universities should learn from the advanced educational ideas and experiences, which can not only promote the development of China's education reform, but also enhance the international status of China's education. Positive exchanges and cooperation can effectively learn from the new educational ideas of foreign colleges and Universities, and provide a rich resource platform for our colleges and universities to learn, which can effectively promote the development of China's education. At the same time, it can improve the competitiveness and influence of colleges and universities in the society.

5. CONCLUSION

In conclusion, the internationalization of higher education requires colleges and universities to actively adapt to the development needs of the international situation, constantly strengthen international exchanges and cooperation, constantly reform the curriculum system, open international education courses, timely introduce advanced teaching concepts and teaching results. Only in this way can we realize the revitalization and development of higher education in China and fully realize it. Open education can make up for the advantages and disadvantages to achieve the goal of building up the school. This paper mainly aims to explore the higher education under the international exchange and cooperation, which will bring us reference significance.

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China's Economic and Financial Operation and Related Policy Analysis

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Abstract: In recent years, the financial crisis is a matter of great concern to all countries, because once it involves the livelihood of the people, in order to avoid the occurrence of the financial crisis, China has been taking active measures to prevent it. The current monetary policy is relatively loose, and combined with macro-control and other content, making the overall operation in a stable state, but there are many gaps, The sustained recovery and recovery need to be further studied by the staff.

Key words: Economy and finance; Operation status; Policy analysis

1. INTRODUCTION

Due to the US subprime mortgage crisis, which lasted for a long time and spread widely in the world, China's income was also affected, and the financial market experienced stock market shocks and losses of financial institutions. Therefore, the relevant departments made adjustments to cope with the crisis and adopted monetary macro-control measures to stabilize the turbulent situation. Although it has achieved certain results, But it still needs to be optimized on demand. It can be seen that in the next work, we need to strengthen the control of financial operation and policy analysis, so as to lay a healthy foundation for long-term development.

2. THE CURRENT SITUATION OF CHINA'S ECONOMY AND FINANCE

2.1 Achievements in economic development

It is undeniable that with the proposal of the previous policy, the economic environment has stabilized a lot, relying specifically on the loose monetary policy and the positive fiscal policy, and making a slight adjustment in combination with the actual situation, so as to achieve the present situation. On the one hand, the monetary and credit sector has been relatively stable, M2 has been in the normal range; On the other hand, the bank's market interest rate is steadily moving forward. From an objective point of view, we can see that the world economy as a whole is still complex. It is worth noting that China's economy as a whole is on the rise, and the investment environment such as GDP, fiscal revenue and fixed assets is good; The country has implemented the "three carriages" strategy for a long time, which shows that the pulling effect is very obvious. According to the data, the contribution rate is very high, which is a clear measure. Therefore, we still need to pay attention to domestic demand in the future development.

2.2 Problems in economic and financial operation

As can be seen from the above, the domestic economy and finance are in a good running state, showing a growth trend, but there are still problems to be solved. It is found

that inflation is a major problem, and commodity prices are a headache. Take the European sovereign debt crisis for example, it lasts for a long time. Although it uses loose international monetary means, it has little effect. Because it is not easy to control in a short time, it causes the problem of commodity prices, which is extremely unfavorable to future development; Secondly, China's financial macro-control has gradually exposed problems during the application period, which can be summarized as follows: first, the characteristics of domestic monetary policy are relatively obvious, that is, flexible and independent, which creates a good development space for China, but because of the net inflow of foreign exchange, the pressure on money increases, which is no longer flexible and independent as before; Second, although macro-control has made a certain allocation analysis and guidance to the funds, the flow of bank funds is very unbalanced in urban and rural areas; Third, from the two aspects of financial institutions and credit risk, the current arrangement of preventive measures is unreasonable, and the regulatory coordination mechanism also has loopholes, so the financial risk still exists all the time [1].

3. POLICY ANALYSIS OF PROMOTING ECONOMIC AND FINANCIAL DEVELOPMENT IN CHINA

From an objective point of view, the operation of economic and financial is still a long way from recovery, because the foundation is not strong enough, and the economic and financial of our country is facing the same problems, so we need to continue to lay a good foundation. At present, the loose monetary policy adopted has played a good role. Because the problem of economic trend can not be determined, this uncertainty factor is always a hindrance to the development path. Therefore, in the next work, the state should continue to strengthen the research and implementation of macro-control, which can be reflected in the following aspects:

3.1 Sound implementation of monetary policy

According to the current situation, the domestic economy is still in an uncertain stage, or described as "sensitive stage". If we want to lift the alarm and seek benefits for the future, relevant personnel need to strengthen the in-depth study of the international environment and domestic economic operation, and predict the potential hidden dangers and contradictions in advance. At this time, we need to use macro-control and monetary government as the basis; In this case, the implementation of the policy will be more smooth, and its stability and flexibility can be guaranteed; The state should attach importance to the control and control, carefully analyze the direction, strength and rhythm, and properly combine policy tools, but it must be scientifically divided to implement, and

monetary and credit work should be strengthened in terms of growth and flow, so as to provide assistance for the later work; Secondly, in general, China's international income adopts a means, namely "double surplus", which is still to be maintained. It also indicates that short-term capital has sustainability, and can slowly enter the overall financial link, which plays a role in easing. It is worth noting that staff should pay attention to the two items of rediscount and deposit reserve, Let them play a role in a healthy environment, and there are also monetary policy transmission mechanisms and the continuous improvement of the environment. Interest rate marketization is also a part of staff need to care about, and further reform is needed. The management of RMB exchange rate and other aspects should be further strengthened.

3.2 Maintaining price stability as the primary task

From an objective point of view, the important part of macro-control is still price oriented, which can be reflected in the following aspects in future work: first, the basic direction of macro-control is of certain significance, so it can not be violated, and it can be adjusted relatively according to the actual situation to ensure flexibility. Second, in the next development, the supply should continue to be optimized, because food is indispensable, and the implementation of resource-based products should be carried out, and the stable situation should be maintained in combination with all aspects of capital flow; Third, the circulation of products needs to be further controlled, because unreasonable factors often appear, so the next step is to strengthen supervision and regulation. At present, the tax policy has been implemented.

3.3 Promote the adjustment of economic structure

The contents related to the total structure of money and credit need to be innovated and optimized. We should adopt reasonable means to adjust some imbalances in a healthy environment; Under the condition of continuously optimizing the credit structure, commercial banks will increase investment in unbalanced areas, improve the

service system, so as to promote the overall development; At the same time, the financial service system in the community also needs to be improved, because small and medium-sized banks should pay attention to the balance when they are developing. At this time, the community related services need to be further improved, or through policy support, commercial banks should set up service points in remote areas; In addition, the country in the reasonable construction and development at the same time, also need to pay attention to the composition of rural financial institutions, which is worth paying attention to the management and optimization of China postal savings bank, there are some small and medium-sized banks, to properly join the differential interest rate, in order to maintain the overall development.

4. CONCLUSION

To sum up, it is a brief description of China's economic and financial operation and related policy analysis. In view of the above discussion, it can be seen that the specific development of the world economy and finance affects China's economic and financial development. Due to the current poor overall environment, China needs to make countermeasures to maintain the normal development of domestic economy and finance. In recent years, China has put forward loose monetary policy and achieved certain results, but there is still a period of time before the economic recovery, which needs to be further explored.

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Analysis on the Current Situation and Countermeasures of Dormitory Management in Higher Vocational Colleges

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Abstract: With the continuous development of society, China also attaches more and more importance to higher vocational education. Under the background of the new era, the system of higher vocational colleges is constantly reforming, and the enrollment scale of higher vocational colleges is also increasing. With the rise of accommodation students, student dormitory management has become an important part of student management. Students' dormitory is the main place for students' classroom activities. A good dormitory atmosphere can stimulate students' interest in learning and promote their all-round development. However, there are still many problems in the dormitory management of higher vocational colleges. In the following, we will mainly analyze the current situation of dormitory management in higher vocational colleges, so as to take corresponding measures.

Key words: Higher vocational colleges; Dormitory management; Current situation; Countermeasures; Analysis

1. INTRODUCTION

Nowadays, most students are only children. When they go to higher vocational colleges, they usually leave their parents. At the beginning, they will not adapt to it, and parents will not rest assured that students live alone. How to carry out the management of residential students in order to make their parents feel at ease is a problem that needs to be focused on. Dormitory management is a systematic project based on the construction of dormitory culture. With the development and improvement of market economy, the ideological values of college students are also changing. The concept of students fighting for freedom is more intense, and their needs are more and more diversified. Therefore, the management of dormitory in higher vocational colleges is facing a new challenge. Put forward new requirements [1].

2. THE PROBLEMS EXISTING IN THE DORMITORY MANAGEMENT OF HIGHER VOCATIONAL COLLEGES IN THE NEW PERIOD

2.1 The function of college dormitory is relatively single
Our vocational colleges and foreign students are using the centralized accommodation mode, most of the students are staying in the campus dormitory. But there are many schools in the dormitory system management there are many deficiencies, did not play the advantage of accommodation. The dormitories of higher vocational colleges are generally treated as the living places of students, ignoring the role of dormitories in educating

people. Its function orientation is relatively single. Many students' dormitories lack living facilities. There are almost no other facilities except living in dormitories. Students' activities in dormitories are relatively single. In recent years, China's ideological and political education of students is more and more in-depth, students' dormitory has become an important place for education, education management workers have gradually realized the significance of dormitory for students to carry out education, but its management mode still stays in consciousness, hardware equipment can not keep up, management mechanism has not been improved, education function is too formalized [2].

2.2 Lack of unified management in college dormitory

At present, the responsibility of College Students' dormitory management is not clear enough. The deployment of students' dormitory is generally completed by the relevant departments. The daily safety and health of the dormitory is in the charge of the property management department, and these managers are employed by the logistics property. If the two departments are not unified, there will be problems such as disharmony in daily management services, lack of people-oriented concept in dormitory management services, rigid rules and regulations, which do not conform to the actual situation [3].

2.3 The quality of dormitory management personnel is low

In our country, college dormitory managers are older, and their education level is generally low, some even do not know how to read. The education level of these managers is too low, which makes it difficult for the cultural construction of students' dormitory to play its role. In addition to daily management, it is unable to provide relevant life guidance for students. Although colleges and universities in our country are also strengthening ideological and political education, actively join the counselor management, which has a promoting effect on cultural construction, but the cultural level of dormitory managers is limited, which limits the construction of dormitory culture. When formulating dormitory management policies, there is a lack of interactive links. Colleges and universities should comprehensively improve the problem, understand the actual life of students, and choose some high-level dormitory managers [4].

3. THE COUNTERMEASURES TO SOLVE THE PROBLEMS OF DORMITORY MANAGEMENT IN HIGHER VOCATIONAL COLLEGES IN THE NEW

PERIOD

3.1 Establish the dormitory management idea of educating people

The ideological and political education of college students in our country is in constant reform, many university dormitory management is also gradually implementing the concept of education. Dormitory management to better cultivate students, it is necessary to make use of the advantages of students' collective accommodation, take the existing student management system as the basis, break through the traditional management concept, change the relevant management mode, give full play to dormitory resources to carry out education for students. Dormitories are the main places for students to study and rest. Compared with the public places on campus, dormitories are students' private space. In dormitories, students have no scruples and freedom of speech and behavior. On the whole, the ideological and political education of students has certain advantages in the dormitory. In the dormitory management, teachers should pay attention to the educational function of the dormitory. From the perspective of education, teachers should integrate dormitory management into the ideological and political education system for college students, adhere to the people-oriented education concept, innovate management methods, and build a good living environment for students [5].

3.2 Unify understanding and improve various rules and regulations

As an important administrator of the school, teachers must correctly understand the significance of dormitory management, take the dormitory as the starting point, carry out relevant work, in the classroom to deeply understand the development trend of students, master the students' learning and living conditions, according to the actual situation to establish dormitory information network, in order to timely find problems and deal with them. Do a good job of dormitory rules and regulations, let students realize that their growth and dormitory performance is inseparable, can select some excellent dormitory, improve students' self-discipline ability, increase students' collective sense of honor.

3.3 Strengthen the construction of dormitory management team

Dormitory management is not only for dormitory health and other aspects, but also for all aspects of student management, teachers should combine ideological and political education and dormitory daily comprehensive management. In addition, we need to build a high-quality and capable student team to manage the daily affairs of the dormitory. Teachers can set up special corresponding positions, bring the management of dormitory counselors into the school team management, implement the relevant assessment mechanism, mobilize the enthusiasm of students, and make them have the motivation to

participate in the construction of dormitory culture.

3.4 Fully mobilize students to participate in dormitory management

As the main body of the dormitory, students have the right to know the management content and can express their opinions freely. Students can participate in the dormitory management rules and regulations, self-management, give full play to the role of the student team. Students' participation will make dormitory management more effective, better information communication, targeted self-management, and better implementation of people-oriented education concept. In addition, in the construction of human harmony, we need to pay special attention to the following points: first, in guiding students to participate in management, teachers should strengthen communication with students, and establish good interpersonal management with students, so that students can cooperate more in the process of management. Second, in the process of actual service management, we should respect the personalized development of students, make the management content not too rigid, strengthen the communication between the subject and the object, and realize the unity and harmony of the whole.

4. CONCLUSION

According to the above, we can know that the education of college students is comprehensive and needs to be carried out systematically for a long time. Teachers should strengthen the management of student accommodation. At present, China's higher education reform has been further developed, and improving the management of students' dormitory has become the focus of colleges and universities. We must strengthen the ideological and political education of students, meet the learning needs of students, cultivate high-quality all-round talents, and promote the better development of our country.

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The Current Situation and Teaching Ideas of College Sports Tennis Elective Course

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Abstract: With the continuous development of society, our country also pay more attention to college sports tennis elective course. College sports tennis elective course can promote the overall development of students, has a certain significance, but because of the tennis technical difficulty coefficient is large, limited venues affect the development of the course. Want to fundamentally change the current situation of college tennis elective course, improve the quality of teaching, it is necessary to find out the problems in the course. In the following, we will mainly carry out in-depth analysis of the current situation of college sports tennis elective course, in order to expand more educational ideas.

Key words: College physical education; Tennis elective course; The current situation of development; Teaching ideas

1. INTRODUCTION

In the context of the new era, tennis has gradually become an important entertainment and fitness project, which is widely loved by students and gradually promoted in Colleges and universities. Tennis as an important part of sports, teaching form and teaching mode need to be further improved. At present, there are still various deficiencies in tennis teaching. We must analyze the current situation in order to take corresponding countermeasures and speed up the reform of physical education.

2. THE CURRENT SITUATION OF COLLEGE SPORTS TENNIS ELECTIVE COURSE

2.1 Objective situation of Tennis Teaching

The most prominent problem is the court, and the choice of the court is an important problem in college tennis teaching. From the analysis of the construction of College venues, it can be seen that tennis teaching is seriously limited by space and funds. Most colleges and universities do not have tennis courts. Some colleges and universities set the venues outdoors, mainly cement, which is more dangerous for tennis beginners, and it is not easy to play. There are few colleges and universities with plastic venues, and some also stipulate that they can only use them during teaching hours, and they will charge after class [1]. This kind of behavior will greatly reduce students' interest in tennis. Equipment is also the main problem, tennis racket and tennis are the most basic tennis sports equipment, but many domestic colleges and universities in tennis teaching, tennis supply is insufficient, will require students to bring their own rackets in tennis class, the school supply exceeds demand. Tennis class want to better carry out, need sufficient hardware facilities, in fact, colleges and universities to its investment is not enough [2].

2.2 Subjective problems in tennis teaching

First, the level of tennis skills of teachers can not meet the requirements, tennis has a certain technical, laymen seem to be simply serve, catch and other actions, in fact, including various techniques and tactics. Most of the tennis teachers in Colleges and universities in China are graduated from sports colleges. After a long period of study, the tennis professional teachers are relatively few, generally short-term tennis training. From the overall point of view, the professional ability of tennis teachers in China needs to be improved.

Second, teachers are still using traditional teaching mode, teaching form and content are too single. According to the survey, many college students love tennis and have a good attitude to study. It can be seen that tennis course is very popular with students, but the teaching method used in class is too single, but it is just a simple explanation of relevant knowledge and technology for students, lack of combination with practice, boring classroom teaching content, which will reduce students' interest in tennis [5].

3. THE TEACHING IDEAS OF COLLEGE SPORTS TENNIS ELECTIVE COURSE

3.1 Create a good tennis atmosphere

Students need a good atmosphere when they play tennis. In view of this content, colleges and universities can organize students to carry out relevant publicity work, establish relevant associations, and encourage students to actively participate in tennis activities. In addition, relevant competitions can be held to stimulate students' interest and increase students' confidence in tennis with the help of competitive competitions.

3.2 Reasonable construction and utilization of tennis court

In order to solve the problem of venues, universities should strengthen communication with the help of social resources. Colleges and universities can cooperate with local enterprises to ensure the teaching of tennis, and also provide daily rest places for enterprise employees to achieve a win-win situation. Reasonable use of the site, do not limit the opening time, to make full use of it, arrange students to practice, play the maximum value of the site resources.

3.3 Enrich the teaching methods of tennis optional course

To strengthen the tennis education in Colleges and universities, it is necessary to improve teachers' professional ability and teaching level, enrich the classroom content. Colleges and universities can irregularly organize tennis teachers to carry out relevant exchange meetings to study their teaching content. Non tennis teachers should study regularly and receive systematic training. Qualified colleges and universities can introduce professional talents, carry out effective guidance, learn high-level playing methods, and provide

more skills for tennis. A variety of tennis teaching forms can fundamentally meet the students' learning needs for the sport.

3.4 Let students realize the importance of theoretical learning

College Students' understanding ability is relatively high, college tennis teaching needs to highlight the focus of theoretical teaching in tennis class according to the actual situation of students. In tennis targeted teaching, increase theoretical knowledge, but also improve its practicality. Teachers should guide students to treat the theoretical knowledge of tennis correctly, combine theory with practice, improve students' application ability, help students understand tennis deeply, which can promote the better development and continuous progress of tennis in Colleges and universities.

3.5 The cultivation of tennis tactical application ability

In the process of tennis teaching, we must pay attention to the combination of theory and practice, put tennis action practice and tactics in a higher position, and help students understand the content in the classroom. When explaining the theoretical knowledge, teachers can use multimedia to play relevant video materials, so that students can observe it in all directions. After learning, they can flexibly use tennis knowledge for training. When students are training, teachers should give effective guidance, find students' wrong actions, let them correct, exercise and improve their tennis skills.

3.6 Enrich the teaching content of tennis course

In the process of tennis teaching in Colleges and universities, in addition to choosing reasonable teaching content, we also need to master students' actual sports ability, take it as the basis, formulate effective teaching plan, enrich the teaching content of classroom theoretical knowledge, help students master tennis skills, can exercise, we should regard tennis as entertainment activities, and relax the pressure in sports. We can choose some interesting content to avoid boring teaching content and improve students' initiative. Teachers should keep up with the development of the times and use the charm of tennis to attract students' attention.

3.7 Establish scientific evaluation method

The evaluation content needs to reflect the students' comprehensive accomplishment and tennis level accurately, and the emphasis should be placed on the sports ability. It can start from different aspects, and evaluate its sports ability and theoretical knowledge, as well as practical ability and extracurricular homework. To ensure the rationality and comprehensiveness of the evaluation method, the physical education process and the results of physical education should be combined in the actual assessment, the differences between students should be respected and the corresponding encouragement should be given, so that students can study pertinently.

4. CONCLUSION

According to the above, we can know that the value of tennis exercise is relatively high, while strengthening the body, it can cultivate the excellent quality of students, colleges and universities need to pay attention to the opening of tennis elective courses. At present, the current situation of tennis teaching in our country is not ideal. We need to reset the course, implement the new teaching concept, and improve the quality of tennis teaching in teaching practice.

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On the Cognitive Model of Poetic Image Based on Image Schema Theory

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Abstract: In the process of poetry appreciation, the most impressive thing is the image of poetry, which is the key to the transmission of poetry content. Different from Chinese traditional poetry aesthetics, western poetry generally focuses on image, through which the key and difficult points in poetry are translated. In China's cognitive model, image schema is a form of expression in linguistics. From the perspective of linguistics, image schema can compress the abstract content of poetry. Poetry translation can be restored by symbols in image schema. In fact, image schema is to provide convenience for poetry translation, so that the meaning of poetry can be better displayed to the public, and images can be restored in the form of pictures.

Key words: Image schema; Poetry image; Cognitive model

1. INTRODUCTION

Image schema enables people's brain to recognize something in their life. Through long-term memory, they can understand the image of something and integrate it according to a series of data information to make its content more suitable for the memory of human brain. Image schema is a kind of fusion of human perception and experience. Through the above three aspects of content, the data obtained are integrated to form an overall image schema, and the concept and abstraction are combined. After obtaining the image schema, people can construct the unknown domain. Image schema can improve people's understanding of some concepts. At the same time, the formation of image structure depends on a series of human experience. It needs to be illustrated to make people form image schema in their brain.

2. WHAT IS IMAGE?

For any country, each country has a translation standard, but due to the differences between China and Western countries, the content of translation is different, and the language norms of each country are different, but the global poetry translation is based on English. Why is English translation the norm? First of all, from the perspective of readers, English will be accepted by the public, and the translated content can be appropriate to the untranslated content, and the translated content will meet the personal preferences of readers; On the other hand, from the perspective of translation theory, the norms of poetry translation should be based on the relevant standards of language and literature, especially the basic requirements of culture. Therefore, according to relevant studies, it is not difficult to see that modern English translation of poetry directly reflects the quality and acceptance of Chinese poetry. Therefore, it is not difficult

to see that modern English poetry translation is more popular with the public and more recognized by the relevant readers, especially in terms of image and rhythm. Many people pay more attention to the context of poetry translation. Whether the translated poetry can still meet the context of the original poetry is a very important work in the process of translation. Each country has its own translation standards and requirements, but no matter what the translation context is, it must conform to the aesthetic form of poetry. It is an indisputable fact that the aesthetic form of the translated poems in western countries has changed to a certain extent. To sum up, it is not difficult to see that the translation of poetry focuses on the formation of image and rhythm. The above two kinds of content are the trend of poetry aesthetics and the main standard of poetry translation.

In the process of translating Chinese poetry, there are three standards of beauty: beauty of meaning, beauty of sound and beauty of form. Readers' ranking of the three beauties is as follows: beauty of meaning, beauty of sound and beauty of form. Many poetry translators believe that in the process of poetry translation, image is the soul of poetry translation, so any poetry should retain the image in the original poetry in the process of translation, and also require the content of translation to express the spirit of the original poetry[1].

3. IMAGE SCHEMA

Image schema is a form of memory for a thing or other material. Long time accumulation can make people better understand. It is also one of the important concepts in cognitive linguistics. It carries all the characteristics of human cognition. Image schema is a kind of metaphorical concept formed by people's cognition and understanding of things, through which the spatial structure is reflected as a kind of compressed descriptive content. Image schema is a kind of highly abstract figure formed by a series of spatial relations and human life experience accumulated in daily life, and this figure can be described by simple lines. The formation of figure by imagination is not the main content of image, it is only an abstract form of people's concept, but this kind of abstract form can make people have a more specific feeling of things. Image schema is also a key step in poetry creation. Mapping poetry through the content of this step is a compressed description of people's cognitive model, especially the creation of images in poetry.

For Western readers, many people can not understand the content of the poem. Because of the translation, the content will change in a certain level, so it is difficult for Western readers to understand the artistic conception of the original poem, and it can not produce the same

emotional cognition as Chinese readers. This phenomenon is the translation barrier caused by the differences between Chinese and Western cultures. Image schema is a highly abstract form, which can be displayed through simple graphics, so that people can better understand the feelings in the content. Especially in the work of poetry translation, the translator extremely needs to carry out auxiliary translation according to the form of image, which is more conducive to the understanding of readers. The form of pictures can better convey the scene in poetry translation, and enable readers to better understand the meaning of poetry. Through the transmission of images, poetry lovers from all over the world can understand the benefits of Chinese poetry [2].

4. INTER SYMBOL TRANSLATION

Linguists all over the world believe that language has certain symbolic representation and can express the meaning of language through symbols. American researchers believe that every word and sentence has a corresponding symbol, and can be translated into another language through the form of symbol expression. The meaning of the translated content is not much different from that of the original. There are three different forms of translation symbols: first, the original text is translated, and then the second translation is carried out through the artistic conception of the original text to express the content and meaning of the translation in the form of symbols. Second, translation is actually to interpret poetry in another language, and the content of interpretation can be expressed by symbols. Thirdly, it can also be called

cross category translation. What is cross category translation? Cross category translation refers to the use of corresponding translation symbols to translate the original content. Translation should be based on non-verbal symbols.

To sum up, translation symbol is a kind of non-verbal but can express the meaning of the language. It is a translation method in translation work. Because it can show the image schema in the original poetry, it is widely used. Inter symbol translation is also known as cross category translation.

5. CONCLUSION

To sum up, it is not difficult to see that image schema theory can bring some enlightenment to poetry translation. On the basis of keeping the original meaning unchanged, it can improve the relevant content of translation. At the same time, image schema can test the ability of translators. Image schema, as one of the important concepts in cognitive linguistics, can express the implicit meaning in the concept and explain it, which promotes the status of poetry translators.

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On the Construction of Topic Based English Teaching Mode in Higher Vocational Colleges

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Abstract: In the background of the education reform, vocational colleges gradually realize the shortcomings in the traditional English teaching activities, which is not only the rigid classroom atmosphere, but also the improvement of students' practical ability. In order to further improve the teaching effect, the higher vocational colleges have made great innovation and improvement in teaching activities, and created a unique new English topic teaching model. In this article, we will take topic teaching as the core point, systematically expound the shortcomings in traditional English classroom on the premise of fully considering the actual and objective rules of English teaching, and on this basis, explore the methods and measures for the efficient development of topic based teaching, hoping to bring students better education experience and improve their English ability and ability English literacy.

Key words: Higher vocational colleges; ENGLISH; Topic based teaching

1. INTRODUCTION

With the accelerating process of globalization, China's degree of opening to the outside world is also constantly improving, the social division of labor is more closely linked with the outside world, and more high-quality English talents are needed. Based on the cultivation of high-quality "professional" talents, higher vocational colleges should also conform to the trend of the times and strengthen the emphasis on the cultivation of students' English ability. But unfortunately, due to the poor English foundation of students, the lack of educational resources, the backward teaching concept and other reasons, English Teaching in higher vocational colleges has not achieved too excellent results, and there is still much room for improvement. Topic based teaching is a great attempt.

2. THE SHORTCOMINGS OF TRADITIONAL ENGLISH TEACHING ACTIVITIES IN HIGHER VOCATIONAL COLLEGES

2.1 The teaching atmosphere is rigid and students lack interest in learning

Due to the influence of the idea of exam oriented education, all the teaching activities are carried out around the examination syllabus. In order to maximize the teaching efficiency, some teachers unilaterally adopt "cramming" teaching, and instill unilateral and high-intensity knowledge into the students. As a result, the originally rich and colorful English teaching activities are developing towards a unified direction, and the classroom atmosphere is becoming increasingly dull, which makes the students feel better. The lack of classroom participation, on the one hand, leads to students' lack of systematic

thinking on what they have learned, and their understanding depth is limited; on the other hand, it will also greatly inhibit the generation of students' interest in learning, and even high-intensity learning activities, which will lead to a certain degree of resistance among students [1].

2.2 English teaching dilemma of "emphasizing theory but neglecting practice"

The purpose of all education is to hope that students can apply what they have learned to real life, so as to provide help for students' future development. Especially for higher vocational colleges, the core purpose of their own career oriented education is to enable students to have the ability to solve practical problems. However, in the current English teaching activities in higher vocational colleges, due to the influence of stereotyped educational thinking, coupled with the characteristics of simple and easy to quantify theoretical teaching, the proportion of theoretical teaching in the teaching system is gradually increasing, while the proportion of practical teaching is showing a decreasing trend. In the long run, although students have a relatively deep theoretical foundation, they are in charge of teaching. Holding a large number of English vocabulary and English grammar, but without the practice of tempering, English expression ability is relatively weak, poor ability to solve practical problems [2].

3. EFFECTIVE MEASURES FOR THE APPLICATION OF TOPIC BASED TEACHING IN ENGLISH EDUCATION IN HIGHER VOCATIONAL COLLEGES

3.1 Design topics reasonably and respect students' differences

Due to the existence of objective differences, each student is an independent individual. Due to the differences in growth environment and innate qualifications, there are obvious differences among students. Especially after the emergence of the Internet, the diversified environment provides more development directions for students. The positive feedback mechanism leads to the solidification of students' ideological cognition, and the differences between them become more obvious. Students are the main body of teaching activities, and teaching activities must also improve the cognition and understanding of students' differences, and put forward "personalized" teaching scheme, so as to match the teaching content and students' personality bias, and stimulate students' interest in learning to the greatest extent [3].

When designing discussion topics, teachers should go deep into the student group, understand the students' personality characteristics, divide the students into several

interest groups according to their own interests, and give different discussion topics. At the same time, teachers should also pay attention to the knowledge points of teaching materials, so as to ensure that the teaching content will not be too scattered.

3.2 Strengthen the interaction between teachers and students and deepen discussion on topics

In the topic teaching activities, not only the teaching content should be carried out around the topic, but also the teaching means should be innovated. If the traditional teaching mode is adopted, the teacher tells on the platform that the students listen under the platform belongs to the "changing soup without changing medicine" method, and the educational effect can be exerted is limited. On the one hand, students can timely feedback their learning doubts, so that teachers can adjust the teaching progress and teaching content in time; on the other hand, teachers and students should try to use English dialogue in the interaction process, which can effectively strengthen the students' English expression ability and practical application ability.

At the same time, there is a gap between teachers and students in their identity after all. It is difficult to interact efficiently. Therefore, it is necessary to enrich the forms of interaction and strengthen the interaction between students. Through the way of group cooperative learning, students can discuss relevant topics in groups. Teachers can only be responsible for the necessary "guidance", and students are active in thinking, and they can often be able to The author finds that the teacher can not notice the "point", and in the communication and interaction, students can listen to other people's views and think about the topic from more angles.

3.3 Select the "best group" to stimulate students' enthusiasm for discussion

Through the investigation, it is found that in the group communication activities, due to the lack of supervision of teachers, students suddenly fall into a "loose" learning environment. Some students relax their self-requirements and treat the discussion activities negatively, which leads to limited educational effects. In view of this, teachers can, on the one hand, stimulate the team internal competition awareness through the way of competition for small group leaders, give full play to the role of the small group leader as an example, and lead the discussion of the group

members; on the other hand, they can also build a benign competition ecology within the class level by selecting the "best group" and give the group external competition pressure to improve the learning cooperation The internal cohesion and collective sense of honor of the group. Therefore, if any student in the group does not participate in the discussion process seriously, it will not only be condemned by the collective sense of honor and sense of responsibility, but also generate a certain degree of "guilt" psychology, and also be urged by the small group leader and other members [4].

4. CONCLUSION

Generally speaking, topic based teaching has many educational advantages, which can effectively make up for the shortcomings of traditional English teaching mode in higher vocational colleges, realize the rapid growth of English teaching quality, and improve students' English ability more comprehensively and stereoscopically, which is not only the inevitable trend of education reform, but also the essential demand of students' learning. However, it is worth noting that English topic teaching is a new teaching method after all, it has not formed a perfect education system, and teachers are also lack of relevant teaching experience. In order to give full play to the advantages of topic teaching to the greatest extent, we need to constantly sum up the experience and lessons in teaching practice, and seek a more efficient application path.

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On the Optimization of E-Commerce Marketing Channels in China and South Korea Under the Internet Environment

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Abstract: The rise of e-commerce and network trade can be regarded as a profound commercial revolution in the field of international trade. In this revolution, the major adjustment of the world economic structure, the reconstruction of the world market, and the continuous innovation and deepening of international trade methods will have a profound impact on every country. In the environment of Internet development, higher requirements are put forward for e-commerce between China and South Korea. At present, it is urgent to optimize and broaden the marketing channels of e-commerce products.

Key words: Under the Internet environment; E-commerce between China and South Korea; Marketing channel

1. THE INFLUENCE OF E-COMMERCE ON TRADITIONAL MARKETING MODE

1.1 Impact on marketing concepts of China and South Korea

Traditional marketing mode is easy to be influenced by time and space, and the scope of transaction only exists in limited space, which is not conducive to the development of trade to a certain extent, and also to the renewal of products. The e-commerce marketing channels of China and South Korea under the Internet mode break the time and space restrictions, making the trade between China and South Korea more convenient,

China and South Korea are separated from Bohai Bay, which is hindered by space to some extent. E-commerce has changed the previous communication mode, and it saves a lot of unnecessary expenses to buy things and go abroad to apply for visas. Producers can show more goods through the Internet, and consumers have more choices, which makes the whole transaction more counterpart and more efficient.

1.2 Impact on consumers in China and South Korea

With the development of the Internet, the word "online shopping" has gradually emerged. More and more online shopping apps have been developed. Nowadays, Taobao, Jingdong and pinduoduo are popular. The development of these trading platforms greatly facilitates the consumers of China and South Korea. Consumers can "compare goods to three" without leaving the home, and can save time and effort to select the goods suitable for themselves, It can effectively improve the satisfaction of consumers in China and South Korea.

With the development of Internet, many consumers begin to change their thinking mode, gradually transform offline shopping into online shopping, and online shopping has a

series of after-sales guarantee services, which greatly attracts more Chinese and Korean consumers.

2. THE PROBLEMS OF E-COMMERCE MARKETING CHANNELS IN CHINA AND SOUTH KOREA UNDER THE INTERNET ENVIRONMENT

2.1 Lack of understanding of online consumers

When doing a questionnaire survey, businesses usually investigate their satisfaction with their products, but they know little about the situation of consumers themselves. They don't know what kind of products consumers really like, including the statistics of consumers of all ages and their consumption views, which are very important factors, Only when businesses fully understand Internet users can they produce products that meet the needs of consumers.

2.2 There is no proper positioning for the products sold

Every product has its corresponding demand customers, which requires businesses to accurately position their products, find out the fixed consumer groups of their products through market segmentation, so as to maximize the resources of their products. On the other hand, proper positioning of the products sold can also improve the speed of sales, Make the whole sales process more simple, so as to reduce the backlog of goods.

2.3 The flood of fake commodities

The proliferation of fake commodities is a common problem in the e-commerce marketing channels of China and South Korea under the Internet environment. No matter what transaction mode, there are advantages and disadvantages. However, there will be some fake commodities in the e-commerce marketing channels, which will seriously affect consumers' sense of shopping experience, which is not conducive to the development of the entire e-commerce platform, and will not only affect the future development of businesses, It will also affect the online shopping reputation of the whole platform.

2.4 Lack of professional quality of supervisors

For the supervision of e-commerce marketing channels in China and South Korea under the Internet environment, there are many special supervisors. However, due to poor management, many supervisors will lead to a lot of fake commodities flowing into the platform, which is mainly reflected in two aspects

2.4.1 Supervisors lack supervision literacy. Some supervisors are not clear about their job responsibilities, do not have a clear understanding of their tasks, and even some supervisors are not clear about the work process.

2.4.2 Supervisors lack moral quality. A lot of supervisors are corrupt in their work. They can do things as long as they give money, which seriously affects the commodity

quality of e-commerce platform and is not conducive to the development of trade between China and South Korea to a certain extent.

3. MEASURES TO OPTIMIZE E-COMMERCE CHANNELS BETWEEN CHINA AND SOUTH KOREA

3.1 Market segmentation

Before selling products on the Internet, businesses should subdivide their customers, divide them into different age groups and different consumer groups, and find suitable buyers according to the characteristics of their products and consumers, instead of blindly putting their products in. First of all, we should have a comprehensive understanding of the consumers in the market and grasp the situation of different consumers. Here, we mainly make a classification to analyze the different life and rest of consumers, as well as their overall consumption level, and then use big data to accurately cast them, so as to find out the customers suitable for our products.

3.2 Strengthen the management of e-commerce platform in China and South Korea

We should strengthen the management of e-commerce platforms in China and South Korea, mainly by strictly controlling the products on the shelves

3.2.1 On the one hand, it is necessary to strengthen the control of commodity quality

The e-commerce management platform should strictly control the commodity quality of the trading platform between China and South Korea. Only qualified commodities can enter the market. First, the quality must pass the standard before selling, and then it can operate reasonably. Once there are fake commodities flooding on the platform, it will seriously affect the shopping experience of Chinese and South Korean netizens, and on the other hand, it will also affect the friendly development of China and South Korea. Therefore, strengthening the control of product quality is an urgent task to optimize e-commerce marketing channels.

3.2.2 On the other hand, it is necessary to strengthen commodity price control

In addition to strictly controlling the quality of goods, we should also reasonably control the price of goods. In order to make the price of goods conform to the quality of goods, the fluctuation of the price of goods should conform to the law of the value of goods, and should not exceed the critical value too much, otherwise it will affect the stable development of the whole trading market.

3.3 Strengthening the professional quality of supervisors

3.3.1 Strengthen the supervision literacy of supervisors. For the selection of supervisors of e-commerce marketing channels in China and South Korea, the relevant person in charge should be responsible for the platform and consumers. For the supervisors who are already in service, regular training can be carried out. For the new problems of the platform, centralized training can be carried out.

3.3.2 The moral quality of supervisors should be strengthened. It is necessary to conduct regular business assessment on supervisors, incorporate the specific situation of supervision into the performance evaluation of year-end bonus, and severely punish those who violate the platform regulations and collect bribes without permission, so as to strengthen the innovation of E-marketing channels in China and South Korea.

3.4 Brand building

For the merchants of China South Korea e-commerce platform, they should learn to establish their own brands, improve customers' recognition of their brands by constantly optimizing their products, and optimize their express delivery mode and after-sales mode, so that in the later stage, even if their products are higher than the price of the same goods, they will still attract a large number of old customers to buy back.

4. CONCLUSION

Under the Internet development environment, e-commerce marketing channels are gradually put on the agenda, which can make the trade between China and South Korea develop continuously. At the same time, under the influence of the Internet environment, platform businesses are also greatly affected by network factors, which urges the e-commerce marketing channels of China and South Korea to be continuously optimized, so as to continuously increase the sense of experience of consumers. On the other hand, it can also help businesses to accurately position the market, so as to continuously promote the development of China South Korea trade.

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The Research on The Construction of The Course System of Modern Apprenticeship in Metallurgical Technology Specialty of Higher Vocational College

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Abstract: With the continuous development of social economy, the domestic education industry, according to the demand of social market for professionals, strengthens the education and management of students' majors, which helps to improve students' professional skills and professionalism, cultivate students to become comprehensive professionals, and provide more talent resources for the development of social economy. On the teaching research of metallurgical technology major in higher vocational colleges, teachers adopt the modern apprenticeship teaching mode according to the professional content and curriculum system, which helps to realize the teaching of students' professional technology and rich social experience. This paper mainly analyzes the curriculum system of Modern Apprenticeship of metallurgical technology major in higher vocational colleges.

Key words: Higher vocational education; Metallurgical technology; Modern apprenticeship; Curriculum system; Construction

1. INTRODUCTION

At present, in the process of education development in the domestic education industry, teachers should strengthen the relevant design of students' basic strength and professional curriculum content, and strengthen the relevant planning of teaching mode and content, so as to adopt suitable professional teaching form for education arrangement, effectively improve students' learning ability and comprehensive quality, and then promote the high-quality development of the education industry. Aiming at the teaching of metallurgical technology specialty, we should pay attention to the technical training of practical operation, so we can adopt the modern apprenticeship mode, requiring students to master the professional education content and knowledge under the leadership of professional teachers, which plays an important role in students' future career planning, and then promote the smooth development of higher vocational education industry.

2. INTRODUCTION OF MODERN APPRENTICESHIP IN METALLURGICAL TECHNOLOGY MAJOR OF HIGHER VOCATIONAL COLLEGES

2.1 The concept of Modern Apprenticeship

Modern apprenticeship mainly refers to the extension and expansion of the traditional apprenticeship. In the process

of educational activities, emphasis is placed on teaching by example. The main body of education is transformed from the traditional master to the technical personnel and teachers in the modern education industry, which helps to strengthen the effective cooperation of professional practice and theoretical content in the educational model, and effectively enhance the professional ability of students. And then promote the quality of higher vocational education significantly. In the teaching process of related majors in higher vocational colleges, the application of modern apprenticeship teaching mode can effectively increase students' knowledge reserve, and guide students to strengthen the understanding of education content, which is conducive to increasing students' professional operation experience, and then completing the cultivation of professional talents [1].

2.2 Analysis of the development ideas of Modern Apprenticeship

The development of modern higher vocational colleges, aiming at the practical majors, generally adopts the modern apprentice teaching mode, which helps to enhance the students' professional operation ability and comprehensive strength, and then promote the overall development of students' professional ability. According to the educational research of modern apprenticeship, it is found that in the process of education of metallurgical technology, teachers choose to use the teaching arrangement of school enterprise cooperation to arrange professional teaching, which is to use the more authentic and professional teaching atmosphere inside the enterprise to increase the students' professional operation ability and comprehensive quality, and then promote the effective development of higher vocational education industry. At the same time, students can follow relevant staff to study and operate their major in the enterprise. While digesting the theoretical knowledge, they can realize more professional experience, which will help enrich their own professional literacy and knowledge system.

3. ABOUT THE CURRENT DEVELOPMENT STATUS OF MODERN APPRENTICESHIP CURRICULUM SYSTEM OF METALLURGICAL TECHNOLOGY SPECIALTY IN HIGHER VOCATIONAL COLLEGES

3.1 The cooperation between Higher Vocational Colleges and enterprises is not professional

Through the investigation on the development of metallurgical technology education in higher vocational

colleges, it is found that there are some problems in the promotion of school enterprise cooperation teaching mode. It is precisely because in the process of signing the school enterprise cooperation contract, the school and the enterprise do not effectively allocate and manage the interest relationship between them, which leads to that the enterprise is not willing to let the students carry out the core post evaluation when the school students choose the post. At the same time, students' basic strength is relatively weak, which leads to the low work efficiency of interns in practical work, which has a certain impact on the economic development of enterprises and is not conducive to the stable development of enterprises in the social and economic market [2].

3.2 The post requirements in professional practice activities are not intuitive enough

According to the education and management of Metallurgical Technology Specialty in higher vocational colleges, it is found that students do not understand the position and relevant requirements in the actual process, which is mainly reflected in the development process of school enterprise cooperation. At the beginning, enterprises and students are in the running in development situation. Because the enterprises do not carry out professional planning and design for the development of interns, the students are in the dilemma. There is no effective arrangement for students to enter the enterprise, which is different from the practice and training of professional skills, so they lose the real purpose of professional practice development.

3.3 The construction of professional evaluation system is not standardized

The modern apprenticeship teaching mode applied in the development process of Metallurgical Technology Specialty in higher vocational colleges, in the actual process of education promotion, it is found that there is no professional evaluation system for effective guidance and construction, which leads to the loss of certain value in the use of education mode. Metallurgical Technology Specialty itself has high practicality and technicality, but in the actual education process, it ignores the professional guidance and learning of technology, resulting in the traditional state of professional education, which will affect the future career development of students, and the unprofessional evaluation system can not provide effective assistance for the development of Education [3].

4. FORMULATE RELEVANT MEASURES FOR THE REFORM AND DEVELOPMENT OF MODERN APPRENTICESHIP EDUCATION OF METALLURGICAL TECHNOLOGY MAJOR IN MODERN HIGHER VOCATIONAL COLLEGES

4.1 Increase the teaching mode of school enterprise cooperation to improve students' practical operation ability

With regard to the teaching development of metallurgical technology major in modern higher vocational colleges, colleges need to increase the implementation of school enterprise cooperation teaching mode, strengthen the effective use of enterprise professional and technical personnel, working environment, working business and

other resources, which will help to improve students' professional skills and practical ability, so as to realize the all-round development of students.

4.2 Define the relevant posts and requirements of the major in the society, and implement the double line management mode

For the teaching arrangement of Metallurgical Technology Specialty in higher vocational colleges, due to the strong technicality and professionalism of professional courses, students are required to master the relevant knowledge, theory and practical strength of metallurgy. At the same time, teachers use the modern apprenticeship teaching mode to promote students to understand the requirements of social market for jobs, so as to improve students' professional ability and enrich students' knowledge system and professional quality. In order to reflect the real role of apprenticeship teaching [4].

4.3 Strengthen the optimization of professional education evaluation standard system to promote the smooth development of curriculum education

The application of the modern apprenticeship teaching mode needs the effective assistance of the evaluation standard system, which can carry out professional evaluation according to the relevant problems of the teaching situation, facilitate teachers to formulate relevant treatment measures, and effectively promote the high-quality development of the education industry. At the same time, the modern apprenticeship teaching arrangement can promote the effective cooperation between schools and enterprises, as well as the sharing of economic interests. In order to promote the high quality development of higher vocational education quality.

5. CONCLUSION

To sum up, in the context of social economy and the innovation and development of the times, the domestic education industry should strengthen the innovative research on teaching concept and mode, and strengthen the professional training of students' professional ability and professional quality according to the requirements of social market for talents, so as to achieve the educational development goal of talent training. In view of the education management of Metallurgical Technology Specialty in higher vocational colleges, teachers need to increase the comprehensive consideration of students' strength. By adopting the teaching mode of school enterprise cooperation, clarifying the post requirements, constructing the evaluation standard system, and forming the teacher team, we can increase the important factors to improve the quality of education, which will help to promote the effective development of professional education.

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Operation and Maintenance of Relay Protection Equipment in Intelligent Substation

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Abstract: With the continuous development of scientific and technological progress, the level of domestic economy continues to improve, science and technology has also been rapid development, at the same time, also accelerate the promotion of intelligent, intelligent substation technology is widely used in power enterprises, the operation and maintenance methods of intelligent substation relay protection equipment also attracted the attention of relevant technical personnel. This paper analyzes and discusses the operation and maintenance of electromechanical protection equipment in intelligent substation to ensure its normal operation.

Key words: Intelligent substation; Relay protection equipment; Operation; Maintenance

1. INTRODUCTION

The emergence of Smart Substation is a major invention in the development of intelligent technology. The emergence of Smart Substation not only serves people's daily life, but also provides a better working and operating environment for relevant technicians. Smart substation has the function of information sharing. The emergence of smart substation can further improve the overall operation system of power grid Good promotion. Improving the use and maintenance of relay protection equipment in smart substation can make better use of power resources, and make smart substation better serve the process of people's daily power use. In the maintenance of intelligent substation, the traditional method is no longer applicable, which also requires the innovation ability of relevant basic personnel.

2. COMPARISON BETWEEN TRADITION AND INTELLIGENCE

There is a very big essential difference between conventional substation and intelligent substation. In terms of operation and maintenance, conventional substation is old because of construction time. Therefore, it will be very difficult to operate when maintaining conventional substation, but intelligent substation will be convenient and simple relatively. Traditional conventional substations need human power to supervise in real time, not only consume financial resources but also consume manpower. However, there will be no such problems in intelligent substations. Intelligent substation operation is supervised by artificial intelligence, and it is very convenient to operate. Intelligent operation is very accurate, which greatly reduces the development caused by artificial negligence The problem of living. When designing intelligent substation, designers will implement monitoring and detection system on every key part of

substation. In this way, before the intelligent substation accidents, the detection system will send out alarm, which will make the staff carry out the maintenance of parts at the first time to ensure the safe operation of intelligent substation. Intelligent substation has advantages and disadvantages. If it is necessary to maintain the normal operation of intelligent substation for a long time, it is necessary to maintain a large amount of money output to ensure normal operation. However, the products of intelligent substation have high automation intelligence, so in the early stage, there is no need for a large amount of investment outside the amount, thus reducing the investment in capital [1].

3. RELAY PROTECTION FUNCTION

The premise that people's electricity safety and consumption are guaranteed is that power supply enterprises need to attach great importance to the improvement of relay protection. In the process of continuous development of power supply enterprises, if we want to test whether a power supply enterprise is qualified, we should pay attention to whether the electricity can always maintain balance. Intelligent substation is based on the intelligent system of photoelectric technology It works. The main system equipment of substation adopts microelectronic technology, which can integrate functional technology and image communication system. In this way, the intelligent substation can automatically transmit maintenance signals in case of its own fault.

4. ANALYSIS OF OPERATION INFLUENCING FACTORS

The most important part of the relay protection system affecting intelligent substation is the movement of the mother child. When the movement track of the mother tire is not within the normal range of movement, there will be a problem with the relay protection equipment system of the intelligent substation. When the movement range of the mother tire is too large, serious accidents will occur, such as the electrical equipment in the process of use The combustion and stop will be carried out, which will lose the overall quality of the intelligent substation, and also affect the normal power consumption of local residents. In the daily life of residents, tripping often occurs, which is caused by the aging of electrical switch and poor internal system contact during system operation, which also has a great impact on the normal use of intelligent substation. Another reason for the failure of intelligent substation is caused by human factors. When the intelligent substation is operated manually, the fault of operation often leads to the abnormal relay protection system of intelligent

substation. In conclusion, the incorrect movement of mother tire, trip and artificial factors in the circuit are all factors that will affect the normal operation of intelligent substation. Therefore, in order to avoid the occurrence of these abnormal conditions in intelligent substation, we should adjust from these root causes.

5. KEY POINTS OF MAINTENANCE TECHNOLOGY

5.1 On line detection technology

In today's era of rapid development of information technology, online monitoring technology can also be applied to the relay protection equipment in the intelligent substation. Each important equipment in the intelligent substation is loaded with a real-time monitoring system, which can greatly avoid the phenomenon of manual detection, and the installation of detection technology in the intelligent substation can also make the staff can use it. In order to monitor the working state of electrical equipment and electrical switch through monitoring facilities, and when the fault occurs, the detection personnel can repair it at the first time, so as to avoid the loss caused by the irreparable fault, and ensure the stable operation of the internal system of the whole intelligent substation.

5.2 Formulate the operation and maintenance system of relay protection equipment in intelligent substation

Electric power enterprises also need to analyze and formulate the corresponding system according to the operation and maintenance of relay protection equipment in Smart Substation, which is also a guarantee for improving the overall quality of Smart Substation. Only when the smart substation can operate normally can the profit of the enterprise be increased all the time, so the whole smart substation is also of vital importance to electric power enterprises. Impact, the specific implementation plan should be from the relevant departments of the power enterprise personnel for field investigation, from the surrounding may have the influence of external factors for analysis, and regularly assign personnel for maintenance observation, power enterprises should build a high level of personnel for real-time monitoring of intelligent substation. It ensures the operation and maintenance effect of relay protection equipment in intelligent substation.

5.3 Improve the professional skills of operation and maintenance personnel

In the management of intelligent substation, the enterprise should carry out the corresponding training regularly to improve its professional technology. We can put forward the relative requirements from the enterprise recruitment, and give priority to the professionals who have been engaged in the relevant occupation. To follow the idea of looking for talents from talents, enterprises should strengthen the regular training of the professional skills of the recruited personnel, carry out simulation training through the system of the square station on weapons day, regularly formulate theoretical work and conduct inspection by special personnel, and enterprises can also invite special personnel to openly explain theoretical knowledge and improve the professional skills of operators [2].

5.4 Strengthen the replacement and maintenance of old equipment

The maintenance of Smart Substation is also very important. Only by keeping the equipment of Smart Substation in a healthy state can the smart substation work better. The normal operation of smart substation can maintain the normal power consumption of the majority of residents. Therefore, power enterprises need to carry out regular equipment maintenance, and some old smart substations also need to be replaced properly.

6. CLOSING REMARKS

In conclusion, to ensure the normal operation of intelligent substation, the power consumption of residents can be guaranteed, and the popularity of innovative intelligent substation also greatly reduces the consumption of human resources. Therefore, in the research of power enterprises, intelligent substation, a large equipment, should be more innovative and perfect technology, so that it can better stabilize the transportation of power.

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Analysis of the Ideological and Political Teaching Reform of Civil Engineering Major in Colleges and Universities

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Abstract: This paper analyzes the existence value of curriculum ideological and political education on the need of realizing Marxism Sinicization and moral cultivation. Aiming at civil engineering major, the reform of Ideological and political education in this major is realized by digging up ideological and political elements, integrating red culture, innovating teaching and assessment methods, so as to promote the students to realize the importance of Ideological and political.

Key words: Civil Engineering; Curriculum ideological and political; Ideological and political elements; Red culture

1. INTRODUCTION

The infiltration of Ideological and political education into civil engineering can help students improve their sense of responsibility and enhance their professional quality, which can not only promote civil engineering to achieve the teaching goal of moral education, but also cultivate high-quality talents for civil engineering in China. But in the process of professional integration, there will be a variety of problems. Therefore, teachers should master effective integration methods to achieve the purpose of teaching reform.

2. THE EXISTENCE VALUE OF CURRICULUM IDEOLOGICAL AND POLITICAL EDUCATION

2.1 The need of Sinicization of Marxism

In the field of ideology, Marxism plays a leading role, and the construction of socialism with characteristics can point out the direction for education reform. In the course of Ideological and political teaching, colleges and universities should clearly carry out the significance of moral education, in order to reflect the unique characteristics of colleges and Universities under the background of modernization. At the same time, we also need to implement the work of teaching and educating people scientifically. It can be seen that the development and promotion of Ideological and political education in curriculum is the need of Marxism in China.

2.2 The need of the fundamental task of moral education

The teaching idea after the education reform is an important part of the "new thought", and the fundamental task of education is to cultivate morality and cultivate people. This idea not only contains the deep connotation of Chinese traditional culture, but also can directly reflect the socialist core values, so that the world can hear the strongest voice of China while ensuring the consistency of the essence of teaching with the world. When carrying out the ideological and political course, we should base on the

education of values and the shaping of character. In order to achieve the goal of moral education, we should not only pay attention to scientific development and improve students' professional skills, but also cultivate high-quality talents in line with the development of socialism with Chinese characteristics [1].

2.3 The need to cultivate successors for all-round development

At present, colleges and universities are clear about the importance of taking students as the core of teaching. When designing teaching content, teaching tasks are also designed and implemented around students, so as to promote the development of college students in many aspects. The course of Ideological and political education not only teaches students the core values, but also promotes them to form excellent ideological and moral character. It can be seen that the development of Ideological and political education can promote the development of students in many aspects, and it is also the need to ensure their healthy development. The main purpose of Ideological and political education is to correctly guide students' value orientation, and on this basis, to help students establish the concept of respecting, loving and patriotic the party, so as to give full play to the educational function of the classroom.

3. IDEOLOGICAL AND POLITICAL REFORM MEASURES OF CIVIL ENGINEERING CURRICULUM

3.1 Ideological and political cases of design course

Case teaching is an important guarantee to improve the teaching effect of Ideological and political education integration. Therefore, in professional teaching, teachers can explain to students about the feats of civil engineering in China, and let them understand the development history and curriculum characteristics of the major, so that students can feel the charm of civil engineering. For example, in the teaching, we can list the Three Gorges Dam, Hong Kong Zhuhai Macao cross sea bridge and other projects as the teaching basis, explain the discipline principles of civil engineering for students, and teach the engineering experience brought to the construction personnel in the project. This teaching mode can enhance the students' sense of pride in their own profession, and also enable students to establish engineering thinking with the help and guidance of teachers. And the sense of innovation, in the course of Ideological and political education integration, to stimulate students' patriotic feelings. In addition, when teachers cultivate students' engineering safety concept, they can also use this teaching

method, that is, to list engineering accident cases for students, so that students can realize the importance of engineering quality for personal and property safety, and then make students pay more attention to engineering safety. At the same time, it will indirectly lead to their thinking about the causes of engineering accidents, and realize their sense of responsibility and professional ethics. The formation of ideas. For example, with the help of a civil engineering example in China, professional teachers can let students analyze the unreasonable areas of the project construction and the reasons that lead to the disqualification of the whole project, and share the enlightenment they get from it with other students, which can arouse the whole class's deep thinking, and also make students understand the responsibility of civil engineering and the importance of standardized construction [2].

3.2 Deeply explore the ideological and political elements
The integration of Ideological and political education in the teaching of professional courses can not only ensure the teaching effect, but also help students to establish ideological and political related ideas to some extent. In the implementation of infiltration teaching, it is necessary to carry out the ideological and political teaching of professional courses and courses at the same time. Compared with the ideological and political major, other professional courses have great teaching advantages in carrying out ideological and political education because of their own characteristics. Many professional courses have their own value and meaning in construction, and contain many educational stories. Therefore, when teachers teach, they can not only explain relevant knowledge to students, but also provide a good basis for teaching. Based on professional skills and knowledge, we can further explore the implied positive energy story, so that students can understand their major and realize the purpose of Ideological and political education. Compared with the ideological and political curriculum, this method of Integrating Ideological and political education into teaching is more persuasive and infectious. It can be seen that the integration of Ideological and political education into the teaching process of professional courses can maximize the function of the main channel of the classroom, so as to improve the bad phenomenon of valuing wisdom over morality in traditional teaching, which is also an advantage that other education methods can not replace.

For teachers who teach professional courses, it is necessary to excavate the stories behind the professional knowledge and collect ideological and political themes with great positive energy on this basis. This series of work is the content that teachers need to focus on, so as to ensure the effectiveness of Ideological and political integration into the curriculum. At present, many colleges and universities have set up civil engineering specialty. Compared with other specialties, it has strong practicality, which also means that there are many ideological and political elements for in-depth excavation. For example, when carrying out the relevant courses on civil construction, it will involve the construction technology of safety, environmental protection and anti-corrosion.

Through systematic explanation, students can establish the awareness of safety responsibility and green environmental protection. In addition, in the process of teaching, we can dig out professional quality elements such as professionalism and teamwork. When carrying out the ideological and political reform of the curriculum, we should integrate the elements with educational value into the elements of political identity and family and country feelings, so as to realize the embedded, infiltrative and integrated education, so as to cultivate students to establish correct values and outlook on life, and enhance the education effect of core values education, rule of law education and traditional Chinese culture education.

3.3 Focus on the integration of red culture

Before the founding of the Communist Party of China, there were many wars. Now many cities still have many old sites left at that time, and they are known as "red cities", such as Yan'an and Yancheng. Yancheng is the most representative red base. After the South Anhui Incident, the New Fourth Army rebuilt the base in Yancheng. After the founding of the Communist Party of China, the city has become a red city. The "Iron Army spirit" is also the red spirit with red mark that has been handed down all the time. The formation of the spirit needs many basic conditions: (1) always listen to the command of the party, be loyal to the people, and have the belief of "iron"; (2) have the steel will to be undaunted and indomitable; and (3) ensure the safety of the army and the people. In order to achieve unity like iron and steel, the officers and soldiers should be consistent with each other; (4) be strict in discipline and set an example; do not violate the iron and steel discipline; (5) be brave and fearless, be brave and good at fighting, and be invincible.

In today's society, we attach great importance to the implementation of social core values, and in view of this development situation, it can not be ignored to carry forward and inherit the "Iron Army spirit". When carrying out civil engineering teaching, the spirit can be infiltrated. Because the course needs to be based on practice to ensure the teaching effect, and the work related to civil engineering is more difficult than other work, and has higher requirements for the professional ethics of staff, so the "Iron Army spirit" and "craftsman spirit" infiltrate into civil engineering. In the classroom teaching, teachers need to focus on the teaching content. In the teaching process, students should be guided to have the moral quality of "acting first and then doing things", and have the good quality of hard work and making a difference. This is also the unique red resource of Ideological and political education in colleges and universities in Yancheng City, and also the teaching advantage that colleges and universities in other regions do not have. After the reconstruction of the New Fourth Army, the old site, the memorial hall and the memorial tower of the New Fourth Army have undergone many migrations, and with the construction of civil engineering in Yancheng City, their value has been highlighted in the urban construction of Yancheng City. All the cases listed above can be used in the teaching of civil engineering courses, so as to create conditions for the cultivation of College Students' good

qualities such as steel faith and steel will To innovate the Iron Army spirit, so as to promote the healthy development of students' spiritual level [3].

3.4 Reform of teaching assessment methods

In order to ensure the teaching effect of moral education, teachers of civil engineering need to innovate teaching methods and formulate an assessment mechanism in line with teaching requirements and contents

In terms of teaching methods, teachers should design the content of teaching materials according to the knowledge points of teaching materials, reasonably arrange the ideological and political education links of the course, and diversify the teaching methods as far as possible, that is, teaching, checking, doing, acting, and discussing should be combined in the teaching process. "Speaking" refers to the teacher explaining the relevant knowledge points according to the content of teaching materials, and checking - students looking for the materials needed for teaching with the help of network platform or reading books Do civil engineering is a practical course, so teachers should pay attention to classroom practice, and professional teachers also need to make teaching courseware, video and other preparatory work for the development of teaching activities. After the performance classroom teaching, students are required to complete the study report and make professional knowledge speech based on the content they have learned. "Theory" refers to the conclusion of the class paper, classroom discussion, class discussion, class discussion By organizing debate activities and combining various teaching methods, students can change from passive learning to active learning, and finally develop into conscious learning. In the integration of Ideological and political education, we should avoid being bound by the theoretical teaching. In the teaching of civil engineering professional knowledge, teachers should not only infiltrate the ideological and political education in the practice and practice teaching activities, but also strengthen the cooperation between schools and enterprises, jointly build an education platform, and deeply tap the social ideological and political resources through the teaching method of social practice, so as to build a curriculum The new situation of learning "great ideology and politics".

At the same time, professional teachers should also pay attention to the reform of assessment methods. Under normal circumstances, the sum of usual scores and final examination scores of professional courses will be taken as the total score of students in each semester. This traditional assessment form can not meet the requirements of Ideological and political education integration. Therefore, in order to ensure the effectiveness of integrated teaching, professional teachers need to develop a perfect and multi-dimensional assessment machine In order to mobilize the enthusiasm and initiative of students in classroom learning, it can also play a role in enhancing the effect of hidden teaching. For example, in teaching, you can set up a theme with ideological and political elements and group them. Students are required to carry out classroom discussion around the theme content and central idea. After the answer, the teacher will make

comments. In the evaluation process, you need to combine professional knowledge with ideological and political related content, so as to improve students' professional ability and help students establish correct ideological and political concepts. In the development of the assessment mechanism, the classroom discussion is also included in the assessment results, and the students with positive discussion and accurate answers are given extra points, so as to mobilize the enthusiasm of the whole class.

3.5 Play the role of professional teachers

Teachers' teaching methods and teaching mode directly determine the effect of classroom activities. In the teaching process, teachers not only need to teach students professional knowledge, but also need to answer questions and solve doubts, so as to ensure that students can well receive and master the relevant content. Therefore, teachers need to have higher teaching quality and show good moral ideas in teaching, so as to improve students' quality The effect of learning is better.

First of all, teachers in Colleges and universities should establish correct ideas. Teaching and educating people are bound together from the beginning to the end to form a teaching concept. But in actual teaching, there are obvious differences between the two aspects. Teaching is to let students understand and master the knowledge points in the teaching materials. The results of teaching depend on the teachers. Education is to let students develop good moral quality, so as to improve their moral cultivation. The main body of education is more emphasis on students. In this regard, in the process of teaching, civil engineering teachers need to change the traditional teaching method of instilling book knowledge into students. This teaching mode is contrary to the teaching concept of taking students as the main body and attaching importance to moral education in today's teaching reform, and it can not mobilize students' interest in the classroom, and it is not conducive to the improvement of students' learning ideas and personal consciousness. In the current stage of teaching requirements, civil engineering teachers need to integrate a variety of teaching work, not only pay attention to the explanation of textbook knowledge, but also need to establish the teaching consciousness of cultivating students' Ideological and moral, personal cultivation, and then infiltrate the above teaching work into the classroom. This teaching mode can make full use of the classroom, and use it as a way to instill knowledge and cultivate morality In order to maximize the intrinsic value of teaching resources.

Secondly, civil engineering teachers should pay attention to the improvement of personal ideological quality, and also improve the level of education. Integrating Ideological and political education into professional courses can not only promote the implementation process of Ideological and political education in Colleges and universities, but also promote students to develop in the right direction. When teachers infiltrate the ideological and political education of the course, they should first understand each student's psychological state and ideological state, and take this as the basis of teaching integration, adjust teaching methods and teaching

standards, so as to improve the influence and persuasion of the ideological and political education of the course.

Finally, in the process of teaching activities, professional teachers should establish the teaching concept of "teaching students in accordance with their aptitude".

Each student has different plans for the future, which leads to great differences in the direction of development and the law of development. In teaching, teachers should respect the differences presented by different students, at the same time, they should also respect each student's personality and development. In this regard, civil engineering teachers should adopt suitable and easy to accept teaching methods for different students, and carry out ideological and political education through different channels and ways to guide the cultivation of their ideological and moral character, so as to promote the healthy development of students and maximize the infiltration value of Ideological and Political Education [4].

4. CONCLUSION

To sum up, the infiltration of Ideological and political education plays an important role in the teaching of civil engineering. From the perspective of colleges and universities, we can achieve the teaching purpose of moral education, cultivate their professional quality from the perspective of students, and improve their sense of

responsibility after absorbing the relevant content of Ideological and political education, so as to promote the development of civil engineering in China High quality talents.

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Research on Imagery Training in Cheerleading Teaching

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Abstract: In the teaching of sports dance, cheerleading is a sport loved by the majority of teachers and students. It has the characteristics of popularity and high group cooperation. However, when many students are involved in the complete set of actions with fast music rhythm, they always have the situation of slow action acceptance and low learning efficiency. The reason is that cheerleading requires fast speed of action development and rhythm change, so it is more difficult to learn, and has higher requirements on body control ability and development speed. The introduction of imagery training method becomes very necessary. This paper takes the teaching practice of cheerleading as the breakthrough point, explores the promotion effect of imagery training method on cheerleading training, and puts forward several practical strategies, in order to provide some new ideas for the majority of teachers and students.

Keywords: Cheerleading; Imagery training; Classroom teaching

1. INTRODUCTION

With the continuous development of China's social economy, people have a higher pursuit of the quality of life and living standards, and a variety of advantages of sports fitness are gradually found by people. More and more people of different ages and different professional backgrounds are actively involved in diversified sports. Cheerleading dance has been rapidly popularized in colleges and universities because of its various advantages. It has both the beauty of flexibility of body and the beauty of rigidity of strength, and uses many technical movements in dance, such as turning, jumping and balance. After a long period of practice, people find that if the imagery training method is applied to the study of cheerleading, it can help students quickly form a three-dimensional memory in their minds, focus on mastering the key points and essentials of technical movements, and greatly improve the learning efficiency of cheerleading.

2. CONCEPT DISCRIMINATION

2.1 Cheerleading

Originated in the United States, Cheerleading is evolved from the tribal period of celebration, and a collection of gymnastics, dance, music, martial arts and other artistic elements. Cheerleading evolves from the initial basketball, rugby, baseball and other sports midfield performance project into an independent sport now, and has its own world-class sports events. Cheerleading is mostly performed in the form of group, with a strong sense of rhythm of music, team members tacit cooperation and cooperation, can complete many difficult movements. Cheerleading can convey to the audience a youthful and

positive spirit; members can also get a good experience in the pursuit of team honor. [1]

2.2 Imagery training method

Imagery training method, also known as imagination training method, is a training method that requires the trainer to imagine in the mind, constantly simulate technical actions, stimulate the nerves related to sports, and finally achieve the perfect effect of sports memory. Sports psychology shows that 80% of the training time is in the brain, while the remaining 20% is in the mechanical repetition of the limbs. The rational use of imagery training method can effectively improve students' learning enthusiasm, strengthen learners' psychological quality, and maximize the teaching effect. [2]

3. THE ADVANTAGE OF INTRODUCING IMAGERY TRAINING METHOD INTO CHEERLEADING TEACHING

3.1 It is helpful for students to master technical movements better

From the current development trend of cheerleading, the richness and difficulty coefficient of cheerleading technical movements will continue to increase, especially in professional competitions; high difficulty technical movements emerge in an endless stream, which increases a lot of difficulty for students' learning. In image training, students can first use the teacher's action explanation or the learning of relevant videos and pictures to transform the information, so that some technical actions can be practiced in the brain for many times and gradually strengthen the memory. Secondly, in the process of physical training, we can mobilize the memory that has been formed, and transform the information collected by vision and hearing into actual body movements, so as to reduce the strangeness and discomfort in the process of training, and improve students' spatial perception and body coordination ability. In addition, imagery training method can also help students to correct the uncoordinated action in the process of training, and improve the standardization of cheerleading technical action. [3] Finally, after the end of teaching, students can also use the imagery training method to consolidate the training content and further improve the mastery of technical movements.

3.2 It is helpful for students to form good psychological quality

Before the course of cheerleading, many students will have a great psychological burden. They will worry that they can't master the technical movements and understand the teacher's teaching content. Therefore, in the process of training, they often have nervous emotions, and even affect the final teaching effect. By introducing the method

of imagery training, students can realize the preparatory learning of the teaching content, lay the foundation for the physical training in class, and ease the tension of students in learning. And in the process of learning, imagery training can make students form a positive psychological hint, when the technical action is successfully completed, it will produce a great sense of achievement, which will promote students to maintain interest in learning cheerleading, and increase the excitement of learning. When the trainer really set foot on the field of competition, good psychological quality and sufficient training can also bring the performer enough self-confidence, and may even be supernormal. From the perspective of teaching, imagery training method can make teachers master students' learning situation in time in the process of teaching, and carry out in-depth communication with students for technical actions, so that students pay more attention to learning content and have better concentration. [4]

4. THE PRINCIPLE OF USING THE METHOD OF IMAGERY TRAINING IN CHEERLEADING

First, cheerleaders should follow the principle of explaining first and then demonstrating in the teaching process. It is necessary to know that the explanation process of action is the basis of effective representation training for students. It helps students grasp the training content and aim at the whole. When the teacher conducts the action demonstration, they can also better grasp the key points of the movement and form an effective visual image. Secondly, cheerleaders should pay attention to the vivid language. The key and difficulty of imagery training is whether to form a clear action impression in the brain. Cheerleading contains many sets of actions, which emphasize the strength and joint transformation. It is difficult to learn it if we simply repeat and memorize. Therefore, teachers should pay attention to the vivid and image of teaching language, and mobilize the students' associative ability to the greatest extent, and help students to form clear images in their minds. [5] Finally, we should abide by the principle of the actual training as the main and the appearance training as the auxiliary. Although imagery training has many advantages, it can only be used as auxiliary training means, and not as independent training mode of cheerleading. Only by taking actual training as the main and imagery training as the auxiliary, can the greatest advantage be given play to and the effect of complementary advantages can be produced.

5. APPLICATION STRATEGY OF IMAGERY TRAINING IN CHEERLEADING TRAINING

5.1 To make a scientific training plan

Cheerleading learning itself has a certain degree of difficulty, and the way of image training also needs a period of practice to be able to master, so in the image training of cheerleading, everyone will have a process from unfamiliar to skilled. It needs students to have a strong learning enthusiasm and perseverance, to prepare for long-term training. This requires that teachers should first according to the actual situation of students, combined with their own ability to develop a set of scientific image training plan, at the same time, to

combine the daily training plan with the image training plan organically, and gradually improve cheerleading skills. [6]

5.2 To enrich the teaching methods of cheerleading

In the teaching process of cheerleading, teachers should actively innovate the teaching mode, increase the interaction with students in the teaching process, and change the form of simple explanation, demonstration and practice in the past. In addition, we also need to give full play to the advantages of modern multimedia equipment, and use video and audio courseware in the explanation stage to show the technical actions more intuitively to students, so as to improve the interest and vividness of cheerleading course. In the teaching of body movements, teachers can also use video equipment to photograph the students' movements, and then compare the movements one by one by slow playing or replaying the videos. In this process, students can correct the movement images in the brain, and finally form more standard and clear images.

5.3 To pay attention to students' learning experience

Every student has a great interest in learning cheerleading at the beginning of learning. Teachers should pay attention to maintain the interest of students and pay attention to the psychological changes of students. Most of the work of imagery training method needs students to carry out independently, which requires students to be able to fully integrate into the learning situation. Teachers can first play some relaxed and pleasant music related to teaching in the training room to create a happy and harmonious atmosphere and deepen students' sense of substitution. When students encounter obstacles in practice, teachers should find them in time and guide them patiently, so as to avoid students' unpleasant experience due to difficulties in learning, which will lead to the decline of students' interest in learning. Teachers should teach students in accordance with their aptitude, and carry out corresponding guidance according to their different characteristics, so as to deepen their memory of action representation. In addition, teachers also need to strengthen the cooperation between students. Cheerleading is a collective sport. Students' tacit understanding training helps to draw in the distance between each other and get a better learning experience. Strengthening the cooperation between students can also help students deepen their superficial memory and improve their learning efficiency. [7]

6. CONCLUSION

Generally speaking, the learning of cheerleading is a complex process, which requires students not only to have certain music perception ability and action coordination ability, but also to have the ability of spatial imagination. Especially when the imagery training is applied to cheerleading training, it has higher requirements for students' association. Therefore, teachers should strengthen the guidance of students in teaching, patiently care for students, help them better understand and master the action essentials of cheerleading, and then be able to have better performance and feel more fun from this sport.

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Collocation Relations of Orientation Preposition "in" to Verbs

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Abstract: The study aims to find out why some verbs can collocate with preposition "in" in a fixed way while others can't, as well as the characteristics of the collocations by analyzing the fixed verbal phrases of verbs and preposition "in" which are included in the vocabulary of college English syllabus. The study includes the research into the prototype meaning and metaphorical meanings of preposition "in" from the perspective of cognitive linguistics, and the exploration of the original meaning of the verbs by etymological analysis. Through the analysis of the twenty-three fixed collocations formed by verbs and preposition "in", it is found that the prototype meaning of verbs and the prototype semantic characteristics of preposition "in" play an important role in the collocation of verbs and preposition "in".

Keywords: Collocation relations of prepositions to verbs; Etymological exploration; Prototypical sense; Metaphorical sense

1. INTRODUCTION

The study of spatial words provided a basic understanding of language, psychological representation and human experience (Tyler & Evans 2003, 117). Preposition is one of the most important space words, especially the position preposition which indicates the spatial relationship between objects. Hu Mingyang (1980,84) mentioned in his translation of a book concerning case grammar that Fillmore thought that English prepositions were used to describe case relations and reveal the transitive relationship between the body words (nouns, pronouns, etc.) and predicates (verbs, adjectives, etc.) in case grammar. Although the domestic research on English prepositions has been flourishing since the 1980s, the research on English prepositions has been extended from single preposition to prepositional phrase, which combines synchronic description with diachronic investigation. However, most of the researches focus on the meaning description and usage explanation of individual prepositions, and seldom involve the collocation structure formed between prepositions and other parts of speech. For most English learners, one of the difficulties in preposition learning is its collocation. Position prepositions are the most representative spatial words. This paper studied the fixed collocation of the position preposition "in" with verbs in order to find out the collocation rules of English verbs and prepositions.

2. LITERATURE REVIEW

As early as the 1950s, Firth, the British semantic scientist, first proposed the concept of collocation. Later Halliday and Sinclair, the representatives of the new Firth school, published two papers in commemoration of Firth and

proposed three closely related terms in linguistic research: lexical item, collocation and lexical set. Halliday (1976) held that collocation should be the co-occurrence of words. Qian Ai (1997:43-47) believed that collocation could be understood as the habitual collocation of words. Both the habitual collocation and the co-occurrence of lexical items in a sentence are important parts of mental lexicon in the human brain. The essence of collocation is the collocation between the meanings of words, mainly the collocation of lexical meaning and rhetorical meaning. Different parts of speech are collocated in different ways. For example, the collocation of adjective and noun is noun phrase with adjective modifying noun; the collocation of adverb and verb is verb phrase with adverb modifying verb; verb and preposition collocation constitute verb phrase. The study of collocation in a broad sense examines the continuum of "free combination - restrictive combination lexicalized idiom". Zhu Yongsheng (1996:14-18) divided collocation into three categories: fixed collocation, conventional collocation and creative collocation. The fixed collocation proposed by Zhu Yongsheng belongs to the restrictive combination in the generalized collocation. The proportion of fixed collocation in expression is very high. The research by Altenberg (1998:68) showed that the proportion of fixed collocation phrases in spoken English was as high as 80%. However, the proportion of fixed collocations in written English was slightly lower, more than 50% according to the survey conducted in LOB corpus. This study focused on the fixed collocation of verbs and prepositions.

Cognitive linguistics was born in the late 1970s. Cognitive linguistics based on experiential philosophy holds that language ability is a part of human cognitive ability, and cognitive linguistics interprets various factors of language including pronunciation, vocabulary, morphology and syntax by means of interactive experience, image, cognitive model, metaphor metonymy and iconicity principle. Lakoff and Johnson (1980:231) regarded metaphor as a cognitive mode, and divided conceptual metaphor into three categories, including structural metaphor, orientation metaphor and object metaphor. Among them, positional metaphor meant that the "orientation" in space could be mapped to other conceptual domains, such as time domain, abstract concept domain, etc.

3. SOURCE OF CORPUS AND RESEARCH METHODS

3.1 Source of corpus

English prepositions have always been one of the difficulties in College English teaching. Based on the statistics of the usage and misuse of the locative prepositions "in", "on" and "at" in the CET-4 and CET-6

corpus of China English learners' corpus, it is found that these three prepositions rank in the top seven of the 14 prepositions most frequently used by college students in written English, and the error rate is more than 30%. Therefore, this study took the vocabulary of Comprehensive English (a compulsory course for non-English major students) as the scope of phrase retrieval, and queried the fixed collocation phrases formed by verbs and "in" as research samples.

3.2 Research methods

Langacker (1999) held that a typical word represented a complex category, which not only included one meaning, but also several meanings with different degrees of solidification. The most typical and representative meaning was equivalent to the prototype in general category. Prototype semantics derived non-prototype semantics through metaphor, metonymy and other cognitive mechanisms, forming a radial semantic network connected by similarity. The prototype semantics of most prepositions was their spatial meaning. Our perception of the objective relationship between objects was usually based on the perception of spatial structure and relationship. Based on the semantic network diagram of preposition "in", this study analyzed the collocation of preposition "in" from prototype semantics and metaphorical semantics, in order to find out the collocation rules of verb and position preposition "in".

English verbs can be divided into verbs indicating action and those for state. Verbs indicating actions are used to show the state of motion of people / things / objects, and can be subdivided into verbs for continuous actions (e.g., listen, write), verbs for short actions (e.g., hit, jump), and verbs for changes and movements (e.g., arrive, change). The verbs expressing state can be divided into four categories: verbs for thinking activities (such as believe, know), verbs for emotions (such as like, have, like), verbs for ownership and existence (such as have, been) and sensory verbs (such as hear, taste). This study classified the verbs that formed a fixed collocation with the preposition "in", and explored the original meaning of these verbs by using the method of etymology analysis, so as to better find out the reasons for the formation of the collocation and the factors affecting the collocation structure.

4. FINDINGS AND DISCUSSION

4.1 Findings

Random House Webster's College Dictionary gives seven basic meanings of "in". The prototype semantics of "in" in its semantic network is "being contained in a certain container". This kind of inclusion in three-dimensional space is mapped to different target domains, forming other forms of "contained". For example, when it is mapped to the target domain of situation, state and other aspects, the metaphorical meaning is "(contained) in the domain or scope of abstract or intangible things", such as "in good condition", "in politics". When mapped to the time domain, the metaphorical meaning is "(included) within a certain period of time", such as "in summer", "in an hour". When it is mapped to the target domain of an event or activity, the metaphorical meaning is "(contained) in the influence

scope of an event or activity", such as "in the car accident". When it is mapped to the target domain of motion, the metaphorical meaning is "(included) the movement or direction in the range from the outside to the inside somewhere", such as "go in the house".

In the vocabulary of the syllabus of Comprehensive English, the authors have retrieved 23 fixed collocations of verbs with "in". Among them, there are 8 verbs for continuous action (deal, engage, induce, instrument, join, participate, persist, specialize), 2 verbs for short-term action (interfere, invest), and 5 verbs for change and movement (arrive, end, They are origin, result, success, 2 affective verbs (believe, delay), 3 Verbs for ownership and existence (believe, share, lie), and 3 verbs for the state of thinking (believe, deliberate, trust).

Table 1: 23 verbs forming fixed collocation with "in" with their metaphorical meanings of "in" classified and illustrated

Verbal Types		Verbal Phrases	Metaphorical Meanings of "in" in the Verbal phrases
standing for "action"	"continuous action"	deal in; engage in; indulge in; instruct in; join in; participate in; persist in; specialize in	contained in (a certain scope or field of activity)
	"brief action"	interfere in; invest in	contained or constrained in (a certain field of activity)
	"change or movement"	arrive in; end in; originate in; result in	contained or constrained in (a certain area or state)
standing for "state"	"emotions"	confide in; delight in	(emotions) contained/ constrained in (a certain scope/state)
	"ownership and existence"	consist in; share in; lie in	contained or constrained in (a certain area or aspect)
	"state of thinking"	believe in; deliberate in; trust in	(thoughts/emotions) contained in (a certain scope)

4.2 Discussion

The inclusion relations emphasized by the prototype semantics (contained in the container) of the preposition "in" are mapped to different target domains, forming various forms of included meanings. From the table above, we notice that among the 23 verbs forming a fixed collocation with "in", there are both verbs for actions and verbs for state, among which the number of verbs for action is far more than those for state. Among the verbs expressing actions, most of the actions involve the scope of their activities according to our life experience, such as deal, engage, indulge, instruct, join, participate, specialize, invest, interfere, originate, succeed, which has thus formed a collocation naturally with "in" to indicate the limitation. Some verbs that express action, such as "persist", do not seem to directly involve the field or scope of activity from the perspective of word meaning, but if we analyze it from the perspective of etymology, it is easy to find that the verb is related to the metaphorical meaning of "in" reflecting the limited scope. From the perspective of etymology, "persist" is composed of per (meaning penetration) and sist (standing). According to our life

experience, the action of "standing" involves a certain spatial position in a certain range. Therefore, it is reasonable that "persist" and "in" reflect the scope.

From the etymological point of view, we can divide "result" into two parts: the "re" for the direction (backward) and the "sult" for the action (jump). According to life experience, the action of "jump" involves a certain spatial position in a certain range, so "result" can naturally form a collocation with "in" reflecting the limited range. The archetypal meaning of "in" can also be mapped to the three-dimensional space in which the abstract meaning is stated, forming metaphorical semantics such as "in the state of" and "in the event", such as "in good condition" and "in a car accident". The metaphorical meaning of preposition "in" in the phrase "result in" is "in a state", such as "result in death" and "result in failure".

Among the eight verbs that indicate state, it is easy for us to judge according to our life experience that the three verbs "consist", "share" and "lie" are related to the scope, so they can naturally form a collocation with "in" which reflects the limited scope. The two verbs expressing emotion and "in" form the phrases "believe in" and "delay in" respectively. We analyze the etymology of "believe" and find the relationship between "believe" and the metaphorical meaning of "in". "Confide" can be divided into three parts: the "con" used to emphasize the meaning, "fid" meaning "trust" and the silent letter "e". According to the life experience, any kind of emotion has its scope of existence. For example, "being interested in music" means that interest exists in the field of music. Therefore, the collocation of "confide" and "in" is easy to understand.

Among the three verbs expressing state of thinking, we can easily associate the verb meaning with the collocation of deliberate and trust with "in". "Deliberate in" means being cautious in some aspect, while "trust in" means to trust something or someone (trust in a certain field). The other verb "believe" can be divided into two parts according to its etymology: "Be" is used to emphasize the meaning and "lie" means "love". "In" with "believe" indicates the scope of "love". The preposition "in" in the phrase "trust in" indicates the scope of the emotion of "trust". The metaphorical meaning of the preposition "in" in these three phrases is "contained / restricted in a certain scope".

But not all the verbs involving the scope of action must be used with "in". For example, "in" and "at" both can be matched with the verb "arrive". Whether using "arrive at" or "arrive in" depends on whether the destination belongs to a spatial "point" or a spatial "surface". The phrase "arrive in" indicates that the scope of the destination is a spatial "plane", such as a country or city, while the phrase "arrive at" indicates that the destination is a spatial "point", such as a station, school, airport, etc. "In" can be used with some verbs expressing emotion or state of thinking in the form of collocation to indicate the scope of emotional / thinking activities. Some verbs that stand for the state of thinking are not used with "in", but with preposition "on". After analyzing these verbs from the perspective of etymology, we find that the etymological meaning of these words mostly involves tangible substances or

actions that need support. The phrase "calculate on" is a case in point.

According to the etymology, "calculate" can be divided into two parts: the "calculate" meaning "lime, calcium salt" and the ending "ate" of the sign verb. "On" here means its prototype meaning, "be or remain supported by". The etymological meaning of the phrase "calculate on" means that a substance such as "lime, calcium salt" is supported by or placed on something. The verb "ponder" comes from the Latin "ponderare", which means "hang or weigh". Obviously, both "hanging" and "weighing" need supports. Therefore, we can understand the collocation of the verb and "on".

5.CONCLUSION

This study takes the fixed collocation of verbs and "in" in the vocabulary of Comprehensive English syllabus as the research object, exploring the collocation rules of verbs and "in". It is found that all the 23 verbs form a fixed collocation with "in" because they involve the scope of action or emotional or thinking activities. The semantic features of verbs and the prototype features of prepositions play an important role in the collocation of verbs and prepositions. In English vocabulary teaching, when explaining the collocation of verbs and prepositions, the teachers can guide students to analyze phrases from the perspective of the prototype meaning of verbs and the prototype characteristics of prepositions, so as to help the students understand the formation characteristics of phrases and deepen their mastery and memory of phrases. The deficiency of this study is that we only study the fixed collocation of 23 groups of verbs with "in". The number of research samples is small, which is not enough to summarize the collocation rules of all verbs and prepositions. In addition, the collocations formed by some verbs and prepositions can not be explained from the perspective of verb semantics and prepositional semantics. In the following research, we will extract more fixed collocations of verbs and prepositions from corpus, and further study and analyze the cognitive schema and rules of English verb-preposition collocation by using metaphor theory in cognitive linguistics.

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Research On the International Communication of Chinese Ceramic Culture

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Abstract: With the acceleration of economic globalization, all countries in the world are constantly spreading their national culture and improving their national influence. In this context, the development and dissemination of China's cultural soft power has become one of the major strategies of China's development. Ceramic culture is an important part of China's excellent traditional culture, which has rich cultural connotations such as material technology, porcelain painting decoration and spiritual culture. Moreover, its dissemination is conducive to promoting cultural exchanges between China and foreign countries, promoting the development of world porcelain making technology and comprehensive innovation of porcelain making technology. Therefore, it is necessary to strengthen the dissemination of ceramic culture in the world, so that it can really step onto the world stage.

Keywords: Ceramic culture connotation; Significance and function; Communication strategy

1. INTRODUCTION

Ceramic is the material carrier of Chinese traditional culture, representing the most advanced handicraft in China, and Jun porcelain of Henan is a typical outstanding representative. It begins in the Tang Dynasty, flourishes in the Song Dynasty, and is famous for its unique art of kiln. Therefore, to strengthen the dissemination of China's ceramic culture, especially Henan ceramic culture, is conducive to deepen the understanding of the world people on China's culture, so as to improve China's influence in the world.

2. THE CONTENT AND CONNOTATION OF CERAMIC CULTURE

Ceramic culture has experienced thousands of years of development, with rich cultural connotation and exquisite craftsmanship, reflecting the long-standing and profound cultural history of the Chinese nation. Therefore, to spread ceramic culture in the world and strengthen the international influence of Chinese culture, we must first understand the profound cultural content of ceramic culture.

2.1 The beauty of material technology

Ceramics is an important part of Chinese traditional culture. It reflects the advanced technology of ancient craftsmen and is the crystallization of their wisdom. It is white and smooth, hard material, delicate and beautiful shape, and plays a very important role in human daily life. Ceramic production needs more than ten processes, such as mud training, printing, drying, engraving, glazing, kiln firing, color painting, etc. During the re firing process, Henan Jun porcelain reasonably controlled the change of flame, and used oxidation and reduction atmosphere to

make bright red glazed Jun porcelain, which opened up a new realm of ceramic art. Its superb craftsmanship condenses the wisdom and diligence of ceramic craftsmen, which is praised by people.

2.2 The beauty of porcelain painting art

Ceramics not only has the use value, but also has the artistic appreciation, which embodies the ancient Chinese aesthetics. Ceramic decoration is rich and diverse, and its shape is perfect and regular, which is convenient for people's daily use. Its patterns reflect the aesthetic and intention of the creator. Ancient Chinese ceramic artists skillfully applied traditional Danqing (red and green color) painting to ceramic decoration, with smooth, natural and varied patterns, such as flowers and birds, mountains and rivers, ladies and so on. However, ceramic decoration is not simply copying the art of painting, but integrating it with ceramic modeling, glaze and other technological forms, so as to create exquisite ceramic works.

2.3 The beauty of spiritual culture

Ceramic is the material carrier of China's traditional culture, which corresponds to the spiritual pursuit of the people. Although its artistic form is always developing and changing, it always condenses the cream of China's traditional culture. Its artistic tone always embodies the atmosphere of harmony, serenity and festivity. For example, the decoration of phoenix, hibiscus, peony and so on, hoping to live a rich life; Plum, orchid, bamboo and chrysanthemum are chosen to praise the noble quality; The choice of Hydrangea and Caragana means a bright future. In addition, the words "Produce Good Harvests" and "Family Reunion" on the ceramics also reflect the people's yearning for a better life, which comes down in one continuous line with our great national culture and is worth spreading to the world.

3. THE SIGNIFICANCE AND FUNCTION OF THE INTERNATIONALIZATION OF CERAMIC CULTURE

With the continuous development of world integration, while developing the economic strength, it is also constantly expanding the soft power of culture and improving the influence of culture in the world. Pottery plays an important role in this development strategy, and shows the world the exquisite art and splendid and profound cultural connotation.

3.1 To promote cultural exchanges between china and foreign countries

Since Zhang Qian made the western region open up the Silk Road, China has begun to pay attention to the cultural exchanges with foreign countries, among which ceramics have made important contributions to the exchanges between China and the world. Since the Tang and Song

Dynasties, ceramics have been sold to all over the world. Ceramics, because of its fine texture, beautiful and practical, has been liked by people all over the world, not only brings convenience to people's daily life, but also makes mysterious Chinese culture enter people's vision and promote the exchange of Chinese and foreign cultures. In the 17th century, China triggered a "Chinese style" in the west, and Westerners learned Chinese culture through ceramics. Louis XIV of France, loved ceramics, especially blue and white porcelain, and he chose porcelain himself, and even set up a porcelain factory in France. [1] The orders of porcelain from the western world are increasing day by day, and Chinese craftsmen also blend western aesthetics. The paintings of porcelain show biblical stories, Buddhist patterns and so on. Thus, the dissemination of ceramics is conducive to promoting the exchange of Chinese and foreign cultures and improving the international influence of traditional culture in China.

3.2 To promote the development of world porcelain making technology

Ceramic production technology has a long history, it was produced in the Paleolithic age, and with the time, it has been continuously developed and improved. In the process of foreign exchange, the internationalization of ceramics greatly promotes the development of the world porcelain making technology. Because of its unique advantages, Chinese ceramics first appeared in the western world has caused a great sensation, and has been popular with people; western manufacturing industry has also begun to learn Chinese porcelain technology. They set up a porcelain factory, hired excellent porcelain makers to make porcelain, and then sent professional personnel to learn the porcelain making technology in China. During the Ming and Qing Dynasties, foreign missionaries came to China to learn the technology of making porcelain. During his stay in China, the French missionary Yin Hongxu visited Jingdezhen, the porcelain making center for many times, learned about the porcelain making technology and sent the knowledge back to France. This greatly promoted the development of foreign porcelain making technology. At the same time, China porcelain technology has been constantly introducing and absorbing foreign excellent technology. Chinese craftsmen absorbed the perspective of Western painting in ceramic painting, and also used Buddhist culture for reference in modeling. It can be seen that the spread and development of ceramics in the world has promoted the development of the world porcelain making technology.

3.3 To promote the innovation of the world ceramic art

Porcelain has reached its peak from the Paleolithic age to Ming and Qing Dynasties, and has produced a number of excellent crafts such as three colors of the Tang Dynasty, enamel color and blue and white porcelain, which attracted many foreign fans to study in China. And ceramic technology has been innovating in the process of communication and integration between China and foreign countries. French craftsmen have created "Rococo" Chinese style by drawing on the fine and elegant artistic aesthetics of blue and white porcelain. Muslims combine the local green materials with China's high-

quality white porcelain to create Yuan blue-and-white porcelain. [2] China also absorbed the world's excellent themes, technology and aesthetic pursuit, and constantly developed and updated. It can be seen that the development of pottery promotes the comprehensive innovation of ceramic technology in the world.

4. THE STUDY ON THE INTERNATIONAL COMMUNICATION STRATEGY OF CERAMIC CULTURE

In the process of spreading ceramic culture, we should not only limit ourselves to the traditional communication mode, but also introduce ceramic culture in all aspects by using all the media available around us. This can be implemented in three aspects: Confucius Institute, National Museum and Internet technology.

4.1 To improve the influence of ceramic culture on the platform of confucius institute

As a window for foreigners to understand Chinese traditional culture, Confucius Institute has been developing rapidly overseas. Ceramic culture can use Confucius Institute to show the world the exquisite ceramic making technology and the long-standing and profound ceramic culture. First, we can carry out China Ceramic Exhibition on the platform of Confucius Institute, display excellent Chinese ceramic works, attract the eyes of foreigners and stimulate them to understand and learn Chinese ceramic culture. Secondly, we can open a porcelain making activity course in Confucius Institute, which allows foreigners to draw ceramic plates and blanks by hand, let them feel the exquisite skills of ceramic production and the magic of adding color to ceramics, improve their learning enthusiasm for porcelain, thus accelerating the spread of ceramics in the world and enhancing the world influence of ceramics. [3]

4.2 To strengthen the publicity of ceramic culture with the help of museum exhibition function

Museum is a place for collecting, collecting and researching the physical objects of natural and human cultural heritage, and a public welfare cultural institution providing knowledge, education and appreciation to the public. The dissemination of ceramic culture can be conducted through museums to introduce Chinese ceramics to the public. [4] First, we can jointly develop excellent ceramic works exhibition with foreign museums, formulate a systematic and comprehensive exhibition route, so that visitors can understand the porcelain culture and development process in all aspects. For example, Henan Ceramic Museum has carried out activities such as "Henan and Taiwan sentiment - Cross Strait Ceramic Art Exchange Meeting", which will make Ru, Guan, Jun, and Luoyang three-colour glazed pottery to be displayed to the people of Taiwan. Secondly, the 3D real-time exhibition area can be developed by using Internet technology to reproduce the scene of ancient Chinese craftsmen making ceramics under the condition of lack of material and technology, so that visitors can experience the greatness of ceramic technology. In addition, the museum can also carry out overseas ceramic production selection activities, call on people from all over the world to participate in ceramic production, and give material rewards to excellent

works. This can not only create a batch of excellent ceramic works, but also conducive to the spread of ceramics in the world.

4.3 To spread ceramic culture to the world with the internet as the main position

Internet has been widely used in all aspects of life, and it is the main medium of people's daily communication. Its strong communication power cannot be underestimated. It is also necessary to improve the communication power of ceramic culture in the world. First, the first choice to catch people's eyes is the new form and interesting video. Therefore, we should take some high-quality documentary films to introduce the long history and rich cultural connotation of ceramics to foreign friends. Secondly, we can develop the app about ceramic culture suitable for people in different regions, so that they can directly understand the ceramic manufacturing process by turning on the mobile phone. For example, Henan Province has set up Henan porcelain network, Henan ceramic art portal, which moves all the contents of Henan ceramics onto the Internet, so that people thousands of miles away can watch and understand ceramics. [5] In addition, we can design some interesting games, which is not only entertaining, but also can let people learn about ceramics.

5. CONCLUSION

With the improvement of comprehensive national strength,

China's influence in the world is increasing, and more and more foreign friends want to know China. Therefore, we should vigorously promote Chinese culture and improve its influence in the world. Ceramic composition is the material carrier of Chinese culture, which can help foreign friends better understand Chinese culture. Therefore, we need to vigorously improve the dissemination of ceramics in the world, so that ceramic culture can go abroad and show the world the excellent traditional culture of China.

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Policy Analysis of the Alienation of Supervisors and Doctoral Students' Relationship

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Abstract: The establishment of a good relationship between supervisors and doctoral students is of great significance to the improvement of the education quality of doctoral students. Through the analysis of doctoral students' education policies, it found that the supervisor is the loyal enforcer of the doctoral education policy and with personal power and position power in one. It is easy to generate power rent-seeking, which cause the alienation of relationship between supervisors and doctoral students. Therefore, regulation on the supervisors' power, empowerment of more power to doctoral students and supervision of policy implementation can be applied to improve the relationship between doctoral students and supervisors.

Key words: Supervisors and doctoral students' relationship; Alienation; Policy study; Higher education policy

1. INTRODUCTION

As the highest degree education in China, doctoral education is an important research topic. The relationship between supervisors and doctoral students has an important effect on the quality of doctoral cultivation. As the famous expression of the teacher-student relationship said: "Therefore, students are not necessarily inferior to their teachers, nor teachers better than their students"^[1]. The essence of supervisors and doctoral students' relationship is "guidance and learning". The word "alienation" has been used to indicate the transfer and transition of goods or rights. In the 19th century, it was elevated to a philosophical concept in German classical philosophy. The alienation of the relationship between supervisors and doctoral students is the deviation and distortion of the essence of the relationship between them. To deeply explore the causes of the alienation of the relationship between supervisors and doctoral students, this research studies the education policies of doctoral students since the founding of the People's Republic of China. The evolution of the power of doctoral supervisors can be clarified, and the reason of the alienation of the relationship between doctoral students and supervisors can be cleared. All the policy documents reviewed in this research are from *China Education Yearbook, Compilation of Important Education Documents since the Founding of the People's Republic of China*, the government website of the People's Republic of China and the official website of the Ministry of Education of the People's Republic of China.

2. THE MANIFESTATION OF THE ALIENATION OF DOCTORAL STUDENTS AND SUPERVISORS' RELATIONSHIP

Based on the existing research and reality, this research classifies the alienation of the relationship between doctoral students and supervisors into three categories - subordinate alienation, employment alienation and indifference alienation. Subordination alienation of the supervisor and the doctoral student means that the supervisor is in the central and dominant position, while the doctoral student is in the marginal and subordinate position in the academic community formed between the supervisor and the doctoral student. In this kind of relationship, the supervisor has absolute authority, and the doctoral student can only obey and depend on him. Some supervisors even assign doctoral students to finish their personal stuff, such as take delivery, cleaning, and financial reimbursement. Employment alienation refers to supervisors assign tasks to doctoral students and pay them salaries (research subsidies), and doctoral students receive salaries (research subsidies) to complete tasks. In this kind of teacher-student relationship, the supervisor cares much more about the research work than other things. The supervisor becomes the "boss" and the doctoral student is the "worker". The indifference alienation refers to the indifferent relationship between doctoral students and supervisors. There is almost no guidance and conduction from supervisors, and little exchange of culture and values between teachers and students.

3. POLICY ANALYSIS OF THE REASONS FOR THE ALIENATION OF THE RELATIONSHIP BETWEEN DOCTORAL STUDENTS AND SUPERVISORS

The relationship between supervisors and doctoral students is influenced by social-political, economic and cultural systems. In his book *Higher Education System: A Transnational Study of Academic Organizations*, Burton Clark proposed a "Triangle Coordination Model" for the development of higher education. The three forces, government, market, and academic authority, that influence higher education, form a triangle, with each angle representing the extreme of one form and the minimum of the other two^[2]. China as a typical type of government power dominant higher education, in which the nation holds the direction of higher education and is the pilot of higher education development. In China's higher education system, the government, the Ministry of Education and the educational administrative departments at all levels represent the power of the nation.

The influence of state power on higher education is embodied by national policy. Nowadays, when we examine the development trend and research trend of education policy in the world, we can see that it is dominated and influenced by political power in many aspects, just like other fields, and the study of education

policy is always closely related to the concern of the government and the development of the society. In other words, education policy has become a political phenomenon that is contained by a special concept of power.

The education policies can be divided into four aspects: educational content, teachers, educational system and educational administration. The supervisor is the faithful implementer of doctoral education policy, which are incarnated in three parts--the right on the admission, cultivation and degree-awarding of doctoral students.

3.1 Supervisors' right on the Admission of Doctoral Students

In 1982, the State Education Commission issued *The Interim Regulations on Enrollment of Postgraduates for Doctoral Degree* which stipulated that the enrollment method of doctoral students is the combination of written examination, oral examination and recommendation. The specific measures shall be formulated by universities. In 1984, the Ministry of Education issued *The Notice on Advanced Doctoral Study for Master Students* which decided the examination team is composed of three experts whose title are above Associate Professor. And the examination subjects, content, means and time are all determined by the universities. In 2004, *The Notice on Enrolling and Studying for Doctoral Degree in 2004* issued. The proposition, paper, review, second examination of doctoral students recruitment are independently implemented by universities.

With the diversification of doctoral student recruitment methods, the decision power of supervisors in doctoral students recruitment is further strengthened. In 2008, *The Method of Doctor Students Recruitment* further stipulated that the admission units should respect the power of supervisors in the recruitment of doctoral students. In 2012, *The Work Notice of Doctoral Graduate Enrollment* began to reduce the proportion of written test scores in the public admission examination, and emphasized that the role of supervisors in doctoral enrollment should be given full respect. In 2013, the Ministry of Education, the National Development and Reform Commission, Ministry of Finance released *The Opinions on Deepening the Reform of Postgraduate Education* officially established doctoral students admissions method of "Application-review", and strengthen scientific research and innovation ability of doctoral candidates reviewed by supervisors. *The Notice on the Admission of Doctoral Students* in this year stipulates that the role of supervisors in the selection of doctoral students should be further played and standardized. *The 13th Five-Year Plan for Education* in 2017 emphasized the recruitment power of academic teams and provided further policy support for the admission power of supervisors.

As the ways of recruiting doctoral students constantly diversified, the power of supervisors comes not only from policies but also from universities. The constant decentralization of higher education management power makes the power of supervisors doubled. The supervisor has the recessive and dominant power of decision in the admission of doctoral students. In many colleges and

universities, doctoral candidates are required to obtain the consent of the supervisor before application. If undergraduate students are enrolled by the university, master's students may be enrolled by the department, while doctoral students are enrolled by their supervisors. There is an imbalance of power between doctoral students and supervisors from the beginning of the application.

3.2 Supervisors' dominant Position in the Cultivation of Doctoral Students

The supervisor is responsible for the cultivation of doctoral students. In 1981, the State Council promulgated *The Interim Implementation Measures of the Degree Regulations of the People's Republic of China* which stipulated that the supervision of doctoral students should be based on the collective guidance of the teaching and research section, and the supervisor should assume individual responsibility. In 2009, *The Notice of the General Office of the Ministry of Education on Further Improving the Pilot Work of Postgraduate Cultivation Mechanism Reform* proposed to further strengthen and improve the supervisor's responsibility on the financial support to the graduate students enrolled. In 2013, the Ministry of Education, the National Development and Reform Commission, and the Ministry of Finance jointly issued *The Opinions on Deepening the Reform of Postgraduate Education*, stipulated that the doctoral cultivation should be the combination of course learning and scientific research, and the scientific research should be put in the first place in doctoral cultivation. In 2017, *The Degree and Postgraduate Education Development Planning Requirements* issued, in which solid broad basic theory, in-depth expertise, scientific research ability and creative achievements in science are required.

The role of supervisors run through the whole process of doctoral students cultivation. Generally speaking, supervisors will pay research subsidies to doctoral students based on how much work they do. This is akin to employment in a productive economy, therefore, the employment relationship between supervisors and doctoral students seems to take for granted. At the same time, many doctoral supervisors engaged in administrative and academic positions. Some supervisors will give priority to the administration and have no time to care about the cultivation of doctoral students, which results in the indifferent alienation of the relationship between doctoral students and teachers.

3.3 Supervisors' Power in Degree-warding

The supervisor has the pre-decision-making power in doctoral students' dissertation. In 1963, the Ministry of Education promulgated *The Interim Regulations on the Cultivation of Graduate Students in Colleges and Universities (Draft)* which stipulated that graduate students should choose the topic of graduation thesis and engage in the work of graduation thesis under the guidance of their supervisors. The graduation thesis should be reviewed by the supervisor first, and then reported to the superior organs for defence after the supervisors thought it was qualified. Since then, the supervisor has the pre-decision-making power in doctoral students' thesis.

The fulfilment of doctoral degree-awarding requirements need the guidance of supervisors. In 1981, *Degree Regulations of the People's Republic of China* and *Interim Measures for the Implementation Degree Regulations of the People's Republic of China* formally promulgated, stipulated that the doctoral candidates should get the Ph.D after mastering the broad solid basic theory and systematic specialized knowledge, has the ability of independent engaged in scientific research work and made creative achievements in scientific or technical expertise. In 2014, the Academic Degrees Committee of the State Council, the Ministry of Education issued *The Attachment of the Opinions on Strengthening Degree and Postgraduate Education Quality Guarantee and Supervision System Construction -- Basic Regulations of Postgraduate Education Quality Guarantee System in Degree-conferring Unit* proposed the system of the dissertation proposal, mid-term examination, dissertation defence and degree-awarding.

Doctoral degree-awarding is based on course learning, the completion of dissertation work and the cultivation of independent scientific research ability. All those need the guidance of supervisors, which further reinforces the central dominance of supervisors over doctoral students. Through the review of doctoral students' policies on enrollment, cultivation and degree awarding, it can be found that the central dominant position of the supervisor runs through the whole process of doctoral students studying. At the same time, there is a combination of personal power and position power in the exercise of the supervisor's power. Personal power is non-position power, which is derived from some special conditions of the supervisor. For example, the supervisor's academic authority. Position power refers to the legal power conferred by the position of supervisor, such as the power conferred by the position of "supervisor" in recruitment, and degree awarding. As the most basic and faithful implementers of doctoral education policies, supervisors have not only academic authority but also a dominant position at the legal level. It can be said that the supervisors hold the "power of death" for doctoral students. In the relationship between supervisor and doctoral student, the improper grasp of the supervisor is prone to power rent-seeking, leading to the alienation of the teacher-student relationship.

4.SUGGESTIONS

There is a policy origin on the alienation of the relationship between supervisors and doctoral students. The power status of doctoral students and supervisors is very different, so the harmonious relationship between teachers and students largely depends on the supervisor. In this regard, this research puts forward the following suggestions.

4.1 Regulating the Power of Supervisors from Policy

First of all, the power and behavior of doctoral supervisors should be regulated from the perspective of policy. The doctoral candidates can apply for the recruitment examination without the agreement of supervisors before the recruitment. All the materials shall be reviewed and reexamined by the instructor team. After one year of

doctoral study, the supervisor shall be chosen.

The supervisor has the right to decide the participation and grant of the doctoral research. This not only strengthens the central-subordinate relationship between supervisors and students, but also makes the titles of "boss" and "worker" seem reasonable. The system of the supervisor group responsible for the cultivation of doctoral students can be carried out. The formulation of the cultivation program, scientific research guidance and the distribution of scientific research subsidies shall be decided by the supervisor group. Doctoral research grants can also be issued by the universities rather than supervisors.

The supervisor's right to pre-consent in the mid-term examination and defence of doctoral dissertation can be cancelled. The doctoral students can apply for the mid-term examination and defence of doctoral dissertation, as long as the requirements are met. At the same time, the midterm defence and dissertation defence of doctoral student should be implemented under the premise without his or her supervisor.

4.2 Entrust More Power to Doctoral Students and Improve the Appeal Mechanism for Doctoral Students

The rights of doctoral students should not only be the basic rights of students stipulated in the *Higher Education Law*, but should be properly expanded in view of the conflicts existing in the cultivation of doctoral students. The right to change supervisors shall be the first one. Doctoral students have to choose their supervisors before they enter the university, and it is difficult to change supervisors midway. Although many colleges and universities stipulate that doctoral students can apply for changing supervisors, but with the former agreement of supervisor, which makes doctor students dare not to do it. Therefore, this regulation shall be abolished. As long as there is sufficient evidence to prove that the original supervisor is not suitable to continue as the doctoral student's supervisor, the apply for the change of the supervisor shall be proposed. Moreover, after the change of supervisor, the original supervisor should not participate in the student's mid-term assessment and the doctoral dissertation defence. The appeal mechanism of doctoral students should be improved. In *Common Colleges and Universities Student Management Rules*, the students' rights are regulated, but the scope of this regulation is too narrow. First, the scope of appeal is limited to objections to the administrative treatment of the school. Second, the provisions on the infringement of students' rights and interests by faculty and staff are too brief. There is no reference to the conflict and resolution between the students and their supervisors in the cultivation process. Therefore, a more perfect student appeal system should be established, and the conflicts in the cultivation of doctoral students should be considered comprehensively to expand the scope of appeal. In addition, the principle of due procedure should be guaranteed.

4.3 Strengthening Supervision over the Implementation of Policies

The integrity of a policy is manifested as the whole policy process consisting of formulation, implementation, supervision, evaluation and other links. Policy supervision

is an indispensable part of the policy process. Policy supervision mainly includes two aspects -- the supervision of the implementers and the supervision of the implementation activities. Therefore, it is necessary to supervise the supervisor's behavior and the implementation of doctoral students' power. What's more, in the assessment of the supervisor, the assessment of the supervisor's academic ethics and educational responsibility should be considered firstly. The anonymous evaluation system for supervisors shall be used, which allow graduate students to express their opinions on supervisors and uncover hidden problems.

The penalty cost of the supervisor on violating the teacher's ethics should be increased. The punishment for dereliction of duty and violation of academic ethics has not been specified in detail, and the punishment for dereliction of duty is too light, which makes some supervisors become evil gentries of study masters.

5.CONCLUSION

The alienated teacher-student relationship jeopardize the quality of doctoral education. Based on the policy theory, this research discusses the policy origin of the alienation of the relationship between teachers and doctoral students and put forward suggestions on those problems. Supervisors are instructors. Their charm with advanced knowledge and academic ethics should be shown. It is hoped that this research will provide references for the construction of a harmonious relationship between supervisors and doctoral students and improve the quality of doctoral students' cultivation.

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Discussion on the Teaching Management System of Higher Vocational Colleges from The Perspective of The Integration of Production and Education

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Abstract: In the National Vocational Education Conference in 2021, the general secretary made an important instruction that "in the new journey of building a socialist modern country in an all-round way, vocational education has a bright future and a bright future", pointing out the direction for speeding up the construction of vocational education teaching management system. As vocational education is paid more and more attention, the integration of production and education has become the main mode of higher vocational education. Therefore, how to effectively analyze the teaching management system of Higher Vocational Education from the perspective of integration of production and education has become a concern. This paper briefly describes how to improve the rules and regulations, build the management organization, optimize the team structure, and attach importance to the implementation of management, so as to achieve a reasonable research on the education and teaching management system of Higher Vocational Colleges from the perspective of the integration of production and education, in order to provide power for the development of higher vocational colleges.

Key words: Integration of production and education; Higher vocational colleges; Education and teaching management; Supervision

1. INTRODUCTION

The high-quality development of vocational education is not only conducive to relieving the current employment pressure, but also a strategic move to relieve the shortage of highly skilled professionals. As the main position of delivering high skilled professional quality talents to the society, the perfect education and teaching management system is an important means to achieve talent training. At the same time, the integration mode of production and education has been widely in-depth in vocational education, and higher vocational colleges should pay more attention to the education and teaching management system. It can be seen that how to correctly study the education and teaching management system of Higher Vocational Colleges from the perspective of production and education integration has become a problem that must be solved at present.

2. IMPROVE RULES AND REGULATIONS TO FORM MANAGEMENT BASIS

Higher vocational colleges can provide more professional

talents for the society by adopting the mode of integration of production and education. However, in order to ensure that the education and teaching activities carried out by colleges can be within the scope permitted by laws and regulations and can fully meet the social needs, improving the rules and regulations has become the most important aspect. To improve the education and teaching management system of higher vocational colleges, we should not only start from more angles, for example, in order to better improve the quality of supervision, we can adopt the feedback mechanism of the implementation of the education and teaching management system, so as to better enhance the scientific, reasonable and democratic characteristics of the system, so that the system can fit in with the education and teaching activities of higher vocational colleges, So as to further play a role. Or in the management of training quality, teaching and scientific research, we can take the "management measures for professional talent training program", "management measures for the transformation of scientific and technological achievements of school enterprise cooperation" and other relevant systems as the basis to improve the pertinence of education and teaching management in the integration mode of production and teaching in Higher Vocational Colleges [1]. At the same time, the teaching management system of Higher Vocational Colleges from the perspective of the integration of production and education should also pay attention to the goal orientation, that is, in the process of teaching management, we should pay attention to the realization of high-quality personnel training as the ultimate goal, and effectively combine the vocational skills teaching and quality education, so as to truly reflect the purpose of moral education and better meet the needs of enterprises.

3. BUILD MANAGEMENT ORGANIZATION AND PROMOTE COOPERATION QUALITY

Vocational colleges can achieve the goal of mutual promotion and common development of school and enterprise through the mode of production and education integration. However, in order to achieve this goal, we must strengthen the construction of management organization. After all, there are many aspects in the cooperation between the school and enterprise, not just concept exchange. Therefore, through the construction of more perfect education and teaching management

departments, the efficiency of cooperation between the two sides can be improved, It can also clarify the problems and realize the common interests. For example, in view of the internal education and teaching management work, the internal organization structure of the student congress committee, discipline inspection committee, teaching instructor Committee, school enterprise cooperation board and other vocational colleges can be adjusted and the management rules and regulations of the Department can be re formulated, To show the concept of running a school according to law in higher vocational colleges. Or the constitution of the college as the core, aiming at the vocational colleges to carry out safety management, logistics support service management, teaching management, school enterprise cooperation management and other related systems to adjust and improve. If the conditions permit, the rules and regulations of the management organizations in higher vocational colleges can be edited into books, which can provide basis for the cooperation of schools and enterprises in carrying out various educational and teaching activities, and also ensure that the departments and organizations can give full play to their own role in the cooperative education and teaching activities between the school and enterprise.

4. OPTIMIZE THE TEAM STRUCTURE AND ENHANCE THE TEACHING LEVEL

As an important driving force of higher vocational colleges, teachers can also play an important role in the integration mode of production and education. The integration of production and education is to carry out education and teaching activities through mutual cooperation between colleges and enterprises, which naturally has a certain dependence on teachers. After all, school enterprise cooperation is to obtain professional talents from higher vocational colleges, As for the basic knowledge of professional education is rarely involved, and the teaching content must be the same as the needs of enterprises or social requirements, which can not be lack of the help of enterprise personnel, so it is particularly important to optimize the structure of teachers. In order to carry out education and teaching management in Higher Vocational Colleges under the mode of integration of production and education, the teaching staff should be a mixed structure, that is, teachers and enterprise personnel. It should be noted that the number of personnel in this structure should be determined according to the actual situation. For example, because the personnel in enterprises are relatively high in professional quality, in contrast, colleges and universities can set up more than 2 professional teachers according to the actual teaching staff, which can show more professional knowledge to students in the education and teaching activities of school enterprise cooperation, It can also give full play to the advantages of university teachers in quality education, so as to improve the quality of education and teaching, and truly reflect the purpose of moral education. On the other hand, we should also improve the salary distribution mechanism of the teaching staff. Through this method, teachers who participate in education and teaching can not only have sufficient motivation to protect their vital

interests, but also use the evaluation of students' training achievements to examine teachers' ability and help teachers improve their professional level.

5. ATTACH IMPORTANCE TO THE IMPLEMENTATION MANAGEMENT TO ENSURE THE EFFECTIVE IMPLEMENTATION

Executive management is the content that must be displayed in the educational management system of Higher Vocational Colleges under the perspective of production and education integration. After all, the system system is the basis for each educational and teaching activity, and also the basis for protecting the interests of both sides in the process of school enterprise cooperation. As the main source of professional talents to the society, we must test the system of education and teaching management by implementing management, ensure that problems are found in time, and the concepts of running schools according to law and running schools according to law can be fully reflected. The implementation management mainly includes four parts: publicity, start-up, implementation and supervision. Publicity is to show all contents and interpret them in other ways, such as centralized propaganda and lecture in school, after the Department of the system has completed the content planning, formulation and review, to ensure the understanding level. The start-up is to understand the current implementation level of the Department that will formulate the system within a specific time after the content is implemented, whether there are any departments or individuals who do not comply with or violate the system contents, etc. if there is such a situation, the relevant content will be collected and a report will be formed and submitted to the discipline inspection and supervision department of the University. Implementation is to form a system system monitoring group according to the actual situation after the implementation of the system, which is specially responsible for reviewing whether there are any violations in the process of cooperation between departments and school enterprises in the process of educational and teaching management. As for the supervision, it is based on the internal and external supervision of the Department. That is, the comparison between the Department self supervision summary and the results of the supervision team, and the consistency of the inspection. For the performance, the incentive and punishment mechanism shall be used to guarantee the power of the system system[2].

6. CONCLUSION

To sum up, the integration of production and education has become the main development direction of vocational education, which can effectively promote the sustainable development of vocational education. Therefore, if higher vocational colleges want to improve the teaching quality and provide more professional talents for the society, they must pay attention to the sound rules and regulations, the construction of management organization, the optimization of team structure, and the reasonable application of implementation management in practice, To ensure the construction of a more systematic, comprehensive, scientific and effective education and

teaching management system in Higher Vocational Colleges from the perspective of the integration of production and education, and enhance the education and teaching management level of Higher Vocational Colleges in the new era.

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Research on The Management System of Party Building Education for College Students in The New Period of Social Development

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Abstract: With the development of society, people have entered a new period. At this stage, the ideological concepts of college students have changed greatly. The content of Party construction is more diverse, which, from a certain point of view, increases the difficulty of Party Construction Education and management. Therefore, we must strengthen the analysis, make clear the new characteristics of Party Construction Education and management in Colleges and universities in the new period of social development, and take it as a foothold to formulate appropriate measures, so that the party construction education and management of college students can be carried out more smoothly, and provide some reference for the long-term development of Party construction.

Key words: New era; College students; Party building education; Management system; Research

1. INTRODUCTION

The education level of college students is relatively high, and they are more important talents for social development in the future. Due to the particularity of colleges and universities, the internal ideas are more diverse, which may have a certain impact on students' ideas, leading to changes in social trends of thought. Therefore, colleges and universities must pay attention to the development of Party building education, make it play a maximum role, and provide more talents with strong comprehensive ability as support for social development.

2. THE CHARACTERISTICS OF PARTY BUILDING EDUCATION AND MANAGEMENT IN COLLEGES AND UNIVERSITIES IN THE NEW PERIOD OF SOCIAL DEVELOPMENT

2.1 There are great changes in students' views

With the improvement of economic level and the enhancement of technical strength, China has entered a critical stage of social transformation. In this process, due to the influence of many factors, there are many different types of social thoughts, which more or less affect the views of college students and lead to some changes in the ideology of College students. Coupled with the improvement of the level of market economy, the degree of social openness has been significantly enhanced, and different environments and values have been integrated. In this context, college students are likely to be confused due to lack of social practice, simple views and other reasons, which will have a negative impact on their own development [1].

2.2 The work of Party building contains complicated

contents

In the process of recruiting students and promoting the development of colleges and universities, colleges and universities in China will carry out their work from various angles, and students pay more attention to their personal rights and interests. With the enhancement of China's economic strength and the continuous improvement of city scale, most students are easily affected by external factors, unable to treat themselves correctly, the competitive pressure is significantly increased, and psychological problems appear, which seriously increases the difficulty of Party Construction Education and management of college students, and is not conducive to the future development of students. Therefore, it is necessary to formulate appropriate measures for improvement.

2.3 The credit system has some influence on the development of Party building education in Colleges and universities

At present, the credit system management system constructed by colleges and universities will not be affected by the students' majors and grades, and the party organizations in Colleges and universities generally have the same structure as the administrative organizations, which are all top-down management systems. This leads to a big difference between the credit system and the credit system, and the two can not complete the work smoothly through negotiation. From a certain point of view, it hinders the development of Party building education and management in Colleges and universities [2].

3. MEASURES FOR THE CONSTRUCTION OF PARTY BUILDING EDUCATION AND MANAGEMENT SYSTEM OF COLLEGE STUDENTS

3.1 To build a special mechanism to inspect new party members

With the further development of society, some new problems are likely to appear in the work of Party building among college students, which need to be solved. Therefore, when carrying out party building work in Colleges and universities, we should systematically consider the number, level, political accomplishment and working ability of Party members, so that the inspection and training work can be carried out coordinately, and a special mechanism should be built to assess new party members, which can make more people with strong learning ability and high ideological level participate in Party building work. In addition, colleges and universities should also proceed from the actual situation, arrange the Party branch of college students, train the party members

of college students, and ensure that they can participate in the work more efficiently.

3.2 Establish an effective mechanism for interaction with students

With the improvement of the level of information technology and the wide application of Internet technology, the network has been inextricably linked with people's life, making great changes in people's work and life. The types of network information are relatively diverse and numerous, and it does not take a long time to spread [3]. Using the Internet to carry out party building education and management has obvious advantages. Therefore, Party building staff must recognize the advantages of the Internet, build an online interactive communication system, help students solve the problems existing in the process of Party building learning, promote the development of college students, improve their ideological and political cultivation, and provide guarantee for the improvement of the overall strength of the party organization.

3.3 Educate Party members at all stages

At present, there are some problems in college student party members. For example, before joining the party, they work hard and actively, hoping to become party members. After becoming a party member, the enthusiasm for the work plummeted and was perfunctory, which was not conducive to the smooth development of the party construction and management. In order to solve these problems, we must pay attention to the education of Party members, carry out the education of Party members in different links, and ensure that students can always adhere to the active work and strict requirements before and after joining the party.

3.4 Training party branch secretaries of College Students

In recent years, China's attention to the education industry has been increasing. Most colleges and universities have expanded the number of students, and the number of student party members has increased. However, from the analysis of the current situation, it is found that the number of college student Party branch secretaries is still small, and there is no reasonable improvement. It is likely that dozens of students have only one college student Party branch data to guide the work, and the Party branch secretaries are not fixed, and there are likely to be some changes, which is not conducive to the smooth development of Party Construction in Colleges and universities. Therefore, it is necessary to provide college student Party branch secretaries with learning opportunities, ensure that they can actively participate in the training, improve their professional knowledge and skills through training, and participate in practice, improve their political accomplishment, and ensure that

they have enough ability to carry out party building education and management.

3.5 Innovation of the examination system of College Students' Party members

After joining the Communist Party, college students must strictly restrain themselves, set up model and take the lead role, and exert subtle influence on the surrounding masses and carry out their work under the supervision of all the masses. In this context, colleges and universities can build up the model column of Party members, clarify the responsibilities and obligations of different party members, establish a better external image, ensure that students can realize the significance of becoming a party member, standardize their work, be alert and advance in all aspects. When carrying out education for Party members, colleges and universities should start from many perspectives, ensure that students are willing to actively participate in the party building study and improve the level of Party construction education management.

4. CONCLUSION

According to the above analysis, the views and views of college students have changed greatly in the new period of social development. If the traditional management system of Party building education is still used, it is difficult to achieve the goal of Party building education. Therefore, appropriate measures must be made to improve the management system of Party Construction education, so as to make it more in line with the needs of students in the new period, Actively participate in the knowledge learning of Party building, clarify the future development plan of Party construction work, and provide favorable conditions for its follow-up development as support.

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Research on Information Construction Of Teaching Management In Higher Vocational Colleges In The Era Of Big Data

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Abstract: In the era of big data, the construction of education management informatization in higher vocational colleges has become the focus of the current world. Based on the theory of "big data", combined with the relevant teaching management literature, this paper finds that the problems existing in the current teaching reform in China need to be solved, and puts forward the corresponding countermeasures and suggestions, so as to strengthen the construction level and quality of education management informatization in higher vocational colleges. **Key words:** Big data; Higher vocational colleges; Teaching management

1. INTRODUCTION

The arrival of big data era makes the information of higher vocational education teaching management a new trend, and is also the only way for the development of Higher Vocational Colleges in the future. Therefore, based on the current situation, corresponding solutions should be put forward to improve the information literacy level of Higher Vocational Colleges and integrate information technology into traditional classroom, so as to improve the teaching quality and further promote the future development of higher vocational colleges.

2. THE CURRENT SITUATION OF THE CONSTRUCTION OF TEACHING MANAGEMENT INFORMATION IN HIGHER VOCATIONAL COLLEGES

According to the statistics of the Ministry of education, in the past two years, the enrollment scale of general colleges has gradually expanded, with a year-on-year growth of 27.1% in 2019 compared with 2018. This leads to the rapid expansion of the teaching scale of Higher Vocational Colleges in China, but the quality of teaching can not be improved rapidly, and the imbalance between school resources and school space is gradually. At present, most higher vocational colleges adopt the teaching information management mode, based on the Internet, integrate information resources, so as to provide more comprehensive school services for students and improve work efficiency.

Under the background of big data, this kind of teaching information management gradually exposes its disadvantages. First of all, most higher vocational colleges do not collect data in time. In teaching management, teaching information often lags behind other teaching work, which leads to the teaching information can not play its due role in the big data model. In this case, it is difficult to get an effective evaluation of talent training data in

higher vocational colleges, which eventually leads to the data platform monitoring is difficult to play a role, the phenomenon of wrong filling and missing filling appears, and teaching management problems occur frequently.

In the process of teaching management in higher vocational colleges, the evaluation of teaching quality is not timely enough. At the same time, the teaching quality evaluation index of higher vocational colleges is too simple, the evaluation feedback is not in place, and the evaluation supervision and error correction function is lost. The teaching resource management mode of higher vocational colleges is single. In the era of big data, it can not meet the requirements of the times and provide personalized services, which affects the sustainable development of colleges.

In recent years, the enrollment of most higher vocational colleges in China is expanding, and the source of students is more complex and diversified. Therefore, many on-the-job staff and social personnel with academic requirements enter the school. When higher vocational colleges carry out enrollment management, the teaching management system has not been reformed, and students are taught in the traditional way, Finally, the informatization mode of school teaching management is lagging behind, and the management mechanism has not been effectively innovated. Diversified talents cannot be effectively cultivated.

3. INFORMATION CONSTRUCTION MEASURES OF TEACHING MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

3.1 Teaching management information construction planning

In the process of teaching management information standard planning, the school should carry out standard data design, so that the school can obtain a comprehensive data management system, ensure that the data types can be effectively divided, design the management scheme through the standard design principles, and establish data management subsets and data management subclasses. In data management, try to choose multi-layer classification, so that the construction of data can involve every aspect of higher vocational colleges, and combined with the actual situation of the school to improve. In the process of building data design, we should refer to the data design standards issued by the state, according to the relevant regulations, make the information management in line with the industry regulations, have a deep understanding of the school management process, summarize the rules, and design the data model suitable for the school itself.

For the design of the code, we need to carry out three tasks: investigation, analysis and implementation. In the case of using the code standard, we need to establish a data management system [1].

3.2 Teaching management information construction practice

In the era of big data, in the process of teaching management in higher vocational colleges, we should build the structural framework of big data analysis center, so that the platform and data can form an integral whole, so that students and teachers can accurately check the school's internal student status data, teacher data, curriculum data, resource data, etc. at the same time, through data fusion and analysis, we can build a data analysis model, Improve the quality of teaching. At the same time, it is necessary to set up a series of functions for the data analysis center, establish the campus data exchange platform, integrate the student status management and teaching management system, promote the collection of the system, and make the teaching management more effective. It is necessary to establish a teaching database, collect and record students' teaching achievements, and analyze students' basic information, so that the school's professional settings and teaching work can get more effective data support. For the management of teachers, it is necessary to collect the information of teachers, so as to make the structure of teachers more balanced and make the performance management of teachers effectively realized.

The informatization of teaching management is a teaching system to promote the sharing of knowledge and information and tap people's potential. It can plan and control the teaching work for students, teachers and school administrators as a whole, so that the teaching management objectives of higher vocational colleges can be realized. After the coordination of various informatization teaching resource organizations, the informatization of teaching management can be realized, Develop a more sound teaching management system, so as to ensure the informatization of teaching management and make the teaching management more in line with the requirements of the big data era [2].

3.2.1 Establish diversified teaching information management system

Higher vocational colleges should constantly adjust and refine the work according to the actual situation, so that the supervision and management plan can be effectively implemented. The school should establish the information management system of student status, collect and record the basic information of students truthfully to ensure the accuracy of the information system. Constantly improve the ability of student status management. In addition, we should pay attention to the details of teaching management, record the information means of teaching tasks, experimental design, scientific research lectures and other

aspects, perfect the system design, and effectively improve the teaching ability of colleges and universities, To ensure that the information collection work of higher vocational colleges can be carried out more effectively. At the same time, the school can set up an information committee to standardize the teaching management information system, accurately input the teaching plan and syllabus into the information system, and implement the management of teaching information. Based on the big data technology, higher vocational colleges should transform the existing management mode, make use of big data technology to make teaching resources more meaningful and valuable, do a good job in the storage and processing of teaching resources, number the data, make the storage of data more orderly, and make the data processing more convenient.

3.2.2 Improving informatization level

The school should constantly adapt to the trend of big data era, optimize the management mode, introduce advanced resource platform, speed up data collection, and ensure the complete record and storage of original data information. The school should invest funds to purchase more advanced information management equipment to provide support for information management. For information management personnel's data storage and computing ability training, so that they can effectively deal with the contradiction between data calculation and analysis.

4. CONCLUSION

In the era of big data, the teaching management information reform of higher vocational colleges has become a topic of general concern in China's education. As a key link in the reform and development of higher education in China, the informatization level of teaching management in higher vocational colleges is an important index to measure the quality of national education, to realize the degree of school modernization and to promote the lifelong growth of teachers and students.

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The Cultivation and Promotion of College Students' Practical Ability in Innovation and Entrepreneurship Competition

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Abstract: College Students' innovation and entrepreneurship project is the most influential and widely covered project in the undergraduate education of nearly 1000 colleges and universities implemented by the Ministry of education. By understanding the relationship between innovation and entrepreneurship competition and college students' practical ability, this paper explores the effective ways to cultivate college students' practical ability, so that the school can cultivate more practical and innovative talents.

Key words: Innovation and entrepreneurship; College student; Practical ability

1. INTRODUCTION

College students are the fresh blood that will face the society, and they are the representative young and energetic groups in the society. They shoulder the important task of future social development and scientific and technological progress, need to have good scientific literacy and rich knowledge reserves, as well as the crucial pioneering construction ability and innovative practice ability. College Students' innovative experiment project is carried out by the Ministry of education of China. Under the guidance of the instructor, undergraduate students design team or individual topics, complete the final project and write a summary report to cultivate students' innovative thinking.

2. ABOUT THE PRACTICAL ABILITY OF COLLEGE STUDENTS

2.1 The importance of College Students' innovative practice ability

Practice is an important way to enrich personal experience and improve personal ability. Through continuous practice, people improve their personal development and contribute to social development. Among them, the cultivation of College Students' innovative practice ability is a very important and strategic requirement of social development. Through certain practical activities, college students can accumulate certain experience for their future going to the society, and get familiar with the working environment faster in the future work. Practice makes college students not only acquire knowledge in the classroom, but also increase their ability, enhance their ability and improve their comprehensive quality after class.

2.2 Current situation of restricting college students' practical innovation ability

At present, most colleges and universities still lack attention to the cultivation of Undergraduates' practical

innovation ability to a certain extent, which is a bumpy road for college students to develop their practical innovation ability. At present, the employment situation of college students is very serious. It is necessary for colleges and universities to maintain students' personality, develop students' strong points, and cultivate students' awareness of entrepreneurship and employment.

2.2.1 Lack of investment in Colleges and universities and lack of conditions for students

Colleges and universities have less investment in students' practice and innovation research activities, and there are some problems such as aging equipment, shortage of manpower and limited conditions, which make the practice and innovation resources of colleges and universities out of touch with the latest science and technology of the society. At the same time, it also makes students lose motivation for the future development of the project, hinders the stimulation of students' interest in innovation and entrepreneurship, and is not conducive to the cultivation of talents and the improvement of comprehensive quality.

With the increasing national attention and projects, most of the funds and national management of the corresponding declared projects have not kept up, which will lead to the late placement of some projects and the shelving of project research and capacity-building.

2.2.2 The traditional education mode has a profound impact

Traditional Chinese education model only focuses on students' acceptance of existing knowledge. Compared with students' practical innovation ability, schools and families are often more concerned about students' achievements, which makes the cultivation of practical innovation ability face huge social obstacles. At the same time, under the influence of this education mode, students lack enthusiasm and positive attitude to actively participate in practical innovation activities. Students tend to pay more attention to their scores on the paper than they do in the science and technology innovation competition. The communication between teachers and students only focuses on exam oriented subjects rather than innovative projects, which makes even students with practical and innovative intentions have no professional teacher guidance.

3. COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP PROJECT

3.1 Reform of teaching system and construction of innovative scientific research platform

The Ministry of education of the people's Republic of

China implements the requirements of new talent training, focusing on the cultivation of College Students' personal quality and the all-round development of "morality, intelligence, physique and beauty". The purpose of quality education is to improve the comprehensive quality of college students, respect their personality and develop their new potential. This education mode is very conducive to the development of College Students' practical and innovative consciousness.

In teaching, students and teachers are no longer limited to the knowledge system inherent in books, and students' personality and practical innovation ability have been paid attention to a certain extent. The university tutor will update the inherent knowledge system with the latest scientific research projects and the academic dynamics of the front end, train the students' practical innovation ability subjectively, make the teaching content keep up with the development of the science and technology frontier and the times, and create a good and effective academic atmosphere. The renewal of experimental equipment and the support of innovative funds stimulate the students to invest in practical innovation. Meanwhile, the students' practical innovation activities are also included in the investigation of the performance of the course. The potential of individuals can be demonstrated by means of innovation and practice behavior will also be supported and encouraged by the school and society.

The state promotes the innovation and entrepreneurship project of college students, and gathers many universities to take the project as the carrier to stimulate the creativity of the student group, so that students can master the personal ability of thinking and solving problems, and stimulate the group innovation thinking and innovation consciousness. At the same time, the project with novel selection ideas, clear objectives and reliable implementation conditions is used to support the project, which adds new thinking and new impetus to the follow-up development of society.

3.2 Evaluation system and incentive policy of innovation and entrepreneurship platform

Because college students have not yet contacted the society, they still lack a certain degree of understanding of the social economic situation, so it is very important to use the professional platform evaluation system to analyze and evaluate the innovation and implementation of College Students' innovation and entrepreneurship projects. For the competition, the traditional analysis and evaluation method is often expert comments, which has strong subjectivity, and the details of information processing is too general and simple. Under the influence of fuzzy and uncertain factors, it is difficult to ensure the objectivity and accuracy of expert evaluation results. Therefore, it is a more convenient, reasonable, accurate

and objective evaluation method to analyze and integrate the results of multi-level evaluation by introducing professional system and personal model into the innovation and entrepreneurship project platform.

Innovation and entrepreneurship projects focus on the research process rather than the results. Students will gain some insights and lessons in the process of the project. The innovation and entrepreneurship platform and relevant universities participating in the competition set up a reward mechanism to give credit or bonus to the teams and individuals who have won awards and scientific research achievements. Colleges and universities distribute the awards to various student groups in different colleges, and publicize them on the school or public platform to encourage and praise them. It can not only motivate the students who participate, but also set an example for the students who don't participate or win prizes.

4. CONCLUSION

Innovation is the soul of a nation's progress and the inexhaustible power of a country's prosperity. The development of College Students' personal ability affects the future development of the country and society. Innovation and entrepreneurship competition has a certain positive effect on the cultivation and promotion of College Students' practical ability. College Students' participation in innovation and entrepreneurship training can effectively promote the transformation of quality education ideas and the reform of new talent training mode, and further improve the level of science and technology of the whole society. Colleges and universities should implement the relevant project themes, strengthen the responsibility supervision of funds and facilities, pay attention to the cultivation of contemporary college students' practical and innovative ability under the new education mode, and implement a more scientific and appropriate evaluation and incentive mechanism to attract students' participation.

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Family Property Distribution and Parent Child Relationship in Late Medieval England

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Abstract: In Britain in the 13th century, the eldest son's inheritance system was written into the common law, so far the eldest son's acceptance of family rights was officially protected by law. However, with the hidden danger of uneven inheritance of property, the tension of family members, and the emotion between parents and children that can not be ignored, in the late Middle Ages, in addition to the eldest son's inheritance, the means of inheritance other than limited inheritance, trusteeship and will appeared one after another. While protecting the interests of the eldest son, parents also take into account the rights and interests of the remaining children and even illegitimate children to a certain extent. They try their best to provide protection for their children's life and make them feel the warmth of the family.

Key words: Property distribution; Parent child relationship; The system of eldest son succession

1. THE RELATIONSHIP BETWEEN PARENTS AND THE ELDEST SON

In the late Middle Ages, the main way of family property inheritance in England was the eldest son system. That is, the eldest son has the priority to inherit the land, property, surname, status and honor of the family. If the eldest son dies early, his status will be inherited by his eldest son. If the eldest son dies without an heir, the second son and the youngest son, as "assumed heirs", are gradually replaced as family heirs. In a family without a son, the daughter inherits the estate and title[1] The system of eldest son inheritance spread in Europe at an amazing speed, and became the main inheritance system in England in the late Middle Ages.

Parents generally attach great importance to the eldest son, often give the most attention to him, and hope that the eldest son can inherit his status and title. In the late Middle Ages, surnames were gradually adopted by most social classes. In England, Lords began to be known by their first names and surnames, and nobles also had their titles. Therefore, titles like Sir Edward Hyde, the first Earl of Clarendon, or George Villiers, the Duke of Buckingham, began to be used. These titles were passed on only to the heir, the eldest son[2] As the successor of a surname, he often feels a special respect for his deceased ancestors, has a sense of mission for the unity of the family, and can be proud to pass on the surname to future generations, which helps to continue and preserve the lineage of the family. In addition to inheriting the surname, parents will try their best to provide enough land for the eldest son in their lifetime to ensure his life. The land is either obtained from marriage or from relatives or from land market transactions. At this time, the eldest son owns a lot of land,

but under the connection of blood relationship, the eldest son generally does not turn a blind eye to the lives of other brothers and sisters. Holbrooke also said that many landowners will be generous to their brothers and sisters after inheriting their property. For example, the Duke of Norfolk IV and Sir William Wentworth in their letters to their heirs in 1572 and 1604 solemnly instructed their heirs that they should bear similar responsibilities to their brothers and sisters[3].

2. THE RELATIONSHIP BETWEEN PARENTS AND OTHER CHILDREN

In the late Middle Ages, when the system of eldest son inheritance was legal, some non legal ways to protect the remaining children were quietly implemented. On the one hand, in order to protect the integrity and continuity of the family, parents have to choose to pass on the land and reputation to the eldest son; But on the other hand, in the emotional care, parents never forget to care for their children. It is in this balance of rationality and sensibility that more and more parents choose to give their property to their remaining children through other informal means. These materials are not only the initial life basis for their children to leave their parents' protection, but also the carrier to convey their parents' love. In the process of children's growth, the father usually tries to coordinate the inheritance interests of the eldest son and the remaining children, and provides rich supply for the young children within his own ability.

Under the limited inheritance system, the father often treats Yu Zi and his daughter equally. When the son dies, the daughter can inherit the family property. All children are the continuation of another form of parents' life. At this time, parents are more willing to devote their love to their children than in the middle ages. Even through the circuitous way of distribution, such as trusteeship and inheritance, the feudal lords had the real right of distribution and could provide material support for every child according to their own wishes. In 1455, count Lovell VII provided real estate support for his three remaining sons through trusteeship[4].

When the father is willing to give the family movable property to the remaining children, staples scholars believe that it is a means for parents to provide social and economic opportunities for their children. She also pointed out that in many cases, the amount of movable property acquired by sons and daughters in wills is equal, including money, tableware, household goods and personal belongings, such as armor and jewelry. The reason for subsidizing sons and daughters in the form of goods is that they are the most common recipients of household goods. However, daughters often contact

household goods more frequently than sons, and often receive more than 200 shillings of monetary bequests. In contrast, sons get more business assets than daughters. Staples believes that sons are more likely to follow their parents in related business activities. [5] due to the influence of economic interests and political factors, fathers tend to have many concerns in the distribution of family property. However, at this time, most parents still hope to provide the most generous material support for the remaining sons and daughters while ensuring the interests of the eldest son. In the middle and lower class families, family members usually work together. Each child's contribution to the family is almost the same. They have a harmonious relationship and emotion. Moreover, the cost of parents on their children is basically the same. Therefore, the ownership of family property is basically equal.

3. THE RELATIONSHIP BETWEEN PARENTS AND ILLEGITIMATE CHILDREN

Children are the crystallization of parents' love. Parents' raising children is not only the emotional sustenance, but also the legal obligation. No matter how the times develop and the world changes, the children who grow up with the warm care of their parents can always get a full sense of happiness, but not all children have the right to enjoy this happiness. Illegitimate children born outside the scope of the law are like angels forgotten by God. They are not recognized by the secular world, and they have no right to enjoy the same benefits as legitimate children. In common law, illegitimate children are called "fatherless children", sometimes also known as "public children", which refers to "children born before the establishment of legal marriage, and children born to the wife during the separation period will also be presumed to be illegitimate children" [6]. The common law of medieval England actively protected the interests of the eldest son, while the rights of the illegitimate son were squeezed. Under its provisions, the illegitimate son did not have the right of parenting or inheritance.

Compared with the strict definition of illegitimate child in common law, church law is more tolerant and full of goodwill. It believes that illegitimate child refers to "children born of unmarried women, children born of adultery, children born of invalid secret marriage and children born of religious barrier marriage" [7]. The Christian Church does not fight against and exclude the existence of illegitimate children, and sometimes even legislates to protect them. For example, the church issued the Gregorian Oracle in 1234, which formally stipulates that the Father also has the obligation to raise illegitimate

children. In the late medieval England, not all illegitimate children were ill fated. In addition to the protection of external factors, parents generally don't turn a blind eye to illegitimate children. Although they can't give them legal identity, they usually try their best to make up for them in material and emotional aspects.

In the late Middle Ages, many wealthy people usually provide rich material property for their illegitimate children by using the non legal means of trusteeship system and will inheritance. Compared with the rich, the private children of poor families are less fortunate. They don't have more energy and money to raise their children, so many parents will choose to turn to the church for help in order to seek the church's protection for their children. In the late Middle Ages, the family types of different classes changed, the core families appeared, and the feudal autocracy was affected by the impact of individualism and other factors, and the relationship between family members became more and more close. In the distribution of family property, the father will give material and emotional care to the remaining children and the illegitimate children when the family and the eldest child are safe. At this time, many fathers are no longer the "God" in the family, but the most trustworthy person in their children's eyes. The deep love of parents has become the shield for children to advance without fear.

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Emily Bronte's Poetic Writing of Love

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Abstract: Based on a considerable reading of the previous studies, this paper focuses on the study of Emily Bronte's poetic writing presented in her novel *Wuthering Heights* and her poems and probing into the nature of love as well as the source of love she described in her writings helps to fully grasp the main characteristics of her poetry.

Key words: Poetic writing; Love; Nature; Source

1. INTRODUCTION

Emily Bronte is considered one of the most important yet elusive figures in the nineteenth century English literature. Although she led a brief and circumscribed existence, spending most of her life in relative isolation in a parsonage on the Yorkshire moors, she left behind a literary legacy that includes the most passionate and inspired writing in Victorian literature.

2. A WRITER WHOSE GENIUS IS TRAGIC

Emily Bronte's only published novel *Wuthering Heights* together with her poems are well regarded by critics. She presented grand passions and compelling themes that has attracted generations of readers and critics alike, elevating the novel to the status of a literary classic. At the same time, the writings seem to have raised many questions about their author as they have answered. Unable to reach a consensus concerning the ultimate meaning of her works and reluctant to assign them a definite place in the English literary tradition, critics continue to regard Bronte as a fascinating enigma in English letters. The prominent poet Swinburn pointed out that Emily Bronte is "a writer whose genius is essentially tragic." [1] He concluded that *Wuthering Heights* was a poem itself. The twentieth century witnessed more interest in the young woman writer. Virginia Woolf praised Bronte's distinctive authorial methods, "Especially this is so when, like the Brontes, the writer is poetic, and his meaning inseparable from his language, and itself rather a mood than a particular observation." [2] What attracts readers everlasting interest is about the

3. THE POETIC WRITING OF LOVE

The love story between the protagonists in not only the novel *Wuthering Heights*, but also the Gondal poems are so charming and touching that generations after generations of readers were deeply impressed. She expresses her personal experiences and experiences in her poems, accurately depicts the characters, and sincerely expresses the feelings of the characters' thoughts [3].

3.1 Nature of love

The love in Emily Bronte's writing is fairly poetic. Not only the essence but also the nature is completely different from the lunatic love. Heathcliff's love for Catherine is sentimental and somewhat inhuman. It is a passion or a fire that might form the tormented-center: the ever-suffering soul of a magnate of the infernal world and by

its quenchless and ceaseless ravage effect the execution of the decree which dooms him to carry Hell with him wherever he wanders. While Catherine loves him because she believed whatever their souls are made of, his and hers are the same. Emily Bronte compared the love with the earthly love in a very poetic way: the moonbeam from the lightening, or frost from fire. "My love for Linton is like foliage in the woods. Time will change it. I'm well aware, as winter changes the tree. My love for Heathcliff resembles the eternal rocks beneath--a source of little visible delight, but necessary." [4] Few writer can describe love in such a romantic and poetic way. The simile used in the comparison of the two kinds of love was almost considered to be incomparable.

The love in the poem "Remembrance" is as equally shocking and impressive.

*"Cold in the earth--and the deep snow piled above thee,
Far, far, removed, cold in the dreary grave!
Have I forgot, my only Love, to love thee,
Severed at last by Time's all-severing wave?"* [5]

Although lying in the cold, dreary grave, the dead lover was deeply mourned by his lover who dared not forget her only love. She might be infatuated with her only love or just loved the feeling of love somebody. It is an echo to the love between Heathcliff and Catherine in *Wuthering Heights*. The only difference is that he is the one left behind hovering lonely in the moor, missing his lover.

3.2 Source of love

Compared with her sister Charlotte Bronte, remarkably little is known about the life and activities of Emily Bronte. One of the most tenable explanations is that Emily was disposed to cover her tracks and that others also took it upon themselves to have them covered. Emily's life was outwardly uneventful. Two of the events in Bronte's creative life occurred in 1826 when her father Patrick Bronte bought a set of wooden toy soldiers for the children. These toys opened up a rich fantastic world for Emily and her sisters and brother. She, as well as Anne, conceived a romantic legend centered upon the imaginary Pacific Ocean island of Gondal. The realm of Gondal became a major imaginative source for her writings. Numerous poems were written under the inspiration of Gondal. To some extent, it was the source of the description of love in not only her novel, but also her poems. We might miss the poems if they were not discovered by Charlotte Bronte who immediately realised the value of the handwriting, "I looked it over, and something more than surprise seized me--a deep conviction that these were not common effusions, nor at all like the poetry women generally write. I thought them condensed and terse, vigorous and genuine. To my ear, they had also a peculiar music--wild, melancholy, and elevating." [4]

As an author, Emily Bronte has not perhaps even received

her full due or taken her final place. The days reading Romantic poets and roaming on the moors in Haworth brought her inspirations and deep thoughts. "Stronger than a man, simpler than a child"[4] is Emily Bronte's true epitaph, both as an artist and as a human being. Her strength of will and imagination struck those who knew her and those who read her as often inhuman and terrible; and with this was combined a simplicity partly of genius partly of a strange innocence and spirituality, which gives her a place apart in English letters. She has pure minds and great passion. She has the highest power, which gives life imagination, endows her writings poetic features. All the writings revealed her ego and instincts which contribute to the source of the love in her works. They are also the most primitive impulse for her creation. In the characters she made in the novel and poems, she gave them her violent exacerbation about life and her unfulfilled passion of love.

4. CONCLUSION

To conclude, it is greatly significant to study how Emily Bronte poetically present her personal feelings and instincts in her novel and poems. Probing into the nature as well as the source of love she described in her writings helps to fully grasp the main characteristics of her poetry. The romantic but Gothic descriptions are reflection of her inmost feelings. Although the poetic writing is neither as lyric as that in Wordsworth's "As I Wandered Lonely as a Cloud", nor as mysterious and romantic as that in Coleridge's "Kubla Kan", her presentation is unique and

special that it only belongs to a woman like Emily Bronte by revealing her repressed unconsciousness and her disguised dreams. It is the product of her innermost secret where you can find the source of creation.

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Exploration and Practice of Curriculum Ideology and Politics Based on “Train Operation and Fault Treatment”

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Abstract: Curriculum ideology and politics is a new concept and new mode of professional course teaching in colleges and universities. Taking the ideological and political reform of the course “Train Operation and Fault Treatment” as an example, this paper analyzes the necessity of carrying out ideological and political education in professional courses, explores the basic ways of integrating ideological and political education elements into professional teaching, and summarizes the teaching means of ideological and political reform in professional courses and the general methods of innovating course evaluation mechanism.

Key words: Curriculum ideology and politics; Specialized courses; Teaching reform

1. INTRODUCTION

This paper takes the course of “Train Operation and Fault Treatment” for the major of Urban Rail Transit Vehicle Technology as an example, analyzes the necessity of carrying out ideological and political education, and makes a preliminary exploration on the way, teaching means and evaluation mechanism of integrating ideological and political education elements into the teaching content of the major.

2. THE NECESSITY OF CARRYING OUT IDEOLOGICAL AND POLITICAL EDUCATION

To maximize the role of classroom teaching as the main channel of education is the key to improve the effectiveness of ideological and political education in colleges and universities. Both ideological and political courses and professional courses must participate in the realization of the grand goal---full education, whole process education and all-round education.

2.1 Occupational characteristics of urban rail transit train drivers

Urban Rail Transit Vehicle Technology major mainly focuses on the positions of rail train drivers and EMU mechanics. This course mainly takes the working content of train drivers of urban rail transit as the learning object. Compared with the general occupation, the most important characteristic of the occupation of urban rail transit train driver is the heavy responsibility. As the first responsible person in the operation line, the train drivers are related to the safety of hundreds of passengers and tens of millions of assets.

At the same time, as a transportation system, urban rail transit is highly systematic. Its normal operation can only be completed through the coordination of multiple departments such as power supply, signal, communication,

public works, vehicle service and station under the unified leadership of the operation control center. Among the many components of this system, the train driver is the first person responsible on the spot.

2.2 Professional quality of train drivers of urban rail transit Based on the occupational characteristics, the occupational quality requirements of urban rail transit train drivers are higher than those of other general occupations. A qualified train driver, in addition to having excellent professional technical ability, also needs to have good professional quality, mainly summarized as the following seven points:

2.2.1 Professional identity and pride of urban rail transit train drivers;

2.2.2 The sense of safety responsibility that “hidden danger is the accident, and the accident must be corrected”;

2.2.3 Rigorous and meticulous working attitude;

2.2.4 The service consciousness to the passengers;

2.2.5 The quality of physical and mental calmness and sensitivity;

2.2.6 The craftsman spirit of striving for perfection;

2.2.7 Team spirit and sense of cooperation.

2.3 The necessity of ideological and political education

This course is the core course for urban rail transit train drivers. As can be seen from the above vocational characteristics and necessary professional qualities, ideological and political education must be supplemented with appropriate forms and contents along with professional skills teaching in the course to improve students’ professional qualities.

3. THE WAY TO INTEGRATE IDEOLOGICAL AND POLITICAL EDUCATION ELEMENTS

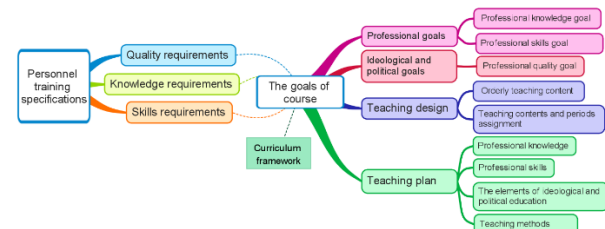


Figure 1 Implementation path of ideological and political education for professional courses

Integrating ideological and political education elements into the teaching of specialized courses must aim at cultivating professional talents, starting from the top professional design, according to the location of the course in the curriculum framework of professional personnel training system, formulating the teaching goal, and then further combing professional teaching content,

exploring the combination point of ideological and political education elements and professional knowledge and ability teaching, supplemented by appropriate education material, combined with various forms of teaching means, carrying out careful teaching design, to achieve embedded ideological and political education. The details are shown in Figure 1.

The key and core of the ideological and political reform of specialized courses is to sort out the professional teaching

Table 1 Ideological and political integration points of the course

Professional teaching task	Ideological and political education elements
Basic knowledge of vehicle operation	Occupational ability to correctly identify cab equipment; Careful and meticulous learning attitude; Correctly identify and strictly observe the signal professional awareness; Professional ability to correctly identify switch opening locations.
Attendance and shift change	Professional pride and responsibility; Professional awareness of safety first; Rigorous and meticulous handover attitude; Strictly implement the professional quality regulated in the rules of attendance and shift change.
Train preparation operation	Careful and serious professional quality according to the regulations of the vehicle reconditioning; The sense of safety responsibility: "Hidden danger is the accident and the accident must be corrected"
Access to depot, parking lot, parking garage operations	Strict compliance with the safety awareness of the storage and bifurcation operation regulations.
Operation in main track	The service consciousness to the passengers; The professional quality of safe driving on the main track ; The professional quality of strict implementation of call and response system; The craftsman spirit of smooth driving, accurate parking on the mark
Reversal operation	The capability of emergency response under the failure of the reversal system; The quality of physical and mental calmness.
Abnormal driving	The ability of emergency response in wind, frost, rain, snow and fog; The professional awareness of safety first;
Fault treatment	The quality of physical and mental calmness and sensitivity; The capability of fault prevention and emergency handling.

4. THE INNOVATION OF TEACHING MEANS OF IDEOLOGICAL AND POLITICAL REFORM OF SPECIALIZED COURSES

The ideological and political education elements of specialized courses must be carried out through the teaching of professional knowledge and ability. According to the different teaching contents, this course mainly carries out practice in the following aspects:

- 4.1 Teachers shall set an example and conduct model education;
- 4.2 Students make pre-class announcements to help them keep abreast of the latest developments in the industry;
- 4.3 Conduct the study of advanced characters' deeds in the form of text and video to guide the value;
- 4.4 Visiting enterprises and typical advanced characters' face-to-face teaching make students have a deep feeling.
- 4.5 Carry out group competition to stimulate students' teamwork and competitiveness.

In addition, the second classroom is another front of curriculum ideology and politics. Using WeChat, TIM and other ways to establish close contact with classmates, whether online or offline, in class or outside the classroom, teachers and students can maintain good communication.

5. REFORM AND INNOVATION OF IDEOLOGICAL AND POLITICAL TEACHING EVALUATION SYSTEM FOR SPECIALIZED COURSES

Compared with the evaluation of the teaching effect of professional knowledge and ability, the main difficulty of that of ideological and political education is not easy to quantify. In order to solve this problem, this course refers to the competition mode of the National Vocational Skills

contents on the basis of establishing the teaching objectives, and dig deeply the ideological and political education elements of the courses and their integration points with the professional teaching contents. Combined with the professional quality of urban rail transit train drivers, this course organically integrates professional teaching content and ideological and political education elements. This is shown in Table 1.

Competition of Rail Train Drivers in the Transportation Industry and the Skills Competition of Tianjin Higher Vocational Colleges, and includes relevant contents of the occupational quality of urban rail transit train drivers into the course training assessment. Through 6 working process in total of 22 practical training items including basic knowledge of vehicle operation, attendance and shift change, train preparation, access to depot, parking lot, parking garage operations, operation in main track, reversal operation, students' professional quality is scored, and the evaluation of ideological and political teaching effect of the course is realized.

6. CONCLUSION

Curriculum ideology and politics are needed in the new era. Specialized course teachers must understand the spirit of the speech made by general secretary Xi on national ideological and political work conference, accurately grasp the educational requirements of the new era, fully carry on the education reform of specialized course, especially the core professional courses, and deeply excavates ideological and political elements and organically integrates them with professional teaching on the basis of the goal of talent cultivation in order to achieve the goal of ideological and political education.

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Critical Analysis of Democratic Rights in the Occidente

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Abstract: In popular parlance, democracy as a sort of common national form to oppose and to prevent tyranny has been accepted by the public in the contemporary world, within the context of economic globalization, political pluralism, and cultural diversity. In terms of this paper, more specifically, the initial part has introduced the background of democratic development in the fundamental context of globalization with proper examples and empirical material. In the next theoretical framework, it is going to review normative democratic theory in some relevant literature to evaluate democratic rights from consequentialist and non-consequentialist justifications, and in the meanwhile, four distinct issues will clarify why democratic citizenship is critical to the governance, which will include some critical assessment of both the theory and practice of democracy with some critical assessment of the application of democratic theory to political realities. In the third section, focusing on the franchise in the United Kingdom General Election, the significance of democratic rights would be argued. Consequently, the final part is going to summarise and explore further implications for democratic implementation and rights protection, and then provide solutions for the problems caused by excessive citizen participation. The purpose of this essay aims to offer an account to respond to the issue that democratic rights are essential and desirable, while simultaneously need to be critically discussed. In short, democratic rights know no borders, and the ideological division of the world is a throwback to democracy, and the debate of the distinction between consequentialist and non-consequentialist justifications would be exported further.

Keywords: Democracy; Globalization; Consequentialist; Non-Consequentialist

1. INTRODUCTION

Since the World War II, the content of democracy has been changed tremendously. As predicted, the process of political democratization is an inevitable trend in modern society. Indeed, however, the development of global democratization may not as even as expected. For one thing, the level of democratization has witnessed eye-catching acceleration and consummation. What is worth mentioning, democracy is not only the anti-feudal product by the modern bourgeois but also the capitalist device for counteracting socialism (Engels, 1980). On the other hand, democratic rights could not be regarded as the patent of developed countries. On the part of developing countries, based on some western scholars' viewpoints (Cunningham, 1987), although the emergence of

democratization might be delayed, the democratic advance would bring more opportunities and challenges to the Third World. As a result, from the western perspective, democratic rights might be profoundly significant to the global sphere according to actual local situations and learning experiences and lessons from developed countries.

2. THEORETICAL FRAMEWORK

Even though there is no blinking at the fact that the acceleration of democratization has ushered the global political society into a new epoch, the general cognition towards democracy has always been behind the scenes. As some critics critiqued, as early as 18 centuries, each person held a definite conception of what democracy was, whereas very few of them endorsed it. Compared with the past, ironically enough, individuals are in favor of democracy nowadays, whilst have no unambiguous ideas of what democratic rights refer to (Cunningham, 1987).

At first glance, based on the etymology, the term of democracy originally derives from ancient Greek vocabulary, which can be divided into 'Demo' and 'Cracy' that respectively pertains to people and rules (Grigsby, 1999). Unlike monarchy or oligarchy, historically, the concerns of democracy have spanned two sorts of democratic models, both classic types of government and modern democratic ideas (Held, 2006). Specifically, on the one hand, in terms of classic democratic forms, it is categorized into "the classical idea of democracy in ancient Athens, the republican conception of a self-governing community, liberal democracy and the Marxist conception of direct democracy" (Held, 2006:4). On the other hand, to a greater or lesser extent, the advantages of contemporary democratic governance could be illustrated by five principles, including "participation, pluralism, developmentalism, protection, and performance", which was initially proposed by Ellen Grigsby (1999: 169). In a word, although there is no one universally accepted democratic model, the access of all citizens to participate in the governance can be secured by relatively democratic policies and laws.

In this sense, normative democratic theory (Christiano, 2006) can reveal the inherent characterizations of democracy which conducts political institutions for democratic governance. As Christiano (2006) clarified, democracy can be evaluated from consequentialist and non-consequentialist justifications. For one thing, instrumentalism theorists seem to advocate democracy, which John Stuart Mill (Mill, 1861) argues that "a democratic method of making legislation is better than non-democratic methods in three ways: strategically,

epistemically and via the improvement of the characters of democratic citizens” (Christiano, 2006). That is, political democracy arrangements can be regarded as the indemnification of democratic rights implemented; in the meanwhile, how to bring democratic rights into practice could embody the progress of democratization. In particular, the essence of normative democratic theory would draw attention to the conceptual limitation of democratic rights, as well as what democratic institutions anticipate from citizens. What is more, according to the theory of David Beetham and Kevin Boyle,

“Democracy entails twin principles of popular control over collective decision-making and equality of rights in the exercise of that control. To the extent that these principles are realized in the decision-making of any association, we can call it democratic.”(Beetham & Boyle, 1995:1)

At the same time, the argument of Beetham and Boyle has been approved by Ellen Grigsby.

“When the demos and the process of the ruling are brought together through: First, elections in which the people are free to select and reject government officials; Second, ongoing access to the government by the people between elections; and Third, the enactment of laws and policies reflecting the interests of a self-governing people.” (Grigsby, 1999: 169)

On the other hand, however, democracy might not be supported by all instrumental arguments. Some critics argue that the public may be impossible to possess the expertise necessary to properly take part in the governance (Plato, 1974). For the skepticism of Hobbes (1651), it tends to indicate that, to some extent, “democracy has deleterious effects on subjects and politicians and consequently on the quality of the outcomes of collective decision making” (Christiano, 2006). As a consequence, the Hobbesian criticisms are extensively employed to validate modification of democratic rights implemented.

On the contrary, effectually, the arguments against instrumentalism ought to be critiqued by the intrinsic principles of non-instrumental values. In general, the rights of political expression, the freedom of speech, the rights of women and children, the liberty of association and movement, rights of assembly, freedom of access to justice, and so forth, can be considered as the main components of democratic rights, which are significant for candidates to vote and to be selected based on the individuals’ interests equally (Beetham & Boyle, 1995: 4). In a word, the issues of liberty and equality are embodied in all citizens who have legitimized rights, freedom, and equal access to the governmental authority (Fishkin, 2003), which can be confirmed by a specific constitution.

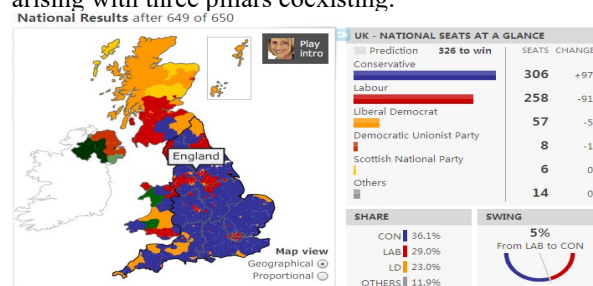
Furthermore, four distinct causes can explain why democratic rights are critical to governance. First and foremost, rooted in various democratic ideals, the citizens’ voice can protest authority policies. In the second instance, in terms of remonstrance forms, such as demonstrations, boycotts, and disobedience (Foley, 2006), individuals’ rights may spawn internal inconsistency to some extent. Thirdly, the political decision-making procedure rarely respects all the participators’ opinions. Last but not least,

indeed, the potentates could be capable of arousing the conscience of the public in the morally desirable context. In conclusion, it is possible to address the argument on some basic notions which are associated with democracy, such as “human rights, fundamental freedoms, fair elections, open and accountable government, democratic or civil society”, and so forth (Beetham & Boyle, 1995: 1). The challenges that the countries have to confront can be expanded from worldwide terrorism to an infectious pandemic, as well as the national general election. Therefore, there is a question that should be taken into account, what should democratic rights mean in the current society? Taking the British General Election as an example, the right to vote and to be elected, as an indispensable element of democratic right, will be critically discussed.

3.DEMOCRATIC AUDIT: THE UNITED KINGDOM GENERAL ELECTION

Likewise, in a broad sense, democracy has played a vital role in the British political stage. Generally in Britain, the governmental system is Constitutional Monarchy which espouses Parliamentary Sovereignty. In other words, based on parliamentary democracy, it is salient that both the Prime Minister and the Monarch ought to comply with Parliament ultimately. As universally known, the UK Parliament consists of the House of Commons and the House of Lords. Therein, the House of Commons is where organizes the general elections to elect its members every five years. Rooting in the first-past-the-post system, the government would be constituted by the party which wins the majority positions in the general elections, and then the party leader might be appointed for the Prime Minister (Kingdom, 2003).

Undeniably, as a traditional democratic state, the United Kingdom may have been undergoing the most dramatic campaign in the British General Election history. Before this election, it was generally considered that the Conservative Party might be the hot favorite and David Cameron can win the race to enter No.10 Downing Street eventually, whilst the Labour Party is likely to lose its 13-year dominating position, in the case of the debt crisis and the Iraq scandals tormenting. Therefore, fulfilling of tension, the election could be regarded as the change of national destiny, and the ultimate situation has been arising with three pillars coexisting.



Figure

<http://news.bbc.co.uk/1/shared/election2010/results/>

More specifically, there are three reasons to demonstrate the General Election is widely viewed as a cliffhanger, and democratic citizenship can be embodied. First of all, the final election result is David Cameron leading the

1:

Conservative Party won the most of votes, even though with twenty seats less reaching an overall majority (see figure 1). As a matter of fact, since 1974, this is the second time that a general election turned up a hung parliament, which has astonished the British citizens who have accustomed to a stable political circumstance (Naughton & Watson, 2010).

In the second place, this is the first time in the British general election to hold a series of televised debates, although it is almost fifty years later than the United States. After the first debate, Nick Clegg, the leader of the Liberal Democrats, seized the public spotlight and won a polling breakthrough (Wintour & Curtis, 2010). As a result, the Liberal Democrats may play a pivotal role in the British political future.

Last but not least, based on the vagaries of the election campaign, none of the three parties' opinion polls were more than the 326 seats, which increased tension in the election. Thus, the share of voters tended to be dismembered, with the [Green Party](#) won its first Westminster seat, in addition to the Alliance Party of Northern Ireland achieving the position in the ballot box (Watson, Elliott & Coates, 2010).

From the voters' perspective, however, the voting problems would take place in the electoral systems. After this election, a "thorough investigation" has been announced to implement by the Electoral Commission (Electoral Commission to investigate polling chaos, 2010). That is because as universally known, the right to vote should be conducted without any discrimination by citizens who are on the attainment of 18 years. In fact, nonetheless, in many places, including Hackney, Chester, Liverpool, Islington, Leeds, Manchester, Newcastle, and Sheffield, a great number of residents could not vote due to the polling chaos, still, they tended to protest this sort of disenfranchisement.

On the other hand, there is a ubiquitous social phenomenon that the election turnout has been witness to decline in UK general elections (Kavanagh, Richards, Smith & Geddes, 2006). To a greater or lesser extent, individuals' determinants of turnout might be controlled by some political factors, such as Partisan dealignment (Heath, 2007), government legitimacy, and so forth. In the 2001 general election, numerous voters hold the opinion that there was less incentive to encourage them to participate because of the alienation with the parties. The same situation occurred in 2005. Three reasons can explain this sort of phenomenon. First and foremost, the social identity may spawn a socio-economic bias which is possible to lead to disengagement. The second evidence is embodied in "satisfaction with democracy in Britain appears to derive in part from engagement with politics and positive evaluations of political system's performance" (Kavanagh, Richards, Smith & Geddes, 2006: 403). The final cause is the young generation might not view voting as a civic obligation, even a sort of primary democratic citizenship.

In a word, throughout the British election history, however, the change has started. Only in the way that the citizens' rights to vote and to be elected should be maintained

would the general elections smoothly run and reflect the will of the public thoroughly (Mayo, 1960).

4.CONCLUSION

The substantial verdict can arrive at the concise point that normative democratic theory can provide the ethical basics for democracy as well as democratic rights (Christiano, 2006), which aims to explore concrete guidance for democratic authority. For instance, in a democratic society, based on egalitarianism, the implementation of the franchise is likely to be essential to citizens and governments. The result of the General Election tends to imply the electoral system needs approaching reformation, and thereby the voices of "democratic representation of the public" (Fishkin, 2003) ought to be heard.

In a liberal democracy, it seems like a common opinion that the citizen's right is capable of impacting on the enactment of policies, and in the meanwhile, may accelerate the improvement of governmental legislation (Beetham & Boyle, 1995:4). The authority, such as the United Kingdom, tends to persuade its citizens to play an enthusiastic part in the governance. It is salient that, however, excessive citizen participation may be detrimental to the governmental system. In this sense, there are several approaches that can be shed light on to solve the disturbing problems caused by democratic citizenship overabundant.

For a start, it tends to reveal the fact that the public apathy in contemporary society may result in the unavoidable social phenomena, which political demagogues can have loopholes to exploit some excessively emotional individuals to achieve certain purposes. For this reason, the conceivably egalitarian tactic endeavors to serve the fundamentals of equality in democratic decision making, which confirms citizens could be as identical as possible to take part in the policy decision that they may concern with (Christiano, 2006). As a consequence, the government should delegate authority, so as to protect the implementation of democratic rights and liberties.

In the next place, the collective consideration should be discussed within interest groups not the scope of the whole society. However, perhaps in a neo-liberal society, severe inefficiencies could be spawned by those interest groups who are likely to be induced by economic interests (Kavanagh, Richards, Smith & Geddes, 2006). In this sense, the assumptions result in the public is likely to take democratic values with skepticism.

To conclude, a great number of debates have paid special attention to the maintenance of democratic citizenship in a democratic society. In some cases, the approval of relevant laws and policies should be tried. That is, it may be significant to strengthen legislation in order to enhance egalitarianism and achieve democratic development.

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Study on Citizen's Network Political Participation in Political Communication-- Taking People's Net Leader Message Board as An Example

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Abstract: In recent years, "network politics" is gradually popular, the essence of which is the two-way communication process of political organs and people at all levels with the network as the platform and the political information transmission as the content. It is an innovative measure for the political communication theory (Communication Theory) to adapt to the social reality at present. From cybernetics to communication, from Doich to Pai, the theory of political communication has finally ushered in a new leap in the Internet era with the development of science and technology. Through the Internet platform, the bridge between the government and the public is constructed, which not only saves the communication cost, but also helps to realize the government goal of scientific rationality of political decision-making.

Key words: Political communication theory; Network politics

1. INTRODUCTION

With the modernization of national governance system and governance ability, political communication between local government and the masses has become an important way to improve their ruling ability and social governance efficiency. It is also an important condition for the development and perfection of local political system and an indispensable driving force for the healthy operation of local decision-making institutions. The "Leading Message Board" was established in August 2006. It is an open online interactive platform for cadres in People's Daily. It allows netizens to express their needs, reflect problems, and put forward opinions and suggestions to leading cadres at three levels in the three provinces. City, county, local party and government leading cadres and local information processing departments will handle and reply. In 2019 upgrade to "leadership message board", officially opened the ministerial leadership message board function. As the mainstream media in China, the people's net is a large news organization that acts as a banner and post, with a leading message board column as a platform for political communication and multi-subject co-governance. It can not only make many people's livelihood problems attract the high attention of relevant departments in time, but also provide a convenient platform for the masses to express their interests and promote benign consultation and dialogue, which is of great practical significance for

local governments to build a common and shared social governance pattern.

During the past few years, "network politics" has become popular. The essence is the two-way communication process of political organs and people at all levels, which takes the network as the platform and the political information transmission as the content. It is an innovative measure for political communication theory (Communication Theory) to adapt to the social reality at present. From cybernetics to communication, from Doich to Pai, the theory of political communication has finally ushered in a new leap in the Internet era with the development of science and technology and the continuous development of social application. Through the Internet platform, the bridge between the government and the public is constructed, which not only saves the communication cost, but also helps to realize the government goal of scientific rationality of political decision-making.

2. FUNCTION OF LEADING MESSAGE BOARD

By browsing the leader's message board, we can find that the message information mainly includes five categories: consultation, advice, complaint, help and thanks. From the practical experience, there are the following main functions:

2.1 Effectively absorb the wisdom of the people and build a social think tank.

The masses' advice to the government is essentially an insight into the trend of social development. China is in the critical period of economic and social transformation and development, many fields are full of complexity and uncertainty, and public policy formulation and improvement are facing new challenges. Through the leadership message board, a large number of suggestions and opinions directly to the front-line leaders, help to form a social think tank. Various suggestions can help the government to better understand the economic and social development trends, so it can further promote the government to grasp the laws of economic and social development as much as possible, and to respond to the constructive suggestions put forward by the masses. On this premise to find policy ideas.

2.2 Timely understanding of public opinion, accept social feedback.

As a qualified party and government cadres, we must first understand the society, pay attention to the people's

feelings, and listen to the voice of the people. In the economic and social development, we should pay attention to grasp the people's livelihood this fundamental. In the final analysis, the ultimate goal of economic and social development is to improve the production and living conditions of the people, to enable the broad masses of people to share the fruits of the reform, and to make the people have a strong sense of honor and happiness. From the practice of leading message board, many problems and suggestions reflected by netizens have important reference value for government departments' decision-making. Some suggestions not only expand the reference scope of public decision-making in government departments, but also remind government departments to pay timely attention to this problem and solve it even if more people reflect similar problems online.

2.3 Improve the level of service and improve the image of the government.

The application of the leading message board can promote the construction of the service-oriented government to a great extent, thus changing the image of the government. Building a service-oriented government is one of the important goals of government reform. The rapid development of electronic information age has expanded the space for the government to improve the management and service level, and provided an opportunity for the construction of service-oriented government. The government makes public information more transparent and public services more efficient through leading message boards. Through equal dialogue with the public, the government has demonstrated its determination to serve the people and has also strengthened the people's trust in the government.

3. LIMITATIONS OF THE LEADERSHIP MESSAGE BOARD

The practice of leading message board has been carried out in our country for a period of time, and its achievements can not be questioned, but it also exposes some problems. These are as follows:

3.1 The coverage is limited.

As a new attempt to use political communication under the development of the times, the benign development of leading message board must rely on modern network equipment. But it is doubtful whether this form will effectively cover all people. In fact, the distribution of network resources between east and west, between urban and rural areas, between strata is extremely unbalanced, especially in some relatively poor areas, most people can not express their demands through the network. Therefore, while online public opinion can not be ignored, it can not fully represent the will of all. In addition, political participation through the Internet is still unfamiliar to some illiterate, poor, elderly and infrastructure-poor areas.

3.2 System construction lags behind.

As a new thing, the leading message board has not formed

a rigid binding system. Because the information receiving mechanism, the inspection standard mechanism and the netizen education mechanism are not perfect, the information is difficult to distinguish the true and false, and it is difficult to ensure that the effective information is reflected to the government department in time. For example, some people with ulterior motives and low morals make irresponsible remarks on the Internet, or some interest groups and political forces may make various rumors on the Internet to confuse the public. These remarks will not only occupy the space of useful information, but also cause the waste of administrative resources to some extent.

3.3 The feedback information in the lower administrative level is insufficient.

Through the browsing survey of the leading message board website, we can see that in the local leadership section, the response rate of provincial and municipal leaders can be kept at about 70% to 90%, but with the gradual decline of administrative level to districts and counties, The response rate is no longer stable and the downward trend is obvious. Taking Hainan Province as an example, the total annual number of messages of the secretary of Hainan Provincial Party Committee in 2020 is 779, of which the annual public reply is 728. However, the province's counties (county-level cities) have an annual total of 251 messages, of which the annual public response is 4. This imbalance is the current situation that needs the government to pay attention to in time. From the perspective of poverty alleviation in recent years, generally speaking, people's livelihood problems at the county and district levels require the government's attention. The lack of information reflected in the response rate of low-level regional leaders needs to be solved.

Serving the people wholeheartedly is the purpose of the Party and the fundamental pursuit of party members and cadres. "Leading Message Board" is undoubtedly an effective platform and channel to gather the opinions and suggestions of netizen and do a good job of people's livelihood. Whether from the needs of the development of the times or from the point of view of doing practical work for the people, the role and value of "leading message board" in the close contact between the masses and the masses should be respected.

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On University History Education and Rational Patriotic Cultivation of College Students

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Abstract: For patriotism, college students need to be rational, which is the right way to revive China and social stability, and also the key to further enhance their external image. During the period of correctly conveying rational patriotism, we should combine with history education, use these past experiences to stimulate students' patriotic feelings, and through guidance, support students' thoughts. **Key words:** University history education and teaching; College student; Rational patriotism; Reflection

1. INTRODUCTION

For patriotism, it is the responsibility and obligation of every Chinese as well as the expression of socialist core values. In recent years, the development of cultural soft power is becoming more and more important. Because of the increase of comprehensive strength, western countries began to "cultural war", and college students are the future support. We need to understand the correct way to deal with other countries' culture and our culture. Due to the deepening of the Internet age, many non ideal ideas begin to spread, leading to college students' irrational behavior in the matter of patriotism, which is absolutely indispensable and will directly damage the face of the country. Therefore, in the next work, educators use the combination of history to correctly guide patriotic rational thinking.

2. THE CLASSIFICATION OF COLLEGE STUDENTS' PATRIOTISM AND THE CAUSES OF IRRATIONAL PATRIOTIC ACTION

2.1 Types of College Students' Patriotism

It is worth noting that although it is good for college students to have patriotism, it can be divided into two forms: passion and ideal, which coincide with the rationality and irrationality mentioned in this paper. What is patriotism in the end? I think that after showing my true feelings and appeals, I will stand on the overall situation to maintain national interests, solve problems through conversation and communication, and form a benign interaction. In short, during the period of expressing their love for the motherland, college students use peaceful ways to show their true feelings, which not only strengthens their external influence, but also maintains the interests of the country. Irrational behavior refers to students' tit for tat through violence and abuse. In this irrational behavior, although mixed with the love of the motherland, but finally the behavior of facial damage accounted for the majority, and this feeling is too narrow. At this stage, is an important period of national development, as well as the key period of external development, so the need for rational patriotic college students, only in this environment, national revitalization

can be achieved. It is worth noting that the love for the country must be rational, and it needs to be transformed into positive energy, not emotional and violent, which will hinder the progress of the national cause.

2.2 Analysis of the causes of College Students' irrational patriotic action

Since the 21st century, the patriotism of college students is obvious and strong, which can be seen from the Diaoyu Islands incident, the South China Sea dispute and other events. Under these events, the irrational patriotic behavior of college students is common, which is very incorrect. So what is the reason.

2.3 History education

The history course for college students is about the beginning of modern history, which is generally integrated with the ideological and political course. Because the students have finished learning history in high school, they are perfunctory in their attitude. It is also a chance to tutor again. Students will find out the injustice of modern history and the reasons why they have fallen to this point. Because of the teacher's own reasons, the quality and focus of the courses are different. In addition, the "cramming" teaching instills excessive criticism of the Western powers, which is a fact. However, because the emotion is too violent, the students have irrational behaviors and thoughts.

2.4 Network technology

Network society is characterized by rapid information dissemination, some important events about the country slowly ferment on the platform, so netizens gather together and begin to talk about their feelings and thoughts. If lawbreakers use this platform to spread irrational thinking, coupled with the dissemination of college students, they will lose their original pure feelings.

2.5 Personal thinking

At this stage, most of the college students are only children. Their parents dote on them too much. In addition, they have little life experience, and their thoughts are simple and single. They also don't like the excessive criticism of others. Therefore, they are easily infected by things on the Internet. In the aspect of safeguarding national interests, they are extremely easy to make irrational behavior. In this case, it is a kind of harm to others and the country [1].

3. THE FEASIBLE METHOD OF UNIVERSITY HISTORY EDUCATION IN PROMOTING THE CULTIVATION OF COLLEGE STUDENTS' RATIONAL PATRIOTISM

3.1 University history educators should avoid emotional teaching content

As a people's teacher, when teaching history to college

students, we should understand that there is no academic forbidden zone. Therefore, in the process of teaching, we need to carefully prepare lessons and explain them, and really complete the knowledge teaching of history with heart. During the teaching period, the professor should not bring emotion into the classroom, should stand in the historical objective point of view, not to attract students' attention, and excessive evaluation of Western powers, this will bring narrow ideas to students. As a teacher, we should understand that the tragedy of Chinese history can not blame others too much, but also has its own reasons. College students born in the new era should learn from these events and contribute to the prosperity of the motherland.

3.2 The history education of college students focuses on enlightening education and critical thinking

In the history education of college students, teachers should learn to stimulate students' initiative, thinking and so on, and cultivate students' comprehensive quality and ability. In the process of discussing a certain historical event, it is necessary to guide students to think deeply and look at the problem critically. During this period, students' thinking ability is enhanced. Through the education of rational thinking, students can get out of the forbidden area of "hatred" and learn to tolerate other countries, and contribute to the motherland through their own knowledge, so as to achieve prosperity and strength as soon as possible. It is worth noting here that what we are doing now represents not only the present, but also the future and history [2].

3.3 The history education of college students focuses on the use of the media platform loved by contemporary college students

China tiktok is now entering the Internet era. Chinese citizens are required to contact intelligent electronic products every day. As a university student, this is the case. The way to get information is mostly on the Internet platform. At present, there are friends circle, micro-blog, jitter, Internet information and so on. Therefore, in the specific stage of history teaching, we need to join the media platform, teachers use these platforms to provide students with correct ideas and values, and combine with history to let students understand the past irretrievable

facts. Contemporary history professors need active components, such as wechat communication group, QQ communication group, etc., as well as registered accounts, to upload the courseware and news that they need to learn or understand to various platforms, and stimulate the interaction between students. In this process, it is the key stage of the professor's righting thought. There are also two points to be considered in the documents to be published: first, the selection of subjects should be carefully selected, which can stimulate students' rational thinking, or provide Western media reports on China, so that students can know how Chinese media discredit China, and timely display this "neutral face", which will be helpful for the future; Second, the published articles and materials are of interest to college students, so as to complete the teaching of history and the implementation of rational education.

4. CONCLUSION

In conclusion, it is a brief analysis of the historical education and the rational patriotic cultivation of college students. In view of the above discussion, it can be seen that the development of the present era is not lack of patriotism, but there are too many non ideal thinking. Although it is good intentions, the things displayed have damaged the image of the country, which is not worth losing. Therefore, the rational thinking of patriotism of college students needs the active guidance of teachers, which can be combined with the history curriculum, so as to stimulate the students' ideal four-dimensional. This paper points out the practical methods of promoting rational patriotic cultivation of college students, including: the content of teaching should be avoided, and the emphasis on enlightening education and critical thinking should be paid to the history education of college students.

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An Empirical Study of Cambridge Business English Certificate (BEC) in China's Job Market

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Abstract: The Cambridge Business English Certificate (BEC) examination is a global authoritative examination of business English proficiency of examinees. This paper collects various data to study the practical effect of Cambridge Business English examination in China's job market. It also puts forward how to improve the quality of business English teaching and increase the rate of employment for business English majors.

Key words: BEC; Job Market; Employment

1. INTRODUCTION

Cambridge Business English Certificate (BEC) is issued by The University of Cambridge Examinations Syndicate. This series of examinations is a language proficiency examination in business English. According to the actual needs of official or business work, it comprehensively tests the candidates' ability to use English in general working environment and business activities from four aspects: listening, speaking, reading and writing. Cambridge Business English Certificate, which focuses on occupation, is more effective than CET 4 and CET 6 for job seekers, and has many uses. With China's entry into WTO, all walks of life are in line with international standards. As an authoritative international English proficiency certificate, BEC plays an important role in global job hunting. At present, BEC examination has become a new hot spot for Chinese learners and white-collar workers. Students from universities, colleges, vocational colleges, technical secondary schools and vocational schools, as well as those who are interested in applying for jobs in foreign companies and commercial agencies, are all enrolling in BEC examination to improve and test their English levels.

2. THE OVERVIEW OF CAMBRIDGE BUSINESS ENGLISH CERTIFICATE (BEC) IN CHINA'S JOB MARKET

Cambridge Business English Certificate (BEC) examination is held by ESOL (English for Speakers of Other Languages) of Cambridge Assessment. It was introduced into China's business English examination in 1993. In addition, IELTS is also held by ESOL of Cambridge Assessment.

BEC examination is designed by UCLES (University of Cambridge Local Examinations Syndicate) to meet the needs of non-native English speaking countries in international business activities. It is the preferred certificate for the global business English learners. Many companies have introduced BEC examination into their recruitment examinations. It is a stepping stone to enter top 500 companies such as Siemens, PWC and Johnson &

Johnson. BEC, known as the "MBA preparatory class", has also been selected as an English major course by many famous Chinese universities such as Fudan University. The authority and high level contents of BEC make it the most influential professional English Certificate in China. It is also the pronoun of "workplace English".

Over the past few decades, BEC examination system has been relatively mature and recognized by many European and even global educational institutions and companies, known as "foreign company green card". The basic purpose of BEC examination is not to test, but to evaluate the English ability of employees of international companies in non English speaking countries. Due to actual needs of business work, the examination tests examinee's English ability comprehensively in four aspects: listening, speaking, reading and writing. However, jobs at foreign companies are demanding. BEC has become the only standard for the foreign companies to evaluate the candidates' business English levels. HR departments at foreign companies pay more attention to the proficiency of business English, however, some candidates with BEC will still be rejected because they only have high scores but will not be able to apply the skills on the spot. With the deepening of the trend of globalization, more and more private companies are also seeking a wide range of business connections and business English talents. Moreover, with the development of the Belt and Road Initiative, the demand for qualified business talents is gradually increasing.

Usually, candidates attend BEC examination in the following five situations. First, candidates are going to apply for jobs at top 500 companies, especially in European and American companies. Second, white collar employees will take the examination for job hopping or promotion in the first and second tier cities. Third, graduates majored in business English, business or foreign trade plan to go to foreign companies. Fourth, business English learners want to test their business English levels. Fifth, candidates hope to change their careers and enhance their competitiveness.

3. A COMPARATIVE STUDY ON THE PRACTICABILITY OF BEC IN CHINA'S JOB MARKET

3.1 Foreign companies

BEC is widely recognized when applying for the posts at foreign companies. Employees at foreign companies use English frequently, such as email, report, and presentation. BEC examination focuses on business skills and etiquette. Therefore, graduates with BEC have great advantages, and the authority of the certificate is much better than

CET-4 or CET-6. However, BEC is just an entry-level certificate for some foreign companies. Graduates should improve their comprehensive abilities when doing businesses. After all, if you want to get ahead in a foreign company, the ability of reporting and presentation is also vital.

3.2 State-owned enterprises and private enterprises in China

BEC has no obvious advantages in state-owned enterprises and private enterprises in China. However, there is one exception, that is, an enterprise that is export-oriented. Thus, foreign language ability would be very important in that kind of enterprises, and BEC can approve one's business English ability, including document writing, business e-mail and other skills.

3.3 Government agencies

As for civil servants at government agencies, BEC is not that useful. The government agencies will pay more attention to one's translations and interpretation skills. Consequently, translation or interpretation certificates are of more values. However, IELTS, TOEFL, GMAT, BEC are also considered to some extent in recruitment.

4. ADVANTAGES OF BEC IN CHINA'S JOB MARKET
Being different from IELTS, TOEFL, GRE, GMAT, CET-4 and CET-6, BEC pays special attention to the communicative abilities of candidates in business environment. As a result, the certificate has been widely recognized in the global business community, especially in foreign trade companies and multinational companies. At present, hundreds of foreign companies in China have taken BEC as the only standard to measure the English level of employees.

Generally speaking, BEC is useful for job application, and it reflects candidates' business English level. With the increasing competition in the workplace, more and more people hope to improve their competitiveness and get such a certificate as a stepping stone to job promotion and a better salary. BEC has gained the highest recognition in European companies, American companies and large state-owned enterprises, such as Adidas, BP, Citibank, Coca Cola, Deutsche Bank, Ericsson, General Motors, HP, IBM, Johnson & Johnson, KPMG, Microsoft, Nestle, Nokia, Pepsi Cola, PWC, Shell, Siemens, Toyota, Unilever and so on. In addition, many foreign colleges and universities recognize the results of BEC examination as well. Furthermore, BEC and IELTS enjoy equal status. The certificate of BEC Higher is regarded as one of the admission requirements of MBA (Master of Business Administration) course.

Compared with TOEIC, IELTS, TOEFL and other examinations, BEC still has its own advantages. BEC has gained the recognition of "P & G", "Unilever" and other top 500 companies. While TOEIC has a high degree of recognition at the following companies in Japan and South Korea, such as Samsung, LG, SK, Hyundai, Sony, Panasonic, Sharp, Toyota, Honda and Epson. In addition, some domestic small and medium-sized enterprises also recognize the results of TOEIC. As for IELTS and TOEFL, due to their great influences, are also highly valued in the recruitment and selection processes. However, as IELTS and TOEFL are academic rather than business-oriented, companies will only take the scores as a reference.

5. CONCLUSIONS

With the deepening of the impact of financial crisis, more and more highly educated talents join in job market competition. Therefore, college students who are about to enter the society have unprecedented pressure of employment. How to improve college students' professional English abilities and competitiveness in the workplace has become a top priority. The importance of a high-end professional English certificate is prominent at this moment. BEC, TOEIC, IELTS and TOEFL are the ones that widely accepted in China. And BEC is considered as "workplace pass" for college students who want to enter foreign companies and large state-owned enterprises. To walk out of a successful career, candidates are required not only getting a professional English certificate, but also mastering real practical business knowledge and communicative language skills.

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Study on Ningxia Rural Landscape Design Based on Regional Culture

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Abstract: The development of Ningxia in recent years by leaps and bounds, especially the rural landscape has also undergone earth-shaking changes, to promote the pace of rural construction is further accelerated. This paper mainly studies the rural landscape design of Ningxia based on regional culture, elaborates the concept in the construction of new countryside, analyzes the principles and direction of landscape design, and makes the rural landscape design of Ningxia more avant-garde characteristics and can better reflect the regional characteristics and customs of Ningxia.
Key words: Regional culture; Ningxia villages; Landscape design; Research

1. INTRODUCTION

Regional culture is a region develops for a long time and gradually forms under certain historical conditions. It contains certain historical culture and has distinct regional characteristics. Especially for Ningxia, its human customs, local conditions and practices are more with national characteristics. Therefore, in the process of rural landscape design in Ningxia, it is necessary to focus on the influence of regional culture on the design, and how to highlight the regional cultural characteristics of Ningxia.

2. CHARACTERISTICS OF RURAL LANDSCAPE

Rural landscape is mainly divided into natural landscape and cultural landscape. Among them, the natural landscape mainly includes the original natural ecosystem of the village, that is, the natural original landscape. Such as landform, landform, climate, water system, wetland, woodland, etc. Rural natural landscape is not easily affected by human factors, and can be more used for rural landscape design.

Human landscape mainly refers to the interaction between human and nature and the special landscape, the landscape includes rural residents of folk culture, long history and form of regional culture, rural environment and heritage, tradition, national spirit, things, etc., already contains a variety of national culture, also contains the aesthetic, spiritual and social value. Be like rural settlement, local conditions and customs, pastoral cultivation, road facilities, industrial culture, cultural relics and historic sites are waited a moment. Among them, the characteristic farmhouse leisure landscape and farmhouse entertainment tourism catering service are more favored by landscape design [1].

3. NINGXIA RURAL LANDSCAPE DESIGN

3.1 Regional characteristics of Ningxia

Duopan Mountain in Ningxia is a gathering place of China's ethnic minorities, whose local customs, ethnic characteristics, exotic wit are more prominent and more popular among the people. However, the ancient villages

in Ningxia are more prominent. At present, the Longde County government has strengthened the protection of the ancient villages, especially the repair and transformation of the old alleys, and the reconstruction of beacon towers, east and west village gates and other facilities, so as to retain the original architectural style to the greatest extent. The renovation of the old lane makes the folk street become a unique tourism resource in Ningxia, which not only contains painting and calligraphy, restaurants and home stay, but also preserves the living area of the aboriginal people, integrates and optimizes the village resources, and links the scenic spot with the life function. In addition to folk culture, tourism resources also include red tourism areas. Longde County, such as the town of Guan, is near the Red Army Long March Memorial Hall, about 2 kilometers from the center of the county, the main roadway into the mountain, the river flowing through. Hongya village has a strong red history and humanities atmosphere, is an excellent red revolution culture education base. In the rural landscape design, it is a big bright spot.

3.2 Quality resources of rural landscape design

Vernacular architecture. Many residential buildings in Ningxia are built with rammed earth technology. Due to the strong wind and sand in winter and spring, the heavy rammed earth can block the wind and sand. Throughout the architecture in Ningxia, loess, black brick and gray tile are the basic features. The roof ridges are mostly pitched roofs, which are the key decoration parts of the houses in the old alleys. Common is clear water ridge, the material is tile, brick or empty brick. In rural landscape design, it is necessary to inherit the characteristics of rural settlement residents, unify the natural beauty, formal beauty and social beauty, and build it into web celebrity cachet land. Therefore, in the design process, vernacular architecture is an important cultural element in the rural landscape design, and it is one of the elements that can best reflect the cultural spirit of the local villagers.

Native plants. Local plants in Ningxia have local characteristics, such as white wax, locust trees, cedar, fruit trees and so on. In the process of rural landscape design, local plants with local characteristics can be used as the basis of landscape design, thus forming landscape features and highlighting important elements. Plants, the environment and people are three important elements that interact with each other. Plants can improve the natural environment and air quality, as well as create Spaces with extremely aesthetic characteristics. When carrying on the plant disposition, should carry on the comprehensive consideration according to the whole landscape characteristic. Such as trees, shrubs and flowers three

elements for collocation, trees to local unique ash, cedar, elm, fruit trees, shrubs are selected relatively short pearl sea, rose, flowers to hollyhockland Hemerocallis. In this way, choose reasonable native plants to carry on the appropriate collocation, let the landscape environment more prominent, more characteristic. However, it should be noted that, in combination with the local natural environment and climate, plants with long-term survival and long flowering period should be selected, so as to ensure the landscape full of vitality and for people to appreciate [2].

Plant configuration is more important in rural landscape design. It should be orderly in height and height. Plants should conform to natural laws, adapt measures to local conditions and meet local regional requirements. In rural landscape design, the main road should be mainly designed, including water area, residential entrance area, village entrance, landscape node and so on. The selection of plants should not only take into account the local climate conditions, but also take into account the aesthetic feeling of tree shape and the rationality of plant space layout. For example, the complex mixed form of Joe ---- irrigation mallgrass and flowers is adopted to unify plants and buildings to create a more diverse space type.

3.3 Design strategy

Rural landscape design should respect the natural ecology, historical humanity and cultural experience of the local environment. On the basis of highlighting the local cultural characteristics, we should further innovate the folk culture and rural landscape to promote the integration of the two and complement each other. In the process of innovation, regional culture should be inherited and the concept of modern landscape design should be combined to make the landscape never dry up, always conform to the trend of The Times, and constantly develop with The Times.

Secondly, the rural landscape can follow the traditional geomantic layout, making the environment more livable, suitable for residents' life, and making the structure more clear and beautiful. In the design, nature is the main, adhere to the natural spirit, based on the natural aesthetic, stress the unity of nature and man, according to local conditions of the basic concept. Due to the rural landscape

has its topography, physiognomy, roads, residents, river system, climate, plants and other natural elements, so in the design process to fully consider the natural beauty of the landscape, the formal beauty, to consciously build, planning of rural landscape design from aesthetic Angle, fully use the natural elements, attaches great importance to the natural elements.

On the basis of many high-quality natural elements, local materials should also be used to give full play to the advantages of architectural modeling, retain the original building structure, and form a landscape with Ningxia characteristics. The combination of new materials and original materials, based on the aesthetic point of view, forms a unique culture of the combination of old and new technologies, and strives for harmony. However, there are differences in aboriginal people and buildings in different regions. Therefore, differences should be preserved and regional customs and characteristics should be paid attention to to show the unique architectural beauty and rich pastoral scenery of different regions.

4. CONCLUSION

To sum up, rural landscape design should proceed from reality to create a unique landscape with strong local characteristics. It should not only have the flavor of The Times, but also carry forward the regional folk culture and carry forward the excellent traditional Chinese culture. Based on the local natural landscape and cultural landscape, we should create a landscape with the wisdom and creativity of the working people and build a beautiful Ningxia countryside.

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Construction of Live Broadcasting Platform of Financial Media and Application of Interactive Technology

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Abstract: In the context of rapid social development, the media field has a broader space for development, and the development of media convergence is one of the great changes in the media field. In the current gradual optimization and improvement of new media such as Internet technology and mobile communication, the TV industry, as the mainstream media, needs to face severe challenges and tests and should pay attention to strategic transformation. Moreover, the rapid development of new media also provides a technical driving force for the transformation of converged communication. Various modern information technologies, such as cloud computing and big data, will also have a profound impact on the program production, smooth broadcast and service forms of the TV industry. Therefore, this paper will focus on the construction of the live broadcast platform of financial media and the application of interactive technology. Through a detailed understanding of the construction of the live broadcast platform of financial media under the background of traditional studios, it will put forward feasible countermeasures to promote the construction of the live broadcast platform of financial media and the application of interactive technology.

Key words: Financial media live broadcasting platform; Build; Interactive technology; Application

1. RESEARCH ON THE ACTUAL DEVELOPMENT OF FINANCIAL MEDIA LIVE BROADCAST PLATFORM

In order to promote media convergence, the radio and television industry should pay attention to reform and innovation, realize the gradual optimization of the original acquisition, editing and communication means, and implement the transformation towards integration and "multi-screen" production. For CCTV, it has made innovations in technical production, implemented the construction of a comprehensive program studio information interaction system, formed a unified form of interaction platform in all program studio groups of the whole station, and provided rich interactive forms for the production of various excellent programs [1].

2. RESEARCH ON THE CONSTRUCTION OF FINANCIAL MEDIA LIVE BROADCAST PLATFORM UNDER THE BACKGROUND OF TRADITIONAL STUDIOS

2.1 Construction of the switching subsystem in the financial media live broadcast platform

As one of the main application system modules in the studio, the live broadcast switching subsystem of financial

media has the characteristics of independence. It has its own independent LAN and implements the interconnection with the traditional studio by using SDI signal. The live broadcast switching subsystem of Financial Media supports SDI signal and IP stream signal, and is compatible with UDP, RTMP, HTTP and RTP at the actual transmission protocol level. At the same time, it has the ability of pulling flow and pushing flow. The so-called pull stream means that each device, such as the network live broadcast switchboard or codec server, uses the network to fetch the data encapsulated by the code back to the local stream media server. In general, you pull HTTP streams, UDP streams, and RTMP streams. The push stream refers to the network live broadcast switchboard and codec server that transmits the encapsulated data to the streaming media server through the network. In general, the push streams mainly include UDP stream and RTMP stream.

2.2 Construction of interactive subsystem in the live broadcast platform of financial media

Will live in the actual melt media work to realize real-time interaction and users to carry out the implementation will be live studio program and new media synchronization, so that to make conform to show properties of vertical transmission, drive the network users to share live content independent to the social circle, maximize the influence of the media organizations and transmission range.

And live in harmony media switching subsystem can match each other media information interactive subsystem, the key core equipment formed by the interaction between the server and virtual machine, and the reasonable use interactive server software platform in implementing public environment now begin to provide accurate data fetching data interface of the third party platform, like the WeChat public or live sites. At the same time, the majority of users can also use the mobile phone to participate, as a virtual audience, so that the majority of users get rid of the time and space restrictions, and after the review of their own views expressed, but also to capture their portrait and account name to the server local implementation of random screen. For the captured data, it needs to be filtered through the DMZ area and the DC area ferry in the station, and then entered into the studio system environment after various processes, and comprehensively presented by the large screen rendering equipment and online packaging server in the studio. In addition, in this process, the data will be sent to the financial media switching system to complete the screen return of the network live broadcast terminal, providing

guarantee for the multi-platform interaction [2].

3. RESEARCH ON THE CONSTRUCTION OF LIVE BROADCAST PLATFORM OF FINANCIAL MEDIA AND THE APPLICATION OF INTERACTIVE TECHNOLOGY

3.1 Integration of interaction and live broadcasting

With the development of mobile network and the expansion of Wi-Fi coverage, the process of network video communication from birth to rapid development and popularization becomes more and more rapid. The number of mobile video live broadcast platforms in China also shows a linear growth trend. For Internet technology, it has real-time interactive technology to allow more users to directly participate in, live and let live video content in the form of interaction to avoid limitations in fixed site, in the traditional programs will live in the studio is limited by the physical area directly, thus it is difficult to fully meet the demand of the customers personalized, so much so that it did not become the scene of the program participants directly, In addition, it will severely limit the creation space of the program. The interaction in the media studio will break through the traditional habitual and experiential thinking in essence, and provide participation opportunities for the users watching the program with various means and channels, so as to realize the interaction between the users and the program itself.

3.2 Convergence of TV industry and new media

"National Chinese Music List" is one of the most popular programs on CCTV TV channel. According to the program requirements and production design, interactive comment function should be reasonably applied, which mainly includes the voting rules of singer ranking on the list with a cycle of one week, program preview and interactive design content. Under the background of the establishment of WeChat public account, Realize the "global Chinese music list" official WeChat public number as the starting point, so that the majority of users can enter the page to carry out discussion and voting. It should be noted that after authorized by WeChat and ensuring the approval of personal information, users will directly participate in voting and discussion, support their favorite contestants, and can also watch the scene on a large screen [3].

4. CONCLUSION

Through the analysis of the above problems, we fully realize the importance of the construction of the live

broadcast platform of Financial Media and the application of interactive technology. Current live studio program combines media interaction has a wide application in every channel in space, and under the background of traditional radio and television video system, actively into the new new media technology framework and business application will provide guarantee for the development of media convergence and the processing method, the implementation of the network side live effective integration and interaction, to the experience of programming to form a new and modern. In the context of the rapid development of the current society, Internet technology and radio and television technology will progress towards the direction of deep integration, and the production level of the fusion media technology will also be optimized and improved, and the technical support system will be constantly innovated to actively assist the steady progress of mainstream media convergence and transformation. Implement and adhere to the technology-driven business format transformation to achieve the ultimate goal of significantly improving the communication influence and guiding power of convergence media.

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Research on The Effectiveness of Practical Teaching in Higher Vocational Colleges Based on The Integration of Work Field and Learning Field

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Abstract: In the new situation, higher vocational colleges pay attention to cultivating applied talents with high professional and technical level, and constantly improve the practical ability of students in higher vocational colleges to meet the changing social needs. In professional teaching in higher vocational colleges, the integration of work field and learning field can combine theory with practice, so as to put what is learned into practice, and gradually cultivate the practical ability of higher vocational students in the learning process. Based on this, this paper mainly discusses the existing problems of practical teaching in vocational colleges based on work field and learning field, and puts forward corresponding optimization measures, so as to improve the teaching level of vocational colleges.

Key words: Higher vocational colleges; Practical teaching; Field fusion

1. INTRODUCTION

In the training of talents, higher vocational colleges should always focus on the goal of higher comprehensive quality and applied talents, that is, through various teaching activities and teaching links, to improve the professional quality and practical ability of students, so as to cultivate more applied talents needed by society and enterprises. The practical teaching in higher vocational colleges based on the integration of work field and learning field can well combine theory with practice and combine the knowledge learned in school with the technology in practical work, so as to improve the comprehensive quality of students in an all-round way. Therefore, under the new situation, we should strengthen the integration of work field and learning field, give full play to the effectiveness of practical teaching in higher vocational colleges, actively solve the existing problems in practical teaching in higher vocational colleges, and take corresponding optimization measures to further enhance the teaching ability of higher vocational colleges.

2. PROBLEMS FACED BY PRACTICAL TEACHING IN HIGHER VOCATIONAL COLLEGES

Combination between higher vocational colleges are actually working field and the integration of learning field, the purpose is to enable students to learn professional skills in the school, through the way of combination between higher vocational colleges, the working field and the integration of learning field, to practice and test their

learning professional skills, which can not only meet the demand of choose and employ persons of the enterprise, also can improve the students' practical level and professional quality, We will cultivate more applied talents. But now part of the higher vocational colleges in our country the combination between colleges still exist serious problem, part of the higher vocational colleges in order to obtain more economic benefits, in university-enterprise cooperation, not fully consider the student's professional quality and professional ability, will be combined with profit as the school between colleges and enterprises to reduce cost, higher vocational college students into cheap Labour, In particular, low-tech and labor-intensive industries are very willing to cooperate with schools and enterprises to continuously absorb students from higher vocational colleges and reduce the employment cost of enterprises. This combination of schools and enterprises has benefited the schools and enterprises, but only the interests of students have been damaged. The teaching objectives of the combination of schools and enterprises in higher vocational colleges have not been achieved, the original teaching significance has been lost, and the learning initiative and enthusiasm of students in higher vocational colleges has been reduced. Secondly, part of the higher vocational colleges don't realize the importance of the combination between higher vocational colleges, no will work well field and the integration of learning field, when choosing the cooperative enterprise and no full market investigation, there is no clear understanding of enterprises owned by the professional departments, caused some students in the work field, can not fully will examine their own skills, Even some jobs and a complete departure from their own major, field work and learning field has not been fully fusion, not between combined with the teaching goal, not cultivate applied talents with practical ability, even reassure higher vocational college students' enthusiasm and initiative, and with the higher vocational colleges or even work enterprise produce intense contradiction, To the detriment of students' interests.

3. MEASURES TO OPTIMIZE PRACTICAL TEACHING IN HIGHER VOCATIONAL COLLEGES

Under the background of the integration of work field and learning field, higher vocational colleges choose to cooperate with schools and enterprises is the best solution, which can promote higher vocational colleges to cultivate

professional and practical applied talents. On the one hand, the combination of schools and enterprises can solve the problems of unsound professional equipment, slow market information and failure to meet students' learning needs in higher vocational colleges. On the other hand, enterprises can play their own advantages, carry out sufficient market research, constantly update machinery and equipment, carry out product innovation, enrich students' thoughts and broaden students' horizons, and at the same time can meet their own employment needs, which has an important role for enterprises, students, schools and so on.

However, in some higher vocational colleges in China, the combination of school and enterprise has lost its original significance to a large extent. Many higher vocational colleges make students become the cheap labor force of enterprises and fail to give full play to the teaching objectives of the combination of school and enterprise. In order to solve this problem and promote the integration of work field and learning field, we must start from three aspects.

First of all, higher vocational colleges must give up the idea of profiting from it, earnestly implement quality-oriented education, abide by the regulations of relevant departments, observe the spirit of the meeting, maintain the basic professional ethics, seek benefits for classmates rather than for themselves, and give full play to the significance of the combination of school and enterprise for students. Second, when choosing cooperative enterprise, the school must carry on the full investigation, to clear enterprise's each department and the professional structure, understand the capital levels as well as the development of the enterprise, and talk with the enterprise pay pay of the good students, for students to provide a good working environment, stimulate students' learning and bonus treatment and motivation, fully implement the combination between colleges.

From the aspects of enterprise, the enterprise should also be from a long-term perspective, adhere to the sustainable development strategy, to carry out the university-enterprise cooperation work, can't simply want to short-term interests, simply the higher vocational college students as cheap Labour, but should be the long-term development, train more applied talents, so as to guarantee the reserves of choose and employ persons of the enterprise, to provide intellectual support for its development. Continuously carry out market research, understand the market demand for product innovation and reengineering, encourage more students to join the enterprise, constantly enrich the talent team of the enterprise, improve the core competitiveness of the enterprise, and fully integrate the work field and learning field.

Relevant departments should formulate corresponding preferential tax policies to encourage enterprises to cooperate with higher vocational colleges, give benign

guidance to enterprises, reduce the operating costs of enterprises, so as to improve the operating level of enterprises, attract students into enterprises, and promote the integration of work field and learning field. Secondly, the relevant departments should also pay attention to the supervision and management of higher vocational colleges. They should check the partners of higher vocational colleges regularly, so as to avoid some colleges exporting students as cheap labor to enterprises and issuing contracts of Yin and Yang to make profits from enterprises and students and damage the interests of students. Again, the relevant departments to make the theme of the special training and education work regularly, to implement the policy of university-enterprise cooperation spirit, improve the level of local enterprises and the consciousness of the higher vocational colleges, the combination of factors: policy into effect, and field of field work and learning to fully mix, realize the combination of theory with practice, fundamentally improve the level of the students' practical ability and practice, Give full play to the significance of practical teaching in higher vocational colleges [2].

4. CONCLUSION

To sum up, in the work field and the background, combining the study field of higher vocational colleges must strengthen the university-enterprise cooperation, choose good operating performance, in conformity with the relevant provisions of the state enterprises to cooperate, to let the student in the practical work each link and teaching test, achieve the blend of theory and practice, give full play to the teaching purpose and significance of university-enterprise cooperation, Cultivate comprehensive application-oriented talents. It can not only meet the needs of the rapidly changing society, market and enterprises, but also improve the professional quality and professional ability of students, improve the competitiveness of students in higher vocational colleges, and give full play to the significance of practical teaching in higher vocational colleges.

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Interchange and Integration of Physical Education and Sports Spirit Education in Colleges and Universities

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Abstract: As the reform of the national education mechanism, the sports gradually become the indispensable a course students, physical education teaching aims to cultivate the students' physical quality, and thus on the physiological function to provide students a good learning conditions, and the spirit of sports teaching aims to cultivate the students' minds, it can promote students to better learn cultural knowledge and social knowledge, in all the subjects In order to promote students' all-round development, based on this, the article mainly on the integration of college physical education and sports spirit to do research, and make the corresponding integration strategy, and then continuously improve the development of students at multiple levels.

Key words: College physical education; Physical education teaching; Sporting spirit

1. INTRODUCTION

Sports spirit is the core content of culture construction, also is a kind of advanced culture force, therefore in the process of education students has significant value, it can guide the practice of students, which is helpful for students to improve various aspects ability to learn, especially sports ability, through a variety of forms to sports and physical education of students, Can effectively improve student's thought emotion and willpower, which can affect the student's practice, but because of the influence of the traditional teaching ideas, the present stage our country sports colleges and universities sports teaching has not been fusion spirit education, the comprehensive realization of the goal that affect physical education teaching, therefore, universities should formulate corresponding fusion strategy.

2. OVERVIEW OF SPORT AND SPORTSMANSHIP

Physical education and sportsmanship are mutually permeating and influencing. Both of them have the same and different aspects, but they are aimed at promoting the comprehensive development of students.

2.1 Physical education and its role

Physical education is an important compulsory course in many colleges and universities, which is of practical significance. The venue of the course can be indoor or outdoor, which is mainly to cultivate students' practical ability.

The role of physical education teaching:

The aim is to enhance students' physical quality, cultivate students' sound personality, so that students form a good physique, and then can facilitate students to complete the study of other subjects. On the other hand, physical

education is also an important performance in response to the call of the country. "Strong sports makes China strong", and physical education can also cultivate more useful and high-quality talents for the society.

2.2 Sports spirit education and its role

The spirit of sports mainly refers to the value thought and consciousness contained in sports, which runs through the whole process of sports and has guiding significance to practice.

The role of sports spirit education:

2.2.1 Sports spirit teaching is an important process of school moral education. In the teaching of sports spirit, students will combine it with moral concept, will and quality and other related spirits to form the overall spirit that affects students.

2.2.2 Sports spirit education is an important means to achieve educational goals. The goal of school education is to keep students' all-round development. Through learning sports spirit, students can achieve common development in many aspects, such as body, spirit and soul.

2.2.3 Sports spirit education is an important way to realize patriotism education. At present, Chinese athletes have won many gold MEDALS in world sports competitions, so the spirit of sports is also an important part of the spirit of the Chinese nation.

2.2.4 Sports spirit education is an important weapon for a sound personality. Sports spirit education can greatly temper students' hard-working spirit, enhance students' willpower, and then make students benefit all their lives.

2.3 Relationship between the two

Physical education and sports spirit education are complementary to each other, both of them are an essential course in college physical education, the implementation of physical education needs to be guided by sports spirit, and sports spirit will eventually return to the sports practice, can also be compared to the theory and practice of the relationship.

3. STRATEGIES OF INTERCOMMUNICATION AND INTEGRATION OF PHYSICAL EDUCATION AND SPORTS SPIRIT EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Create the campus cultural atmosphere of sports spirit education

First of all, a good atmosphere of sportsmanship education should be built in the physical education class. Sporting spirit education to a certain extent is to belong to a rational level, can therefore have a positive guidance, student's thought, in turn, in the life and learning guidance in practice, therefore, teacher of physical education in sports

teaching process should actively build good sportsmanship atmosphere, such as students in a whole section of physical education, adhere to the ability, For the serious treatment of various sports items, physical education teachers should make effective guidance.

Secondly, the school can actively organize a variety of campus sports cultural activities, and then can form a connection with the physical education practice, through a variety of campus activities, actively create the atmosphere of sports spirit, and then carry out a more comprehensive sports spirit education for students, which is conducive to the cultivation of students' sound personality. Schools can permeate sports spirit education into various sports meetings and campus sports culture festivals and other activities to help students develop healthy and positive thoughts.

3.2 Create course resources of sports spirit

Throughout the present status of physical education teaching in colleges and universities, many colleges and universities are more emphasis on the students' sports practice teaching, but often lack the spirit of sports education work, although some schools to open this course, but its importance is not enough, therefore, which requires colleges and universities teacher education curriculum relative to the agenda, the sports spirit In order to realize the balanced development of sports theory and practice.

First teachers in colleges and universities should properly broaden the sports skills of project, let the students to choose according to his be fond of sports, this also is helpful for students' learning enthusiasm of the ascension of the physical education curriculum, the school should put the sports spirit into the teaching of each project, through special training to let the students learn the essence of sport, And then have an imperceptible influence on students' thinking.

On the other hand, schools should actively use the current Internet information technology to conduct sportsmanship education for students. New sports items can be developed continuously according to the preferences of most students, so as to constantly enrich the physical education curriculum. Through the formation of network, more efficient sportsmanship teaching can be realized.

3.3 Enrich the ways and methods of sports spirit education

As the country's emphasis on physical education and sports spirit level, many colleges and universities have made a relatively effective fusion strategy of sports teaching spirit education, in the process of concrete practice, teachers should also according to the specific situation of the students to develop a reasonable teaching strategy, and rich sports spirit education, appropriate to the

spirit of sports teaching way for scientific choice.

First of all, teachers can highlight the idea of cooperative learning in physical education teaching, divide the whole class of students into groups in the physical education class, and finish the teaching task calmly through teamwork, so that students can realize the importance of teamwork, and then help students develop the spirit of cooperation and unity in the society.

On the other hand, physical education teachers should highlight the spirit of example in the process of teaching, can list some excellent sports tasks or sports events for students, so that students can learn from the excellent sports spirit, and can be an example as the motivation, and then can effectively mobilize students' sports practice and learning.

3.4 Integrate sportsmanship into the sports evaluation system

At present, the evaluation of students' physical education learning in colleges and universities in China is only aimed at sports practice, while the evaluation of sports spirit is relatively lacking. Therefore, college physical education teachers should include sports spirit in the evaluation system of physical education teaching.

On the one hand, schools should formulate scientific and reasonable evaluation contents and standards according to students' specific sports conditions; On the other hand, schools should also pay attention to the evaluation of students' sports spirit in the process, and finally realize the double-effect evaluation of the process and the result, so as to effectively improve the scientific nature of sports spirit teaching.

4. CONCLUSION

Therefore, colleges and universities should pay attention to the cultivation of students' sports spirit teaching in the physical education teaching, and should put the sports spirit into all aspects of the physical education teaching, so as to promote the sound development of students' personality and finally realize the all-round development of students.

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On the Challenges and Opportunities of Ideological and Political Education in Colleges and Universities in the New Media Era

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Abstract: Under the traditional concept, people are through the television, radio and newspaper three media to understand "the world", but this way is relatively single, has been unable to meet the current public demand for information. With the advent of the new media era, information technology has injected fresh "blood" into all fields. There have also been major changes in the way people live and think. The ideological and political education in colleges and universities also needs to conform to the development trend of The Times and improve the teaching quality by using advanced methods. New media presents a strong "double-sided", which brings both opportunities and challenges to ideological and political education. Only by seizing the opportunities and meeting the challenges can we meet the needs of current development and lay a good foundation for future interactive learning. Therefore, this paper first proposes the content and problems that need to be explored. Then, according to the current situation, it analyzes the challenges and opportunities, and takes the essence and rejects the dross to construct scientific optimization measures.

Key words: New media era; Ideological and political education; Challenge

1. PROBLEM PRESENTATION

In the trend of globalization, the rapid development of digital technology has injected fresh "vitality" into the public, and the development of new media has attracted wide attention from the public. According to the statistical report on the Internet, the number of netizens in China has reached 731 million, and the number of mobile phone users has reached 695 million, basically becoming a necessity for the public [1]. College students, with certain social experience, are relatively active in thinking, can accept new developments and use new media more frequently. For example, nowadays, microblog, QQ, WeChat, mobile phone APP, etc. have become an indispensable part of daily life under the current situation, and can help college students complete online shopping activities, long-distance online learning activities, electronic data consulting activities, etc. [2]. It can be seen from here that new media has become a part of college students' life and is the main front of college students' activities construction, which not only brings important opportunities to life, but also brings serious challenges [3]. At this time, college students already have some experience, but their moral concept is not mature and their judgment is not good. Especially for some sudden

problems, they are easily influenced by the new media environment, and even blind their thinking, resulting in the distortion of their values. In view of this, what opportunities and challenges do new media bring to ideological and political education in colleges and universities? How to guide correctly? It has become the main content and problem to be explored under the current situation.

2. CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES IN THE ERA OF NEW MEDIA

2.1 Challenges of educational content

In the current situation, new media has a huge amount of information, can increase the construction of interactive information exchange function, and toward the direction of diversification and personalized implementation of customization. As a product of the development of new technology, new media constantly enriches the content of ideological and political education, but there are also a lot of problems. Although there are many contents of new media information resources, they are characterized by high diversity, strong complexity, anticipation, selectivity and certain blindness. All these contents will lead to the formation of three viewpoints of college students [4].

2.2 Challenges in the educational environment

There are various new media technologies in the network platform, which can enrich the construction of ideological and political education resources. New media is a pluralistic knowledge system. Because of the weak ability of self-identification, and by the influence of bad information, is not conducive to the study of the educated. For example, in the large-scale terrorist riot in Lhasa, the event was further distorted in the western mainstream media, so as to uglify the government and mislead other people.

2.3 Challenges to educators' authority

First of all, it has brought some challenges to the ideas of ideological and political educators. Many teachers are not willing to accept new things and are accustomed to the traditional "cramming" education mode. They are psychologically repellent to mobile phones or computers, etc. In teaching, it is easy to have some bad psychology, and even some teachers cannot properly use new media technology for teaching. Secondly, the ability of ideological and political educators to deal with modern information technology meets the challenge. Many ideological and political educators are stuck in the past, using electronic documents, but have little knowledge of content such as forums or microblogs. Finally, the

authority of ideological and political educators has been challenged. In colleges and universities, for educators, having the monopoly position of knowledge is also a symbol of knowledge authority. But with the emergence of new media, the authority of teachers will be broken. At this time, the authority of ideological and political teachers in colleges and universities will be withdrawn, or even in a passive position.

3. OPPORTUNITIES FOR IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES IN THE ERA OF NEW MEDIA

3.1 Enrich the content of ideological and political education

First of all, the way of using new media completes the convenience and transcendence of ideological and political education content construction. It can spread in a new way without being limited by time or place, and increase the strength of feedback. Educators can master students' ideas, find out problems, and give timely guidance to help students establish correct values. Secondly, it improves the teaching quality of ideological and political education. From the traditional perspective, ideological and political education is more inclined to the teaching method of "indoctrination", which is not flexible enough and students are in a passive state [5]. The use of new media can complete the development of interactive personalized needs, maintain a good level, and provide more resource conditions for the teaching content. Finally, the fragmented time can be used wisely.

3.2 Broaden the carrier of ideological and moral education

In the current situation, new media has a wide variety of information, and gives the way and content of ideological and political education. First of all, new media, based on typical cases, provides an educational carrier for the ideological and political work of college students. For example, the issue of Diaoyu Island and Novel Coronavirus can be deeply analyzed by means of new media, and the connection of knowledge can be enhanced to guide students to learn to use ideological and political education knowledge to solve problems in real life. In addition, there are some problems such as studying abroad, starting a business independently, and how to choose a job. These problems have a great relationship with college students, and these relationships can be used to find out the causes behind them in the collective analysis, so as to form a benign interaction. Secondly, colleges and universities can also use multimedia to integrate the educational foundation and carry out ideological education activities for college students. Based on the campus network, we set up thematic discussions and diversified interactive activities such as email. After that, it is necessary to establish a network interaction mode based on mobile phones and use digital TV as a media.

3.3 It promotes the effective communication between the subject and object of ideological and political education

First of all, the development of new media belongs to the two subjects of ideological and political education in colleges and universities, that is, the dual identity of the educator and the educated. At this point, only in a larger interaction can the construction of face-to-face interaction

be enhanced, the relationship between the real world and the virtual world be broken, the distance between teachers and students be narrowed, the barriers between them be eliminated, and the real ideas can be expressed [7]. Secondly, new media show the characteristics of equality, maintain the equivalence between educators and educatees, maintain a space for free interaction, provide a positive power for future development, and put forward their own unique ideas.

4. THE CONSTRUCTION PATH OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW MEDIA ERA

4.1 Build an open online sharing platform

First, new media has improved the campus network of ideological and political education. In other words, on the basis of the new media environment, we can increase the publicity of morality, optimize the way of education, promote the firmness of mainstream ideas, and maintain the long-term effect of ideological and political education. First of all, precise positioning, clear service objectives, based on college students, expand channel construction, improve political literacy, increase the intensity of service. Secondly, it is necessary to optimize the content, enhance the ideological and permeability, form a resultant force of thought, and maintain the construction of interest. Finally, it is necessary to establish more open websites to provide students with more learning opportunities. Second, create the ideological and political APP belonging to the university, achieve the realm of teaching through entertainment, expand the communication between teachers and students, set different contents, and maintain the multi-level. First of all, it is the book section. That is to say, college students can design APPs in a pleasant way to read, which is mainly convenient for students to read and keep the content timely. Secondly, it is necessary to establish a communication section, increase the interaction between students and teachers, and ask and answer questions to solve the problem that students are too shy. Later, in the video module, ideological and political teachers in colleges and universities need to improve the foundation and solve this problem in an effective time, and use the video of red education to carry out teaching reasonably, laying a good foundation for future development. Then, the news section can present some news close to the students to the news section, which can not only improve the pertinence, but also need to express the corresponding educational significance. Finally, the game module, that is to say, needs to maintain a positive attitude on the basis of entertaining, not only entertaining, but also properly instructive and informative. Third, it is necessary to actively carry out all-round education penetration. First of all, it is necessary to innovate the situation and content of practical activities, so that college students can experience education in the experience. Integrate educational resources, go deep into the grassroots, pay attention to hot topics, enhance the corresponding understanding, increase the development of perceptive education and teaching, and increase the intensity of experience. Secondly, it is necessary to establish a student-themed campus network culture to

enhance the corresponding appeal. The school journal and newspaper should be established to cater to the ideological trend and present the cultural trend in front of everyone. In the active construction, open up a new path of campus cultural activities. Finally, the demonstration of setting an example will further influence the ideological and moral concepts of college students. For example, microblog can be used to promote the participation of students by celebrities, and the main role and value of demonstration can be enhanced [8].

4.2 Extended two-way instant communication tools

First, it is necessary to combine the actual situation to establish a new platform of equal interactive education, optimize the foundation, go beyond the traditional, make full use of the advantages of new media, expand the foundation and increase the motivation for progress. Education platform should be reformed, public platform should be checked, and two-way communication and interaction should be completed. Use social software to increase communication with students and strengthen communication. Teachers can set up WeChat groups or study groups to trigger the construction of hot topics, actively introduce discussions and express their own views [9]. The establishment of WeChat public account information promotion, the establishment of client message group, the establishment of new service means construction. Keep the immediacy of mobile media, improve the characteristics of convenience. Second, it is necessary to improve the quality and ability of ideological educators in colleges and universities. Ideological and political educators need to correct their attitude and clarify the position of new media. Build a good ideology. The innovation education idea, and the effective renewal teaching method, sets up the correct scientific idea, maintains the reasonable ideological and political education idea and the method. In the environment of new media, ideological and political educators need to constantly improve their own cultural literacy. Reasonable use of the advantages of new media, integration of thinking, to meet the current development needs, increase the intensity of training. Identify the development environment and recognize the challenges and opportunities brought by new media. Third, encourage college students to actively participate in network interaction. Media literacy education should be introduced into the classroom of college students, and media literacy education should be carried out to build a series of new media campus activity construction mechanisms and increase target construction. Establish a sound media education evaluation mechanism, maintain reasonable media evaluation and self-evaluation. Improve college students' network media literacy level, meet the development needs of the new era, and increase students' ability to distinguish right from wrong.

4.3 Improve the campus media supervision system

First, we need to increase the collection and sorting of online public opinion. First of all, it is necessary to establish an emergency treatment group of public opinion crisis events in colleges and universities, and keep a sober attitude, increase the ability to deal with, weaken the

social responsibility, and increase the complexity and difficulty of the construction of ideological and political work. Education websites, forums, microblogs, WeChat and other contents will be combined with each other to stabilize students' emotions and create a good campus environment. Second, strengthen the campus network to the propaganda and education. Under the correct guidance of the party and government, we should set up campus cultural activities and class meetings with the theme to help students set up the correct three views. Develop the student cadre to take the lead role, establish the activity platform with advanced thought. Third, it is necessary to enhance the self-discipline awareness of college students' networks [10]. Here is not to use the mandatory way to implement constraints on these contents, students need to consciously abide by. Integrate management and education. Strengthen the infrastructure construction, maintain the sustainable development path, establish the network moral "firewall". The construction of self-discipline needs to be carried out well from the beginning when students enter the campus, and strengthen the sense of self-responsibility of students. Secondly, it is necessary to increase ideological and political practice education to improve students' judgment. Finally, the need to actively improve their own moral level, keep out of the mud and not stained.

5. CONCLUSION

With the progress of society, the ideological and political education in colleges and universities in the era of new media needs to integrate the foundation and analyze the negative and positive influences. We will continue to innovate the content and methods of education and seize the reform opportunities brought by new media. Meet the challenge, be prepared, and build scientific solutions to the reality. Maintaining mainstream thoughts and values, strengthening students' patriotism and cultivating advanced consciousness. Guide students to distinguish right from wrong, learn to use the ideological and political knowledge they have learned, solve problems in life, improve media literacy, and adapt to the diversified stage.

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Evaluation and Analysis on The Growth of Technical Innovation Team in Higher Vocational Colleges Based on AHP

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Abstract: To give play to the education and scientific research function of higher vocational colleges and respond to the call of national scientific research innovation, many colleges have set up scientific and technological innovation teams. To enhance the scientific research innovation ability of the team, it is necessary to evaluate team growth based on AHP, this paper first to a brief overview of science and technology innovation team in higher vocational colleges, higher vocational colleges and the application of AHP in the assessment of scientific and technological innovation team growth were discussed, based on the AHP method to improve measures of higher vocational college of science and technology innovation team growth analysis.

Key words: AHP; Higher vocational colleges; Science and Technology Innovation Team

1. INTRODUCTION

In order to realize the strategy of strengthening the country with talents, our country attaches great importance to the cultivation of talents' scientific and technological innovation ability. As the incubator of talents, colleges and universities should evaluate the growth of scientific and technological innovation teams in higher vocational colleges and promote team construction in order to improve talents' ability. In order to improve the accuracy of team growth evaluation results, it is necessary to build a scientific evaluation system based on AHP method.

2. OVERVIEW OF SCIENTIFIC AND TECHNOLOGICAL INNOVATION TEAMS IN HIGHER VOCATIONAL COLLEGES

The scientific and technological innovation team in higher vocational colleges is usually led by young and middle-aged researchers, including college teachers and students, who take scientific research innovation as the goal and laboratory as the research site. In general, the main research direction is the basic academic, emphasizing the internal staff should have the professional crossover and the rationality of age structure. Generally, before the project starts, internal staff already have a certain understanding of each other, and have cooperated with each other or become familiar with each other, so it is relatively easy to cooperate. The professional competence of the team members is complementary, the internal academic atmosphere is strong, and the originality and innovation of the scientific research results are emphasized. The team leader has strong organizational ability, which can reduce the friction generated in the process of cooperation and improve the efficiency of

scientific and technological innovation [1]. In addition, scientific and technological innovation teams in universities enjoy rich national and provincial scientific research resources and good scientific research conditions and are committed to research projects of great strategic significance to promote the national level of scientific and technological development. Therefore, it is of great strategic significance to evaluate the growth of the scientific and technological innovation team in higher vocational colleges. By constructing a scientific evaluation system with AHP method, the research efficiency of the team can be improved, the scientific and technological innovation ability of the team can be enhanced, and the research level of the national major scientific research projects can be promoted, and the national scientific and technological strength can be improved.

3. APPLICATION OF AHP IN TEAM GROWTH EVALUATION

AHP method, also known as Analytic Hierarchy Process (AHP), combines qualitative analysis with quantitative analysis to make decision analysis of hierarchical weight. The growth evaluation of technical innovation team in higher vocational colleges is not fixed. The growth is a development index, which should be viewed with a dynamic perspective and carried out progressive multi-level analysis. Through AHP analysis, the quality of evaluation can be improved, and the growth of the team can be accurately analyzed. To improve the scientificity and accuracy of the analysis results, the main analysis process of AHP method is divided into three steps. First, construct a perfect growth structure system. Next, the judgment matrix is constructed to calculate the relative weight value. The calculation method is to screen out the values that can show growth in the range, divide and analyze them according to their importance, and then use the average set analysis method to integrate and analyze the screened data, get the evaluation results, and integrate the results of different levels to form the judgment matrix of each level. Finally, the consistency of the matrix is judged, and the final analysis results are obtained. Through the evaluation and analysis of the growth of the scientific and technological innovation team in higher vocational colleges, the deficiencies and hidden dangers in the team can be found in time. By making up for the deficiencies and solving the hidden dangers, the scientific and technological innovation ability and scientific research efficiency of the team can be improved, and the development of the team can be promoted. The

construction of the system needs to follow the principle of target, efficiency, hierarchy and integrity, so as to improve the work efficiency of the team while ensuring the normal progress of the daily education in colleges and universities. The principle of objectivity refers to that the evaluation system should be related to actual needs and combined with the teaching and research objectives of the school, so as to promote the construction of the scientific research team, facilitate the cultivation of professional talents and contribute to the healthy competition of the scientific research team. The principle of efficiency means that the differences between teams should be faced squarely in the evaluation index, and the output should not be taken as a single evaluation index, but the evaluation of efficiency should be emphasized. The principle of hierarchy means that in the process of rating, the higher the level is, the more comprehensive the indicators are; otherwise, the more specific the indicators are. The principle of wholeness refers to the evaluation of the whole team, not individuals.

4. MEASURES FOR THE GROWTH OF SCIENTIFIC AND TECHNOLOGICAL INNOVATION TEAM IN AHP HIGHER VOCATIONAL COLLEGES

The growth of scientific and technological innovation team in higher vocational colleges should be evaluated based on AHP method, and the problems existing in the team should be improved through the evaluation results, so as to improve the development level and innovation ability of the team.

4.1 Improve team cohesion

In the process of scientific research and innovation, it is necessary to analyze the growth of the team based on AHP. It is easy to find from the evaluation results that team cohesion is an important factor to enhance team strength. Only by improving the cohesion of the team, can we achieve the result that one plus one is greater than two, can we effectively improve the overall strength of the whole team, and promote the rapid growth of everyone in the team. For example, if several people pull a boat in different directions, the boat will move very slowly, but if everyone has a goal in mind and pulls the boat in the same direction, the result will be twice as great and the goal will be achieved quickly. The same is true of university science and technology innovation team. Only by enhancing team cohesion and forming resultant force can team development be promoted. If the cohesion of the team is insufficient and the team members have serious individualism, it is easy to restrict the growth of the team, reduce the research efficiency of the team, and cause the reduction of the research output of the team.

Every year, the state invests a large amount of resources into scientific and technological innovation teams in universities. If the output of scientific research decreases, the waste of scientific research resources will result in losses to the state. Therefore, the team should pay attention to the psychological state of the team members, optimize the team management, increase the ideological and political education of the team, form a unified value within the team, and jointly carry out scientific and technological innovation.

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4.2 Create a team culture

To enhance the level of scientific and technological innovation and improve the efficiency of scientific research, it is necessary to combine the evaluation results of AHP method to improve the creativity of the team. To improve team creativity, it is necessary to stimulate the vitality of university science and technology innovation team, among which, a more effective way is to create team culture [2]. A team culture of optimism, hard work and excellence can enhance the soft power of the team. Through the influence on the team members, the internal motivation and enthusiasm for research and development of the team members can be stimulated to improve the efficiency of research and development. The creation of team culture can enhance the growth of the team, guide members to diverge their thinking, open up more new ways to solve problems, and enhance their own creativity and imagination.

4.3 Cultivate backbone

Through the analysis of the growth of the team by AHP, to improve the growth of the team, it is inseparable from the ability of the individual in the team. To improve the ability of the individual in the team and cultivate the backbone, it is necessary to optimize the internal structure of the team and do a good job of "passing and helping". Professors and scholars with strong professional ability and scientific research ability will lead and guide the intake of fresh blood, to realize the "sustainable" scientific research. With this, a batch of scientific research talents have been trained and a steady stream of scientific research power has been stimulated. In addition, it can promote the development of school-enterprise alliance, expand new ways of school-enterprise alliance, jointly train talents, and accelerate the process of scientific and technological research and development.

5. CONCLUSION

The scientific research level of colleges and universities depends on the scientific and technological innovation ability. In order to improve the comprehensive strength of higher vocational colleges, it is necessary to evaluate the growth level of the scientific and technological innovation team based on AHP, so as to find an effective way to improve the growth. In this way, the research and development efficiency of the team will be improved, the scientific research level of the university will be enhanced, and then the national science and technology development will be driven, and the comprehensive strength of the country will be enhanced.

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The Effective Role of Flexible Management in Enterprise Economic Management

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Abstract: The development of social economy, as well as the continuous advancement of economic reform process, promote the reform and development of enterprises of all sizes. However, in the economic management of enterprises, the traditional rigid management will hinder the development of economic management to a certain extent, and it is difficult to promote the work enthusiasm of employees, which requires relevant enterprises to improve it, we can introduce the flexible management into it and perfect the corresponding economic management system on the basis of it. Through the flexible management, we can enhance the employee's recognition of the enterprise and promote the development of the enterprise. Relevant enterprises should also recognize the importance of flexible management, strengthen attention and application.

Key words: Flexible Management; Enterprise Economic Management; Effective function

1. INTRODUCTION

At present, the competition in the economic market is becoming more and more fierce. If the relevant enterprises want to keep a good development in the fierce competition environment, they need to enhance their market competitiveness. Based on this, related enterprises will have to improve their own economic management model. In the past, the traditional management model had many problems, and it was difficult to stimulate the work enthusiasm of employees. This will also have an impact on the promotion of the competitiveness of enterprises. Therefore, enterprises can introduce flexible management into economic management to improve the effectiveness of economic management, reduce brain drain and promote the long-term development of enterprises.

2. FLEXIBLE MANAGEMENT PLAYS AN IMPORTANT ROLE IN THE ECONOMIC MANAGEMENT OF ENTERPRISES

2.1 Help motivate employees

If the flexible management can be effectively applied in the economic management work of the enterprises concerned, the enthusiasm of the employees can be aroused to a greater extent and they can be fully engaged in their work. At present, under the situation of the development of knowledge economy, and the competition of the whole economic market has become more and more fierce, if an enterprise wants to expand its development space, it needs to introduce more talents, so as to improve its competitiveness, in order to accelerate the realization of business management objectives, which is an important guarantee for the realization of the objectives, and therefore, the relevant enterprises need to fully display the

advantages and value of talents, and implement flexible management, can promote the talent to feel the enterprise to their respect, so that they can enhance their work consciousness, correct attitude, active participation in the work[1].

2.2 Is conducive to increasing the flexibility of enterprise production

The development of social economy and the change of its situation promote the reform and development of enterprises, at the same time, it also impel the change of consumer groups and structure. If the relevant enterprises want to give full play to the actual utility of economic management work, they need to innovate the traditional management methods, renew the corresponding management concepts, introduce flexible management, and use flexible production management, to meet the needs of different consumers. In the market economy, the enterprise should take the consumer's demand as the center, carry on the product production, and must carry on the scientific adjustment to own production structure, thus satisfies the different consumer's individuality demand, thus obtains the economic benefit. In the process of adjusting the production structure, enterprises need to give full consideration to the needs of consumers and combine flexible production with flexible management in order to make up for the deficiencies in traditional production work, the scientific optimization of economic management can not only improve the quality of production, but also enhance the economic benefit of the enterprise.

2.3 Effective promotion of long-term development of enterprises

If an enterprise can apply flexible management to its operation and management, it will be able to improve its own development sensitivity to a greater extent. For flexible management, its own focus is mainly on the needs of customers and the personality of personnel, to carry out management, and extend it to the management of the external market of the enterprise, it is necessary to have a comprehensive understanding of the relevant staff of the enterprise, market customers and other aspects, and combine the specific circumstances, its economic development strategy to make reasonable adjustments to make it more suitable for the development of enterprises. In addition, with the increasing competitive pressure in the current economic market, if enterprises can implement the corresponding flexible management model, they can effectively deal with the contradictions among their internal departments, and at the same time, they can also strengthen communication and cooperation among all parties, to promote the good development of enterprises

[2].

3.EFFECTIVE APPLICATION OF FLEXIBLE MANAGEMENT IN ENTERPRISE ECONOMIC MANAGEMENT

3.1 Improve the human resource management mechanism reasonably

In the flexible management work, the Human Resource Management System occupies the important position, it is the flexible management work standard carries out the important instruction basis orderly. And manpower is the first element of production in an enterprise. If an enterprise wants to give full play to the positive role of human resources themselves, it needs to establish a sound management mechanism, and at the same time, it also needs to incorporate the idea of putting people first into the management system, so as to improve the flexibility level of human resource management. In addition, the enterprise can formulate a perfect flexible incentive mechanism based on the actual working conditions of the staff, and can provide both spiritual and material rewards for the staff with outstanding work achievements from various aspects such as salary, travel, etc. , in order to stimulate the enthusiasm of the staff, and further improve the quality and efficiency of their work. In addition, an enterprise should also establish a scientific performance appraisal mechanism according to the employees'own work development needs, through objective and fair performance appraisal, to fully understand the employees'own work ability and development space, etc. , then, according to the promotion mechanism, the positions of the employees should be adjusted reasonably, so as to not only promote the development of the employees and meet their work needs, but also increase the employees'sense of trust in the enterprises and make them truly integrated into the enterprises, to live up to its potential.

3.2 Establish a culture of flexible management

During the continuous operation and development of an enterprise, a cultural system with Spirit, idea, system and values as its main contents will gradually be formed, and the effective publicity and infiltration of this culture can also enhance the cohesion of the enterprise itself, at the same time, it can lay a foundation for the development of flexible management. Based on this, if relevant enterprises want to effectively apply flexible management to economic management, they must combine their own production and operation conditions, as well as the

development goals of the enterprises, and so on, to effectively build a flexible culture, it is also necessary to increase the publicity of the flexible culture, create a good and harmonious working environment, promote the personal development of employees, and enable employees to express their opinions and suggestions on relevant work on their own initiative, to enable them to participate in the economic management of the enterprise, which is more conducive to enhancing the trust and loyalty of employees to the enterprise, and actively involved in the enterprise construction and development work[3].

3.3 Building a scientific organizational structure

In the process of introducing flexible management and carrying out flexible economic management, enterprises also need to improve the previous organizational structure to make it more suitable for flexible economic management. Based on this, an enterprise can establish a flat organizational structure according to the law of reform, transform vertical management into horizontal management, and strengthen effective communication among various departments of the enterprise, taking into account the actual situation and needs of economic management, to enable enterprises to work smoothly, and then promote the development of enterprises.

4.CONCLUSION

If relevant enterprises can effectively apply flexible management to economic management, they can not only improve the efficiency and quality of economic management, but also bring the actual utility of economic management into full play, enterprises should pay more attention to flexible management, and work out a scientific and reasonable plan to improve the effectiveness of the application of flexible management.

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Analysis on The Characteristics and Modes of The Socialization of Logistics in Colleges and Universities

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Abstract: The socialization of logistics in Colleges and universities is a scientific mode of healthy development of logistics advocated by the state. At the same time, we also deeply realize that in the process of socialization, the logistics service in Colleges and universities is prone to problems such as low efficiency, low quality, insufficient investment or planning of human and financial resources, low utilization rate and serious waste, which are difficult to meet the demand of education for services, All these are the performance of low quality in the process of socialization of logistics service. Starting from the characteristics of the socialization reform of logistics in Colleges and universities, this paper analyzes the relatively mature mode of logistics socialization in China, and deeply analyzes the opportunities of the socialization of logistics in Colleges and universities for the healthy development of colleges and universities.

Key word: Colleges and universities; Logistics socialization; Features; Pattern

1.CHARACTERISTICS OF SOCIALIZATION OF REAR SERVICE IN COLLEGES AND UNIVERSITIES

1.1 Marketization

The prominent feature of the socialization of logistics in Colleges and universities is marketization. The so-called marketization means that the logistics of colleges and universities is regarded as the market under the socialist market economy, and the socialization of logistics of colleges and universities embodies the characteristics of the market. While the social mechanism is constantly improving and developing, it also provides great advantages for the socialization of logistics services in Colleges and universities. In the socialist market economy, the market mechanism plays a great role in the allocation of resources, making colleges and universities become a self-employed organization. The socialization of logistics services stimulates the consumption of the industry, stimulates domestic demand, and drives the development of property management, apartment facilities, catering services, commodity retail and other aspects. In the process of logistics socialization, its market-oriented characteristics drive the development of economy, improve the quality and efficiency of service and management level, and provide more intimate and high-quality services for teachers and students.

1.2 Remission

The so-called ease refers to ease the contradiction between the backward basic conditions of colleges and universities and the expansion of scale and high-quality development

of colleges and universities. The original management mode of colleges and universities is "self-sufficiency, self logistics", which not only takes into account the education, teaching and research of colleges and universities, but also carries out its own logistics management. It often encounters the contradiction between the development of college education and the backward and imperfect school infrastructure. Therefore, the socialization of logistics is linked with the expansion of enrollment scale of colleges and universities. After the proposal of socialization of logistics, this contradiction has been alleviated, so as to "get rid of the burden" for the development of higher education, and let colleges and universities have more energy to consider efficient and high-quality development and high-quality education, In a short time, we can see the improvement of the utilization rate of financial and material resources and the rational allocation and optimization of educational resources.

1.3 Compatibility

The socialization of logistics service in Colleges and universities not only reflects the unique market economic system under socialism, but also forms a new service guarantee system with Chinese characteristics and in line with the concept of higher education. To help colleges and universities through the "bottleneck period" of improving higher education, to make the socialist economic system better show in the logistics of colleges and universities, to let the logistics of colleges and universities restore its own commodity attributes, to reject the "monopoly behavior" in Colleges and universities, to ensure and support the rapid development of higher education in recent years. Although the mode of logistics system has changed, the essence of "teaching" has not changed. It still adheres to the management concept of "people-oriented", and the purpose of serving for university teaching, scientific research, teachers and students has not changed.

1.4 Universality

The socialization reform of university logistics is unprecedented in our country, which has very important strategic significance and is highly valued by governments at all levels. Logistics socialization has become the direction and goal of logistics reform in Colleges and universities. More and more colleges and universities start from reality and take reality as the theory to create their own logistics management support system. On the whole, the trend of realizing the socialization of logistics in Colleges and universities is stable, healthy and smooth, and has a positive and extensive impact on the society. Thus, logistics socialization is not only the

inevitable trend and requirement of logistics reform and development, but also the objective requirement of social and economic laws.

2. AT PRESENT, THE DOMESTIC LOGISTICS SOCIALIZATION MODE IS RELATIVELY MATURE Under the consistent promotion of the State Council and administrative departments at all levels, and after several years of exploration and practice, China's logistics socialization has achieved remarkable results

2.1 Completely social independent legal person mode. This kind of social degree is the highest, which is the advanced mode of socialization. This mode is that colleges and universities provide logistics market as resources, introduce social enterprises to invest in construction and take charge of all logistics services by means of public bidding, put logistics services in market competition, and promote service quality and level through competition.

2.2 Independent legal person mode of school and society. This mode is led by colleges and universities and invested in the construction of infrastructure, and the implementation of socialized operation, taking the mode of joint operation between colleges and social enterprises, the main mode is the cooperation of both sides.

2.3 Independent legal person model based on universities. This mode is widely adopted at present. Its main operation mode is to convert the fixed assets and accumulation of logistics into capital in the process of separation of logistics and administration in Colleges and universities, register and establish logistics service corporation, and introduce social enterprises for operation. However, colleges and universities retain the function of logistics management to represent the form of management function of colleges and universities, It mainly plays a key role in "planning and construction, economic accounting, quality control, organization and coordination". At present, many universities adopt this mode.

2.4 Logistics trusteeship mode. This mode mainly refers to the process that colleges and universities build infrastructure with self raised funds by means of loans, and then realize external trusteeship by means of bidding, so as to entrust logistics trivia to professional logistics service enterprises. This process has realized the separation of colleges and universities from trivial matters, but they still enjoy partial ownership. This is also a relatively mature management mode.

In addition to the four mature modes mentioned above, the mode of large-scale logistics cooperation and the formation of joint legal entities among colleges and universities is also being explored. In addition, the modes of logistics asset leasing and BOT are also being tried step by step.

3. THE OPPORTUNITY OF SOCIALIZATION OF REAR SERVICE IN COLLEGES AND UNIVERSITIES

3.1 Clear policy guidance to help improve the socialization system of college logistics service

As colleges and universities, we should make clear the policies issued by the State Council and the Ministry of education. With the strong support of the government, we will give special policies and preferential measures in land,

tax, planning and construction, and do a good job in supporting the socialization of logistics in Colleges and universities. In this regard, a new logistics support mechanism suitable for the current situation of colleges and universities has been formed.

The formation of the new system can relieve the pressure of university managers. On the one hand, the participation of social service enterprises can help universities break the original boundaries, so that they can have more energy to expand the scale of universities and enhance their comprehensive strength and competitiveness. On the other hand, the logistics department has become the third pillar besides teaching, research and teaching. After the separation of the logistics department from the administrative department of colleges and universities, the logistics department is relatively independent.

3.2 Change the operation mechanism of University Logistics Department and inject fresh force.

The future of logistics socialization in Colleges and universities is to break the self closed system of colleges and universities. The main body of development should be the whole society and the market economy under socialism. It should not only be limited to colleges and universities themselves, but gradually approach to the third industry of market economy. Most of the logistics personnel in Colleges and universities are older, have lower education level and lack of management skills, which leads to the unreasonable structure of the logistics team and the lack of professional talents. Secondly, the long-term management mode and operation mode, as well as the cross infrastructure, can not be changed in a short time, and the reform that is not thorough and not strong can not achieve significant results. It has become the main reason to restrict the improvement of the quality of logistics service in Colleges and universities.

3.3 Logistics socialization to meet the basic needs of the socialization process

With the improvement of social progress and productivity, socialization has become an inevitable trend. The establishment and continuous improvement of socialist market economy has become the direct reason to promote the socialization of logistics service in Colleges and universities. Over the years, the continuous development and improvement of the socialist market system has given colleges and universities the opportunity to carry out logistics socialization reform according to the law of market economy, so as to realize the establishment of independent, self financing, self-restraint and self-development college enterprises in Colleges and universities.

3.4 Logistics socialization provides opportunities for the future development of our university

The university is planning the fourteenth five year plan as a whole. Through the research on improving the socialized service quality of logistics service, it will take improving the socialized service quality of logistics as an important part of the fourteenth five year plan and incorporate it into the medium-term plan of the University, which will be more conducive to promoting the socialized service quality. On the basis of full investigation, we put forward

the idea of improving the quality of logistics service in the next five years. While summing up the experience, we fully investigated and analyzed the shortcomings of the current socialization of logistics service in our school, so as to effectively improve the quality of logistics socialization service is our responsibility to the college,It is also to provide a comfortable guarantee for teachers and students.

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Practice And Countermeasure Analysis of Performance Pay Reform in Higher Vocational Colleges

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Abstract: At the condition of development of social economy, higher education is to reform in the field of development, all kinds of vocational colleges in our country in recent years gradually began to undertake the reform practice of performance wage system level, but in the process of the practice of reform this year still exist to solve the problem, such as performance appraisal standard is not unified, post level set complex, etc., Can not maximize the performance pay reform in the practice of higher vocational colleges in the practical role. Of performance salary reform in higher vocational colleges according to the problems existing in the practice, further enhance professional inspection personnel ability, to improve the construction of a sound performance evaluation system to lay the solid foundation, to promote the concrete practice of the performance salary reform in higher vocational colleges, and aiming at the problem to make a rational analysis of the countermeasures.

Key words: Higher vocational colleges; Performance-based pay; Reform practice; Countermeasure analysis

1. INTRODUCTION

At present, the reform of performance pay in higher vocational colleges has been paid more attention by higher education under the background of rapid social and economic development. Higher education occupies an important position in the process of social reform. From the current situation of the reform of performance pay in colleges, the demand of social development is not only the reform and innovation in the field of education, so the reform of performance pay in higher vocational colleges has its own inevitability, which provides realistic significance for the quality of the work of the staff and the long-term development of the school.

To accelerate the change of higher vocational college teachers' work attitude, performance salary reform should be based on the actual needs of the teacher staff activity, in general, as the key link in China education structure in higher vocational colleges, teachers team construction and basic education of teachers has its own unique advantages and characteristics, in the reform practice in higher vocational schools reform merit pay, Strengthening the construction of performance-based salary assessment system requires higher vocational colleges to combine the actual needs of team construction, promote teachers' work enthusiasm more efficiently, and lay a foundation for talents needed in social development. So how to improve and establish the performance salary reform in higher vocational colleges, further improve the working

enthusiasm of teachers in higher vocational colleges, and how to straightened out the relationship between income distribution on the basis of the implementation of the performance salary reform in higher vocational colleges are the problems faced by the current performance salary reform in higher vocational colleges.

2. THE CURRENT SITUATION OF THE REFORM OF PERFORMANCE PAY IN HIGHER VOCATIONAL COLLEGES

2.1 The allocation of teachers' posts is unreasonable and the system management is backward

The management and distribution of teachers' posts in higher vocational colleges are mainly determined by the relevant departments in charge of the school under the condition of considering factors such as the development state of the school's career. The rationality of post distribution can have a direct impact on the internal income of teachers in higher vocational colleges to a large extent.

According to the overall operation logic of higher vocational colleges, the most basic link of teacher post management is the improvement of the teacher appointment system, and the salary standard of post allocation is the ultimate goal of management. [1] At present, there are inconsistencies in the employment system and contract of faculty and staff in higher vocational colleges.

2.2 The performance appraisal standards are not rigorous and fair

Quality of teachers in higher vocational colleges in general level is higher, belong to the intensive professional intelligence, performance is difficult to judge, performance-based pay reform need to build a relatively reasonable perfect standards and system, to further evaluate teachers performance ability, in the present higher vocational colleges has not yet formed its own scientific evaluation criteria, the current performance appraisal mostly focus on grading appraisal, It does not raise problems for teachers' practical work, resulting in employees' unclear cognition of themselves, leading to teachers' tension[2].

2.3 The reward mechanism is not perfect, and the enthusiasm of faculty and staff is not high

In the process of performance reform of higher vocational colleges, the reform of the nature of reward performance salary is also a key part that cannot be ignored. It bears the order and rationality of salary distribution and fully shows the function of autonomy of distribution of higher vocational colleges. The most important problem lies in

the establishment of scientific performance pay assessment standard. The reasonable assessment method directly affects the realization of the reform goal of performance pay in colleges and universities. Affected by the past history, the current quality of subsidies in higher vocational colleges has far exceeded the level of performance pay, which hinders the pace of performance reform in higher vocational colleges. In order to deal with this contradiction in a timely manner, the school should pay attention to the improvement of relevant regulations, solve the obstacles and influencing factors in the setting of the incentive mechanism in a timely manner, constantly improve the enthusiasm of the faculty and staff to participate in it, and make reasonable adjustments according to the development needs of the university. The enthusiasm of faculty and staff is closely related to the establishment of the performance-based pay mechanism in the school. [3]

3. SPECIFIC COUNTERMEASURES FOR THE REFORM OF PERFORMANCE PAY IN HIGHER VOCATIONAL COLLEGES

3.1 Accelerate the improvement of performance pay management policy

The reform and management department of higher vocational colleges should strengthen the policy management of performance pay according to the actual needs of the faculty and staff, and introduce a relatively perfect performance pay management system as soon as possible, so as to standardize the assignment of higher vocational colleges. At the same time of formulating perfect salary management policy, we should regularly set up the reward and punishment mechanism, as well as the distribution of total salary, carry out classified management on the basis of improving performance salary management, and guarantee the standardization of working units in higher vocational colleges. Therefore, higher vocational colleges need to speed up their own system construction, in order to reasonably control the internal posts, improve and perfect the scientific performance appraisal system.

3.2 Establish post employment system and improve post allocation

Schools should be active to raise their standard of performance appraisal, pay attention to the efficiency of the examination system, the relationship between the average colleges and universities teaching and scientific research actively, completes the internal post employment Settings work in higher vocational colleges, and meet the needs of their actual work, colleges and universities related management personnel should pay attention to salary cloud job employment rules and content, Promote the management mode of performance appraisal to become a real identity change, and the clear job content also lays a foundation for the assessment standard of the following reform of performance salary in higher vocational colleges.

3.3 Establish a reasonable performance appraisal standard system

The reform time of performance pay cannot be separated from the construction of a perfect performance assessment system. Scientific and reasonable assessment standards are the basis and core of effective implementation of work practice. In the construction of a reasonable performance appraisal system, it is necessary to first determine their own reform goals, in order to achieve the enthusiasm of teachers and staff for the purpose of reasonable distribution of wages, but also should actively mobilize the enthusiasm of teachers and staff to participate in the reform of other undertakings to make contributions; The internal assessment of teachers should be clarified. [4] To promote the cooperation and improvement among team building members, the internal performance assessment system should pay attention to the accumulation of daily work content, so as to make the performance assessment of teachers match their work performance and ability. Moreover, teachers are required to reflect on and correct their own deficiencies and accelerate the reasonable distribution of performance pay.

4. CONCLUSION

To sum up, the performance of salary reform in the course of the construction of higher vocational colleges has the inevitability, higher vocational colleges along with performance appraisal needs to pay attention to follow the requirements of the relevant conduct practices, avoid too formalized phenomenon, in addition to higher vocational colleges should also promote performance-based pay reform coordinated development between the relationship between the parties, as far as possible don't appear the situation. The e performance pay in higher vocational colleges is not a simple adjustment, but a relatively comprehensive and systematic internal reform mechanism. Under the leadership of national performance pay reform requirements, the transformation of internal performance management should be strengthened.

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Research on The Difficulties and Solutions of Electromechanical Internship Based on The Integration of Production and Education

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Abstract: At present, in order to improve the cultivation of students, colleges and universities have introduced the internship system. By improving students' practical ability and related knowledge level, they can help students lay a solid foundation for their future work and life. To this end, this paper will focus on the current mechanical and electrical internship deficiencies are analyzed and discussed, and put forward relevant solutions and innovative paths, so as to effectively improve the quality of education of mechanical and electrical specialty, strengthen the cooperation and exchange between schools and enterprises, so that students can grow rapidly and improve themselves in a good educational environment.

Key words: Integration of production and education; Post practice; Mechanical and electrical specialty

1. INTRODUCTION

The integration of industry and education is an educational policy put forward at the 19th National Congress of the Communist Party of China, that is to let vocational colleges actively carry out close cooperation between industry and teaching according to relevant majors, develop colleges into educational institutions integrating talent training, scientific research and education, and information services through mutual support and promotion, and create a new teaching mode. Post practice is the product of the integration of industry and education, which can provide students with practical training opportunities, and after that, the employment work is uniformly distributed by the school.

2. THE DEFICIENCIES OF MECHANICAL AND ELECTRICAL INTERNSHIP

2.1 Student level

2.1.1 Lack of cognition of Post Practice

Students' understanding of internship is not comprehensive. Internship is different from ordinary internship work, which requires students to fully fulfill their work obligations and fulfill the relevant contents of enterprise layout. Post practice requires students to have sufficient theoretical basis and be able to use professional knowledge reasonably in practical work. Students are required to work in time without complicated training process. However, due to the current college students' unclear positioning of internship, they simply regard it as a kind of internship task with rich social experience, which leads to students' frequent mistakes in work and affects the industrial construction of enterprises. Over time, the acceptance of students by enterprises is gradually declining.

2.1.2 There is a big gap between ideal and reality

Students' learning content in school is mainly theoretical knowledge, lack of practical operation experience, and can not apply professional technology to real life. Therefore, when students enter the enterprise for practical work, they will have a huge psychological gap, and even doubt their personal ability, resulting in serious mental health problems. When students enter the internship, they have high expectations, hope to be able to contact with advanced and high-end science and technology, and give full play to their own advantages. However, enterprises often arrange students to start from the basic work and carry out a long ability test, which will make students' actual expectations fall short and affect their work enthusiasm and enthusiasm [1].

2.1.3 Unable to adapt to the working environment

Under the influence of the policy of the last stage in our country, there are a large number of only children in our country. Students often have good family circumstances, carefree life and lack of the cultivation of the spirit of hard work, resulting in a kind of self-centered living habits. When students enter the social work, they can't deal with and solve difficulties and setbacks independently. When there are problems in their work and criticized by the relevant responsible leaders, they can't actively adjust their mentality. When they practice, they shrink back, which affects the normal work progress. Moreover, some students lack team spirit and can not integrate well into the work group, which aggravates the difficulty of management [2].

2.1.4 The mentality is not correct enough

Students for internship attitude is not correct enough, for the relevant work content, just blindly to complete the basic goal for the purpose of work, lack of their own career planning and future development direction. The purpose of post practice is to help students better transform Book Theory into practical work skills, and to strengthen the quality development of students from all aspects. Students need to strengthen the importance and understanding of internship, clear their own development direction, in order to better complete the relevant education and training.

2.2 Institutions

2.2.1 Not actively communicating with students

During the internship period, colleges and universities lack positive communication with students and their parents. When students work in enterprises, colleges and universities fully entrust the management responsibility to social organizations. As a result, when students are isolated and helpless at work, they can't find the object of

conversation and can't deal with relevant problems at the first time. When college students just walk out of the campus, their psychological state is at a loss, and many things are chosen blindly. They can only simply accept and accept, and lack of scientific and reasonable judgment and analysis. If college teachers can not actively enlighten students to solve related problems, it will make bad emotions and thoughts accumulate in the work, and eventually crush students themselves, affecting the healthy growth of students [3].

2.2.2 The internship system is not perfect

The work content of internship is formulated and managed by enterprises, and the specific system setting is in the charge of relevant colleges and universities. The current internship system only stays in the superficial form, which only allows students to carry out social practice, does not help students fully absorb the internship experience, and lacks the analysis and research of practical application knowledge. In the process of school enterprise cooperation, colleges and universities should improve the teaching design of internship courses, improve the editing work of relevant books and handbooks, and help students fully cope with various difficulties in the process of internship.

2.2.3 Lack of perfect responsibility management system

There are a large number of students in Colleges and universities who want to carry out internship, and the electromechanical enterprises that students fill in are also different. School teachers can not go deep into each department for careful guidance, and lack of good monitoring and management in the process of students' internship. When students have personal problems in their work, the relevant instructors can not divide the responsibilities at the first time, which will affect the work process of students in the enterprise.

2.3 Enterprises

2.3.1 Not realizing the importance of Post Practice

The enterprise's understanding of internship is to provide students with a working environment for practical exercise, and to keep the excellent students in the enterprise as much as possible. Enterprises are lack of awareness of the responsibility and obligation of students' education. Internship not only requires the careful guidance of enterprise managers to students and lead them to complete work tasks efficiently, but also ensures the healthy development of students psychologically and ideologically. Enterprises should not only play the role of supervision and management, but also fulfill the responsibility and obligation of social education in the process of internship, Help students to quickly adapt to the social work environment [4].

2.3.2 Lack of relevant work experience

Many enterprises lack of internship work experience, and often have illogical and unconventional arrangements and settings in related tasks and workflow. The cultural customs and economic conditions of different regions are different. The same internship arrangement is often not suitable for the planning and design of enterprises in another region, which also leads to that enterprises can not actively learn from the work experience of other industries

in the internship arrangement, and can not effectively use enterprise resources to help students improve their work ability.

2.3.3 Unbalanced post distribution

Most mechanical and electrical enterprises are large-scale, which can accommodate a large number of college students to carry out internship work, and develop apprenticeship mode for them. Excellent employees with rich experience and outstanding professional and technical ability are responsible for leading students to understand enterprise culture, matters needing attention and other related contents. However, many small mechanical and electrical engineering enterprises often do not have enough resources allocation. When students carry out internship, they can not do a good job allocation, so that students can not choose their favorite job position, and can not carry out targeted special promotion.

3. THE INNOVATION PATH OF MECHANICAL AND ELECTRICAL INTERNSHIP BASED ON THE INTEGRATION OF PRODUCTION AND EDUCATION

3.1 Institutions

3.1.1 Strengthen communication with students

Post practice is carried out in the "2 + 1" education mode. Students usually complete two years of basic knowledge and theory study in school, and enter the designated enterprises of relevant majors for one year's work practice in the third year. The working time of internship is long, and after the internship, the teacher will leave the school immediately and enter the society. If the teacher can't actively understand the students' work status and progress, the students will have bad ideas in the environment of long-term independent work. Therefore, college teachers should strengthen the information transmission with students and their parents, so as to timely and accurately grasp the students' dynamics, and put forward effective solutions through the analysis of relevant problems. In addition, colleges and universities should strengthen communication with enterprises, and analyze the difficulties students may face in their work through the relevant information feedback from enterprises. When discussing with students, we can put forward more targeted solutions [5].

3.1.2 Improve the application of the concept of industry education integration

Good application of the concept of integration of production and education is an important prerequisite for the smooth development of post practice. The school running mode of integration of industry and education is the latest development path of vocational colleges. Through further integration of industry and education, schools and enterprises can complete the integration construction, which can greatly stimulate students' learning ability and creative ability. Post practice is different from ordinary practice, which requires students to create real industrial value for the enterprise and be responsible for the corresponding situation of the work. Before providing students with internship positions, colleges should help students lay a good foundation of practical operation technology, through pre job training

and ideological education, so that students can better integrate into and develop in the future working environment. Colleges and universities should deepen the integration mode of production and education, introduce enterprises with good reputation to join in, and provide venues and equipment for the construction of practice base, so that students can carry out practical application in the first time after completing the theoretical knowledge learning in the classroom, so as to consolidate the relevant content and strengthen the practical application of technology.

3.1.3 Improve post practice system

At present, the internship system in Colleges and universities is not perfect, the relevant curriculum design is not practical enough, and the content of management manual is too traditional, so that students can not effectively refer to the relevant content in learning. First of all, colleges and universities should rearrange the course materials to make the teaching materials meet the needs of the times as much as possible. Colleges and universities can regularly send teachers to well-known and influential enterprises for further study and promotion, enrich teachers' ideas, make relevant teachers more handy in content editing, and strengthen the quality of education. Secondly, teachers should optimize the classroom teaching atmosphere, so that the teaching content can be better absorbed by the students. The relevant curriculum design should focus on the future work direction of students as far as possible, and strengthen the cultivation of students' sense of responsibility and mission. Finally, colleges and universities should actively carry out in-depth investigation of students' internship enterprises, establish a multi-party linkage mechanism, and improve the teaching curriculum design according to the actual operation of relevant enterprises, so that the relevant content can be reflected in the future work of students.

3.2 Enterprise

3.2.1 Strengthen the cognition of Post Practice

Post practice can not only exercise students' personal ability, enrich students' social practice experience, but also improve the management ability of enterprise internal personnel. When a lot of fresh blood is injected into the enterprise, it can greatly improve the vitality of the enterprise and expand the human resources of the enterprise. Enterprises should strengthen the ideological education of internal personnel, help relevant personnel realize the importance of internship, clarify the process and content of relevant work, and help students get a better sense of practical experience. At the same time, due to the special nature of internship work, many managers regard students as new employees for management requirements, ignoring the special identity of students. Enterprise managers should strengthen the guidance of students, provide convenient arrangements for students in life as far as possible, and help students release from the huge work pressure in their spare time. In the work, they should make clear the students' work tasks, and take the relevant problems seriously and deal with them correctly.

3.2.2 Rich working experience

Although the setting of internship is inconsistent due to

different regions and different types of industries, enterprises can still learn and adopt relevant experience through the Internet. For example, the internship work of an enterprise in a municipality directly under the central government is not perfect, the dormitories provided for students are too far away from the workplace, and the mechanical and electrical operations are lack of excellent technical personnel leadership, which makes students lack the object to help solve the problems in the work, affecting the actual work progress. After actively searching for the development mode of internship in mature enterprises, the enterprise re planned the relevant work arrangement in combination with its own enterprise characteristics. Transfer students' accommodation to the interior of the enterprise building to facilitate students' travel. In the process of mechanical and electrical operation, assign experienced technicians to students for on-site guidance, and help students solve their puzzles and puzzles in the internship work in time. After a long time of school enterprise cooperation mode, the enterprise has improved its reputation and influence, so that more colleges and universities are attracted by it and recommend students to enter the enterprise for internship. In this process, the enterprise has recruited a large number of excellent talents, improved the enterprise construction, and realized the school enterprise win-win working mode.

3.2.3 Balanced post setting

Mechanical and electrical post setting is very complex, and there are many professional directions. Many enterprises can not achieve a balanced and average job allocation, and many students can not complete the internship work in their favorite jobs. Mechanical and electrical enterprises should vigorously carry out the job rotation system, carry out unified allocation and scheduling for the new interns, so that students can adapt and learn in each post in a short time, help students choose suitable jobs according to their own advantages, make them give full play to their personal advantages, complete work tasks efficiently, and promote the development of enterprises.

3.2.4 Strengthen the examination and detection, and implement the reward and punishment system

Enterprises should strengthen the detection of students' actual work situation, and urge students to improve their self-awareness, work enthusiasm and work attitude through regular assessment. The internship time is 12 months. The enterprise can subdivide the assessment cycle according to the specific time, and carry out supervision and testing based on the amount of tasks in each quarter. The assessment content should focus on the students' real working ability as much as possible, and pay attention to the mastery degree of practical operation, such as supervising whether the students' equipment installation process is standardized, auditing the students' application of mechanical and electrical technology, and testing the students' understanding of mechanical and electrical integration. And give a certain amount of financial reward to the students with excellent performance in the test, to provide a good development platform for them, so that students can improve their personal ability faster.

3.3 Student level

3.3.1 In depth understanding of Post Practice

Students should comprehensively improve their understanding of internship work, clarify its practical significance and relevant principles, so as to better complete the task and improve their professional ability. First of all, students should understand the nature of internship and its core value through inquiry and search, and choose the suitable employment direction according to their own employment intention. Secondly, students should strengthen the communication and discussion with teachers, understand the content of internship in detail, and understand the actual situation from the previous graduates, sort out the relevant information, so as to improve the recognition of internship. Finally, students should deeply implement the sense of responsibility and mission, and be able to effectively distinguish the differences between post practice and ordinary practice. When working in enterprises, they can take the initiative to undertake the corresponding obligations and face the difficulties and setbacks in their work.

3.3.2 Recognize the reality

At present, the reason why students have a huge psychological gap in their actual work is usually due to the lack of comprehensive understanding of their own practical ability. The living environment of respecting and treating well since childhood makes most students choose to retreat or even withdraw in the face of difficulties and obstacles. This is not only a manifestation of being irresponsible to themselves, but also harms the expectations and expectations of families and schools for students. First of all, students should have a more intuitive judgment and analysis of personal ability, and master the real strength of their professional ability through the test and examination in school. Secondly, students should comprehensively strengthen the cultivation of the spirit of hard work, not because of the dissatisfaction of work, the dissatisfaction of life, and the criticism of the management personnel, but in the process of continuous brave progress, enhance self-confidence, improve professional ability, and better complete the relevant tasks assigned by the enterprise. Finally, students should make a clear work plan and reasonably formulate the actual goals they want to achieve in the process of internship. For example, some students hope to stay in the enterprise through excellent work efficiency; Some students hope to take the internship enterprise as the work springboard, and advance to a better enterprise by comprehensively improving their work ability.

3.3.3 Strengthen the integration of working environment

The working environment of enterprises is different from the living environment of schools. Students will not deal with their peers as often as before, nor will they have the careful guidance of instructors. In the internship, every student needs to complete the work assigned by the enterprise within the specified time, and the time of every staff in the work position is extremely urgent. They don't need to face the heavy work pressure just like the students in the school, just to improve themselves. Students in the enterprise should strengthen the transformation of ideas,

actively participate in team building in the work, and better improve work efficiency by integrating into a good working atmosphere. We should communicate more with enterprise staff to help them solve their doubts in work and life. We should actively adopt the opinions and suggestions of the work instructors, further improve our professional ability, improve our psychological state, and face the work problems with a healthier and more sunny ideology.

3.3.4 Correct the practice mentality

In the face of internship, students are often unable to put their work mentality right. They think that internship is only a part of teaching, and they simply deal with the relevant work content with the mentality of completing the learning task. Post practice is the final stage for students to enter the society and the most important transitional period for students to live independently. Students should try their best to complete the comprehensive improvement of their self ability at this stage and lay a solid foundation in order to be handy in their future work and life.

4. CONCLUSION

To sum up, through the analysis and discussion of a variety of practical problems existing in the current mechanical and electrical internship, this paper puts forward solutions at the student level, college level and enterprise level, so as to further improve students' practical ability, enrich students' social practice experience, and help students better integrate into the work. The post practice system is an educational method vigorously promoted by the State Council of our country. Colleges and relevant enterprises should actively respond to the call of national policies, implement relevant work scientifically and reasonably, and improve the education quality of China's education industry.

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Research on the Way and Function of Red Culture in South Jiangxi into Ideological and Political Education in Higher Vocational Colleges -- Taking Jiangxi Vocational College of Applied Technology as an Example

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Abstract: Gannan Red Culture contains the great spiritual connotation of the Chinese Communist Party in the process of revolutionary development, such as fearless of difficulties and perseverance to win the victory. It plays an important role in cultivating college students' firm ideals and beliefs and enhancing ideological and political education. Gannan as a red homeland, has the rich red culture resources and unique local characteristics, combined with the local higher vocational students' ideological education, comply with the higher vocational education reform of education and the positive research to explore the red culture into higher vocational education the paths and methods of education, improving the quality of higher vocational education classroom education, promote to build the red culture education classroom.

Keywords: Gannan Red Culture; Higher Vocational Ideological; Political Education

1. INTRODUCTION

With the reform of vocational education in China, in response to the current demand for vocational and technical talents and higher comprehensive quality talents, all kinds of higher vocational colleges undertake the responsibility of providing technical talents for the development of the country and society, among which ideological and political education has an indispensable impact on talent training.

Under the current teaching background of ideological and political education, the innovation and reform of ideological and political education in higher vocational colleges are urgent. In order to effectively solve this problem and further improve the quality of talent training, the innovation and reform of ideological and political education in higher vocational colleges are urgent. In this paper, combining with the characteristics of higher vocational students and the local red culture character, active exploration of jiangxi red culture in higher vocational education the paths and methods of education, not only rich the ideological education, and promote the development of higher vocational education education, to cultivate students' cultural confidence at the same time, improve students' comprehensive quality, create the best products in red culture education classroom has the very vital significance.

2. CONNOTATION AND IDEOLOGICAL AND POLITICAL EDUCATION OF RED CULTURE IN SOUTHERN JIANGXI

Gannan has a vast territory and advantageous geographical position. The Chinese Communists have led the masses to carry out revolutionary activities for a long time in the southern region of Gannan. The red culture has been developing for a long time here and the red resources have been accumulated deeply. After decades of development, the ancestors of the Communist Party of China have left immeasurable cultural wealth in this red land, among which there are rich red cultural material resources in southern Jiangxi, such as various red memorials and sites of revolutionary bases. It also includes all kinds of non-material culture created during the revolution in southern Jiangxi, such as red letters, red songs, Soviet spirit and so on.

Thus it can be seen that Gannan red culture is an important part of China's red culture, the new generation of young people need to learn Gannan red culture and its profound spiritual connotation to inherit and develop. Since the 18th National Congress of the CPC, Comrade Xi has published a series of important discussions on the inheritance and development of red culture, repeatedly emphasizing that "we should make good use of the red resources, carry forward the red tradition, and pass on the red gene" [1]. In the education teaching, undertake to the student's explanation and analysis of jiangxi red culture is the traditional Chinese revolution cultural heritage, cultivates students to the identity of the red culture, inheriting the red gene, is advantageous to the student four firm confidence, guide the young students unswervingly follow the party, carry forward the patriotic spirit of devotion, consciously blend in personal ideal pursuit of the party and the state.

3. STUDY ON THE FEASIBILITY OF INTEGRATING RED CULTURE IN SOUTHERN JIANGXI INTO HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

3.1 Rigid demand of higher vocational ideological and political education

The spiritual core and value orientation of red culture are deeply consistent with and highly consistent with the teaching objectives of ideological and political theory courses in colleges and universities [2]. Therefore, the

strategy of combining theory with practice should be paid attention to in the teaching process, so that students can understand the theoretical knowledge in textbooks from various perspectives. Textbooks from the perspective of students to master knowledge, increase of Jiangxi red culture, and is beneficial to students from set out actually, know the things around in students, through the interpretation of the actual case to strengthen the class more interesting and promoting students' enthusiasm to participate in the political education class, promoting education classroom atmosphere, enhance the students' strong sexual knowledge.

3.2 The tilt of policy and the advantage of geographical location

Article 20 of Several Opinions of the State Council on Supporting the Revitalization and Development of Southern Jiangxi and Other Former Central Soviet Areas (No. 21 [2012] of the State Council) specifies that the great development of the red cultural tourism industry should be promoted. Gannan area combined with the document requirements to further increase the protection and repair of the site of the revolutionary old residence, play an important role in patriotic education of the revolutionary old residence site. [3] In combination with the policy spirit of the central government, the southern region of Jiangxi has further improved the construction of Red Culture Education Base in many places, such as the Central Soviet History Museum and the Central Soviet Martyrs Cemetery. With Ruijin as the core, it has created multiple routes integrating the development of Red Tourism and historical and cultural tourism. These further promote the brand mining and building of red culture in southern Jiangxi, and provide policy support and material resource support for the integration of red culture into higher vocational ideological and political education. To develop the ideological and political work of red culture in higher vocational colleges, we can take the express train of this series of policy development, make extensive use of the rich red resources in southern Jiangxi, and vigorously develop the red culture.

4. A PRELIMINARY STUDY ON WAYS OF INTEGRATING RED CULTURE INTO HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION IN SOUTHERN JIANGXI

4.1 Establish a systematic learning system

The research achievements of Jiangxi red culture in higher vocational education education as well as the results of the path is less, at the same time, many higher vocational colleges lack of red culture education project learning system, no complete theory support, in view of this, we need to further strengthen the relationship with higher vocational education education of Jiangxi red culture research, establish a systematic learning system, Starting from creating a strong classroom learning atmosphere, we can take learning "Soviet Spirit" as a starting point to explore the deep meaning of Gannan red culture step by step, and give full play to the regional advantages of Gannan red culture. Explain not only stay in at the same time a case of Jiangxi red culture, and to achieve coverage for extracurricular all aspects of the teaching, such as the

layout data collection before class preparation, class to carry out the red culture show such as search for activities such as drama, red, red to join student subjectivity activities enriched the contents of the classroom and the Jiangxi red culture and ideological education and effective link, Establish a systematic learning system.

4.2 Integration of teaching resources

At present, red cultural resources in southern Jiangxi are relatively scattered, and the forms of expression are mostly oral transmission, scene interpretation and song reciting, etc., which are characterized by a slow development speed. Combining with the development status of ideological and political education in our school, the following deficiencies are summarized: In the ideological and political education, the resources of red culture in southern Jiangxi are lacking, and the teaching concept is relatively backward, so it is difficult to support the development speed of the current ideological and political education. Meanwhile, the quality of ideological and political education needs to be improved, with low interest of students and lack of classroom experience of students, and teachers need to be further improved. In order to solve these problems effectively, develop the higher vocational college ideological education, take the initiative to the Jiangxi red culture into higher vocational education in our school education, and further integration of education teaching resources, to carry out the project red culture lecture hall education curriculum, integrated into the red, red songs letter teaching practice courses, promote higher vocational education teaching reform, promote the education teaching quality improvement. Adhere to the way of promoting learning through competition and combining teaching with competition, design rich and colorful red micro classroom competition, open new Long March students' publicity group and other diversified events and activities, further promote the development of the red culture in southern Jiangxi into the ideological and political education in higher vocational education, and promote the diversification of red culture in southern Jiangxi into the ideological and political classroom in higher vocational education. At the same time, AI technology is used in teaching to restore the historical status of Gannan red culture, so that students can intuitively feel the charm of Gannan red culture, improve students' understanding ability of Gannan red culture, and achieve the fundamental purpose of ideological and political education.

4.3 Balanced development with vocational education

While carrying out ideological and political education in higher vocational colleges, they tend to have a certain inclination to practicality. Therefore, in the process of integrating Gannan red culture into ideological and political education in higher vocational colleges, they should also pay attention to the implementation of practicality, attach importance to the combination of theory and practice, and should not be too biased. The arduous struggle the spirit of Jiangxi red culture into higher vocational education, education development is helpful for students to establish lofty ideals, to promote college students' ideal faith education, active will develop

itself into the school development and the development of the national plan, so Jiangxi red culture in higher vocational education education theory with practice, should be from the perspective of school development, And higher vocational education go hand in hand, to do better in the direction of advance.

5. THE ROLE OF RED CULTURE IN SOUTHERN JIANGXI IN HIGHER VOCATIONAL IDEOLOGICAL AND POLITICAL EDUCATION

5.1 Enrich the content of ideological and political education in higher vocational colleges

The integration of ideological and political education in colleges and universities and red culture in southern Jiangxi is conducive to promoting the development of higher vocational ideological and political education and enriching the content of higher vocational ideological and political education. The teaching content of higher vocational education education existing exists universality, the Jiangxi red culture into higher vocational education, education, increase the regional characteristic of higher vocational education education, adjust measures to local conditions to develop ideological education, the local red culture into higher vocational education, education, to strengthen the students study interest of higher vocational education education, promote local red culture, let the students learning thought, thought. Young students are the backbone of the motherland in the future, through the education teaching to set up the correct outlook on life, world outlook, the values are very important, with the introduction of Jiangxi red culture teaching, to strengthen political education classroom learning interests at the same time, the arduous struggle the spirit of Jiangxi red culture is deeply rooted in the students' values, outlook on life, world outlook formation, It is helpful to guide students to form a correct world outlook and promote their all-round and comprehensive development.

5.2 Broaden the path of ideological and political education and improve the level and quality of ideological and political education in higher vocational colleges.

Integrating Gannan red culture into higher vocational ideological and political education is conducive to broadening the path of ideological and political education. At present, there are few academic researches on the integration of Gannan red culture into higher vocational ideological and political education, and few teaching methods combining the reality of Gannan red culture. But at present, the development prospect of red culture in southern Jiangxi is good, and there are many examples and pictures that can be used for reference and spread, which can facilitate the introduction of classroom teaching. Therefore, we should use the new concept, the new development of education and teaching mode, for higher vocational ideological and political education to provide a number of ways, so that higher vocational ideological and political education is not limited to the way of textbooks, broaden the educational ideas, assisted by Gannan red culture deeds or examples. At the same time, it provides a

development direction for the construction of teacher team and points out a new development direction for the development of ideological and political education in higher vocational colleges.

We will help build "double high" colleges and universities, improve the quality of ideological and political teaching, and create excellent courses of red culture.

5.3 Mutual development and common progress

The integration of Gannan red culture into higher vocational ideological and political education is beneficial to enrich the content of ideological and political education, improve the ideological and political teaching system, enhance the class interest, and promote the reform and development of ideological and political education in higher vocational education. In new media network technology at the same time the prevailing at present, higher vocational education in education network media will Jiangxi red culture, sustainable development, the application of new technology and new methods to the spread of Jiangxi red culture stage, greatly accelerated the speed of Jiangxi red culture, and make known to more people know of Jiangxi red culture. The application of Gannan red culture in education and teaching is beneficial to the development and inheritance of Gannan red culture from the perspective of cultural inheritance. Secondly, while integrating Gannan red culture into higher vocational ideological and political education, it also enables students to have a systematic understanding of Gannan red culture. Gannan red culture, with its unique characteristics, will become an important carrier of cultural education in colleges and universities and play an irreplaceable role in other cultural education. [4] Therefore, promoting the integration of Gannan red culture into higher vocational ideological and political education can not only promote the development of ideological and political teaching in higher vocational colleges, but also promote the inheritance and development of Gannan red culture. The two sides interact, make common progress and promote the sustainable development of each other.

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Research on the Situation and Countermeasures of Epidemic Prevention and Control in Colleges and Universities

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Abstract: The normalization of epidemic prevention and control has become a consensus, so colleges and universities also have a huge pressure in front of the epidemic prevention and control. There are many students on campus, and the situation is relatively complex, so we need to pay more attention to the epidemic situation in the management of colleges and universities. This paper analyzes the significance of normal epidemic prevention and control in Colleges and universities, and then puts forward relevant measures for normal epidemic prevention and control in Colleges and universities for reference.

Keywords: Epidemic prevention and control; University management; Epidemic situation

1. INTRODUCTION

Effective prevention and control measures are one of the important steps to overcome the epidemic. In Colleges and universities, if we want to establish a normalized epidemic prevention and control, we need the tacit cooperation and joint efforts of teachers and students, and actively make preparations for the epidemic prevention and control. At the same time, the combination of national regulations on epidemic prevention and control and campus normalization prevention and control is conducive to the realization of a safe campus environment.

2. THE IMPORTANCE OF NORMALIZING EPIDEMIC PREVENTION AND CONTROL IN COLLEGES AND UNIVERSITIES

Colleges and universities have the characteristics of large number of students and large flow of personnel, so whether in the process of the beginning of school or in the campus activities after the beginning of school, they will face the possibility that the epidemic will happen at any time and spread rapidly. It not only brings panic, but also has a negative impact on the normal teaching activities of schools. Therefore, the epidemic prevention and control work in Colleges and universities needs to be normalized. Actively encouraging students to participate in the normalized epidemic prevention and control will help the effective control of the epidemic and help colleges and universities return to normal teaching and learning as soon as possible.

3. MEASURES TO IMPROVE THE EFFICIENCY AND NORMALIZATION OF EPIDEMIC PREVENTION AND CONTROL

3.1 Understand the needs of students

While carrying out epidemic prevention and control, schools should pay attention to the different needs of

students. Understanding the real needs of students can help students design targeted programs and solve difficult problems. Different methods and ways can be used to obtain different students' needs. For example: online survey can effectively solve the aggregation problem and avoid infection. By sending the questionnaire to the students' mailbox, students can fill in the confusion and difficulties in the questionnaire. After filling in, the monitor will collect and sort out the email sent back to the counselors, so as to have a practical understanding of the students' needs. In addition, in the form of dormitory return visit by counselors or team leaders, they should be prepared for protection before and after entering and leaving the dormitory, wear masks, timely measure body temperature, and do a good job in hand cleaning, so as to minimize the possibility of infection at the source. Through the way of communication, we can have an accurate understanding of students' life problems and solve them in time. Pay attention to the psychological problems of students, colleges and universities in carrying out epidemic prevention and control, usually choose the way of closed management, which will have a certain impact on the psychology of students. For this phenomenon, schools can set up psychological counseling classrooms to provide psychological counseling for students. In the counseling, we should also do a good job in the prevention and control of the epidemic, such as timely disinfection, good protection for teachers and students, and control the number of classrooms. The telephone number and wechat of the psychological tutor can also be provided to the students for convenient consultation. At the same time, it is necessary to remind students to consult the psychological tutor during working hours. If students have other needs, they can contact the monitor or counselor at any time [1].

3.2 Disinfect in a timely manner

In Colleges and universities, especially during the epidemic period, it is very important to create a safe learning atmosphere and living environment for students. The school should carry out disinfection and sterilization in time in daily life. For example, schools take teaching buildings and dormitory buildings as units; Colleges at all levels take classes as units and carry out daily disinfection work on a regular basis. The teaching building is in the charge of the cleaners, and the disinfection work is carried out at every corner of the classroom and corridor at 6:00, 12:00 at noon and 10:00 at night; The dormitory building is in the charge of disinfection and sterilization of the corridor. The disinfection work is carried out at 8:00 a.m.

and 4:00 p.m. every day. Masks and disinfectants are provided for students. They are distributed once a week in the dormitory for daily disinfection in the dormitory. Temperature guns and health codes are set at the entrance of the dormitory building and teaching room to be responsible for students' daily health. The temperature meter should be prepared inside the class, and the collective report should be made before 8 a.m. every day. After finishing the sorting, the learning committee members should report to the tutor. For students with fever, they should be sent to the hospital for isolation and treatment as soon as possible. For canteens and other special public places, the killing work should be timely and meticulous, and the daily killing times should be increased according to the situation. For used masks, it is necessary to set a fixed recycling place or use a special garbage can for recycling. Ensure that every detail is implemented during the epidemic prevention and control period..

3.3 Strengthen students' sense of responsibility

During the period of epidemic prevention and control, we should strengthen the cultivation of students' sense of responsibility. To a certain extent, ideological education activities can stimulate students' sense of responsibility and overall situation, and arouse students' enthusiasm for epidemic prevention. For example, we can organize students to carry out publicity and education activities online. While learning epidemic prevention knowledge through video, students can tell the fighting process of the angel in white, and play the touching deeds and documentaries of Wuhan, so as to stimulate students' resonance, establish a sense of social responsibility, and produce precious feelings of home and country. We understand that it is not easy to achieve the results of anti epidemic, and we need to cherish the safe living environment. In addition, we can use the form of online speech to explain our own views on the prevention and control of the epidemic, express our feelings, stimulate students' patriotic enthusiasm, improve students' sense of social responsibility, strive for the revitalization of the country and the nation, and have a sense of the overall situation.

3.4 Carry out online teaching activities

In the epidemic prevention and control, most colleges and universities adopt the closed management teaching mode, in order to avoid the situation of too dense class staff. Schools can also combine online and offline teaching mode. Choose appropriate online communication software, such as QQ, wechat, etc. in the selection of teaching platform, we can teach through mature software such as nailing. We should guide the relevant application skills of the software in time to avoid affecting the class. In the aspect of online learning supervision of students, it is necessary to strictly implement the check-in assessment. For example, we can take photos and check in attendance by means of nailing and punching cards. We can

strengthen the prevention and control by tracking the position of personnel through big data, and at the same time, we can timely urge students to study seriously. Carry out group discussion learning in online classroom, evaluate the students' learning status and learning situation in the way of questioning, and count the assessment results into the final score of students. Online can also guide students to actively discuss relevant hot topics, cultivate students' correct value orientation, enrich and diversify the form of performance evaluation, weaken the objective memory assessment, and flexibly adapt the form of examination. Change thinking, student-centered teaching [2].

3.5 Diversify health education

Colleges and universities can give full play to the role of student associations and create a good epidemic prevention atmosphere on campus. Through the network, bulletin board, LED screen and other ways to carry out the publicity work of epidemic prevention and control, carry out various forms and contents of epidemic publicity and education activities, carry out online health knowledge competition and lectures on epidemic prevention and control, organize online epidemic prevention and control theme class meeting with class as the unit, and guide students to pay attention to health and epidemic prevention and control. Help students form healthy living habits, such as going to bed early and getting up early, ensuring sleep quality, doing personal hygiene, keeping dormitory clean and timely ventilation. Regular diet, no overeating, active exercise, with the school's normal epidemic prevention work, do not believe in rumors, do not spread rumors, establish a correct outlook on life, values, maintain a happy mood.

4. CONCLUSION

Epidemic prevention and control measures can provide effective help to overcome the epidemic as soon as possible. At the same time, normal epidemic prevention and control in Colleges and universities can enable students to face life with a positive attitude in a special period, and continue to study and study in a safe campus environment. Therefore, we should strengthen the normal epidemic prevention and control in Colleges and universities, and create a better learning and living environment for students.

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Research On the Problem of College Students' Faith Education in The Network Age

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Abstract: In recent years, China's economic and scientific and technological development has promoted social progress. Among them, information technology is widely used in our daily life. In view of this, this paper discusses the problem of College Students' belief education in the Internet age, and expounds the specific content of College Students' belief education. It also puts forward the education strategy of belief education for college students in the Internet age, hoping that this paper can provide simple help for those in need.

Keywords: Network era; Contemporary college students; Belief education

1. INTRODUCTION

With the deepening of the concept of "Internet plus", China has gradually entered the Internet society. The Internet has a certain influence on our life. As the talent resources for the future social development of our country, college students' belief education is particularly important. Belief education can affect college students' moral, cultural and political views. Therefore, in the context of today's network era, colleges and universities should use the advantages of the Internet to carry out college students' belief education activities, improve the ideological awareness of college students, and cultivate excellent social talents for our country.

2. THE SPECIFIC CONTENT OF FAITH EDUCATION FOR COLLEGE STUDENTS IN THE NETWORK AGE

The so-called belief is not only limited to religious belief, but also runs through all aspects of our life. In terms of its depth, belief mainly includes moral belief, cultural belief and political belief. Therefore, the belief education of college students is to strengthen the education of their moral belief, cultural belief and political belief.

2.1 Moral belief

Moral belief is the primary content of College Students' belief education in the network era. China is a country with profound cultural heritage. The main content of moral belief education for college students is to gradually infiltrate the moral and cultural treasures left over by thousands of years and the socialist core values of modern society into the thinking and belief of college students. To guide the outlook on life and values of college students, and finally regulate their daily behavior and living habits with moral beliefs. Only under the guidance of moral belief and being an ideal and moral college student in the new era can the real purpose of moral belief education be brought into full play.

2.2 Cultural beliefs

Today's Internet age is an era of intense cultural competition. Therefore, cultural belief education occupies

a very important position in today's belief education. In the process of cultural belief education, the first thing is to inherit the excellent traditional culture of the Chinese nation in the way of innovation and integration, so as to help college students absorb our excellent traditional culture in the process of learning, improve their cultural quality and stimulate their national spirit. In addition, it also condenses our national culture. Secondly, in the process of cultural belief education, we should enhance college students' sense of national responsibility, enhance their cultural consciousness and cultural self-confidence, make them feel the appeal of traditional culture in the process of education, and keep in mind the cultural mission. Finally, on the basis of learning traditional culture, we should learn the advantages of foreign culture and enhance the overall level of cultural quality.

2.3 Political beliefs

The political belief education of college students in the Internet age mainly refers to the recognition, belief and worship of various political forms of social political ideas, political system and political decision-making [1]. The consistency of political belief is more conducive to social stability and national development. Politics is the basic support of a country. In the Internet age, we must strengthen the education of political belief and improve the political identity of college students.

3. STRATEGIES OF BELIEF EDUCATION FOR COLLEGE STUDENTS IN THE INTERNET AGE

3.1 Purify the network environment

Contemporary college students, under the influence and impact of the network, their outlook on life, values and world outlook are undergoing tremendous changes. In today's network era, belief education for college students is not only an opportunity, but also a huge challenge. Colleges and universities should seize the opportunity to carry out faith education, use the Internet to explore a new education platform for faith education. They should study the growth needs and preferences of college students, and select the content and education methods they are more interested in to carry out faith education. In addition, with the rapid spread of information in the Internet age, more and more people choose to express their feelings and opinions on the Internet. However, the Internet is also full of all kinds of negative news, which brings some difficulties to the belief education of college students in the Internet age. Therefore, colleges and Universities should fully consider this problem when using the network platform as an educational channel, For some negative news, we should purify the network environment, strengthen the management and monitoring of network education platform, clear the negative news in the network,

and create a healthy learning environment for college students' belief education. In addition, we should not only strengthen the management of the network, but also strengthen the network moral education of college students, and improve their ability to distinguish negative information. The combination of the two can make the network platform play its real role.

3.2 Strengthen network education

Due to the continuous development of information technology, more and more people pay attention to the use of the network, and the network platform has also brought some convenience to everyone's life. However, in this virtual platform, everyone speaks freely, and the authority of social public and educators is weakened, which leads to the gradual loss of the regulatory function of traditional society [2]. To solve this problem, colleges and universities should use the network platform to strengthen the education of faith, and gradually infiltrate the value of faith into college students' ideas. In addition, we should not only strengthen the penetration of theoretical knowledge, college students are in the stage of good thinking and high thinking sensitivity, so colleges and universities should also take other education strategies to carry out network belief education, improve the education effect, and carry out network science and technology cultural activities that college students are more interested in. For example, when using the online platform to learn to create meaningful life, we can carry out online debate cultural activities, so that college students can express their opinions on the platform and talk about everyone's views on "meaningful" life. In the debate activities, we should understand their ideas, shorten the distance between teachers and students, guide them to establish a healthy outlook on life and create a correct belief in life.

3.3 Improving the comprehensive quality of College Students

Our belief is not a specific form of life, but a spiritual culture that runs through every detail of life, and this culture is not mandatory. Therefore, in real life, college

students have different levels of belief and focus, which can not avoid that some students' moral consciousness is not clear. This situation will be reflected on the Internet, which also has a certain impact on other students. In the face of this situation, colleges and universities should pay attention to enhance the self-discipline and immunity of college students. Through learning Marxism, Mao Thought and other excellent ideological and cultural to arm their minds, enhance their political acumen, but also in the actual study to guide them to correctly identify the network information, cultivate their sound personality and noble moral sentiment. In life, we should not be a person who lacks moral belief, nor a person who listens to rumors. We should treat people and things correctly and shape a healthy personality.

4.CONCLUSION

In a word, college students, as the main builders of China's social development, should not only pay attention to the education of their professional skills, but also their ideological and belief education. Under the background of the Internet age, we should actively participate in the exploration of College Students' belief education. Relevant colleges and universities should also face up to the shortcomings of belief education in the process of education activities, and actively take improvement measures to promote the all-round development of college students.

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The Value and Practice Path of Labor Education in Private Colleges and Universities in The New Era Are Explored

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Abstract: In the new era, under the rapid development of information society, the mode of education has changed and the access to educational resources is more simple, so labor education is often neglected. Based on the educational work of private colleges and universities, this paper makes a detailed analysis of the value and practice path of labor education in private colleges and universities in the new era, with a view to fully understanding the practical significance of labor education and making it play a more important role in cultivating students' comprehensive quality.

Keywords: New era; Labor education; Private colleges and universities

1. INTRODUCTION

The fundamental goal of educating people in colleges and universities lies in the overall improvement of skills and quality, especially under the infiltration of labor education, which has a very significant effect on improving students' basic ability. The labor education advocated by the new era is no longer the pure physical activity in the past, but a better understanding of labor value from the aesthetic and emotional point of view, which is compatible with Marx's theory of "aesthetic-life support" and becomes part of the education system.

2. THE VALUE ANALYSIS OF LABOR EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES IN THE NEW ERA

2.1 Labor education is the proof of the essence of human self-consciousness and freedom

From the point of view of the division of human activities, can be divided into theory, practice and production of three levels, and labor is the realization of the above-mentioned organic combination of the key process, has an important value and status. First of all, in the process of labor embodies the difference between man and animal. The transformation of human beings to the world makes labor products durable, in other words, human beings change the passive dependence on nature through labor, and realize the extension of the scale of survival. Secondly, people in some externalized labor means and links can directly or indirectly through labor products to establish a clear understanding of their own ability. Third, in the process of self-awareness, it also contains respect and recognition for the fruits of other people's labor. Finally, human beings can externalize the labor spirit through the exchange of labor items and realize the dualization of spirit and behavior. At the same time, from their own needs of the labor itself is a symbol of human self-

conscious freedom, but also can produce artistic beauty and labor joy[1].

2.2 Labour education can be alienated into a direct means of livelihood

As the embodiment of human nature activities, labor should be led by consciousness and environmental freedom under the conditions, so as to complete the creative development. In terms of alienated labor, it has become a survival activity. On the one hand, in the process of labor alienation, we should give full play to human creativity and realize the alienation of nature. Normalized labor is defined as a means of livelihood and continues to alienate as the living environment changes. On the other hand, the labor process needs certain scale control and relationship maintenance, in order to comb its own relationship from the labor process, that is, we often say the domination and domination. In short, in the process of the development of labor alienation, human beings not only generate their own labor behavior relations against dissidents and hostile forces, but also attach the trading relationship of producing products, thus helping human beings to create opportunities for livelihood.

2.3 Labor education is the all-round development of alienation of labor to overcome

Labor education has always emphasized the aesthetic of self-consciousness and freedom, so it is easy to separate from the realistic latitude of labor, especially for education, labor can not only as a means of earning a living and empty the inner meaning. From the development process of labor education, there are also differences in different historical stages, different productivity levels, labor intensity and deep-seated significance. Therefore, we should find the transition point accurately, realize the overcoming of alienated labor and ensure the freedom of human beings in labor education while liberating the labor force. In the new era, labor education should also take an objective look at labor value from the historical point of view, so as to realize the secondary creation of value in the process of exploring labor value. Starting from grasping the duality of life maintenance and aesthetics, we should make use of the intermediate link of production and labor activities to accurately locate the benchmark point of labor education in the new era and constitute the feedback system of labor education.

3. A STUDY ON THE PRACTICAL PATH OF LABOR EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES IN THE NEW ERA

3.1 Insist on the unified development of moral, intellectual and physical beauty

The significance of labor education is not only reflected in material production, but also in the existence of human activities, because material production is only the beginning of labor and not the end point, the cultivation of independent and independent personality is the ultimate goal of labor education. In view of this, private colleges and universities should break through the limitations when carrying out labor education, take labor activities as the main line, and promote the coordinated development of students' bodies and minds. First of all, the basic point of quality education is extended, that is, labor education as a supplement to moral, intellectual, physical and aesthetic education, in the tangible labor behavior, improve students' physical strength and intelligence, and on this basis, to achieve the sublimation of aesthetic pursuit. Secondly, give full play to the guiding significance of labor education, through the standardization of labor value, change the educational form, so that labor evaluation to achieve value determination. Finally, the development of labor education in colleges and universities in the new era should dig deep into the intrinsic significance, improve the combination of theory and practice, so as to expand and improve the comprehensiveness of educational activities based on the dimension of labor education[2].

3.2 Insist on cultivating the formation of labor wisdom

Emancipated labor can also be called the elimination of labor alienation, and labor education should also be carried out in the spirit of restoring the essential meaning of labor, so as to cultivate the formation of labor wisdom. On the one hand, combined with labor education to train students' ability to innovate practice. As we all know, the formation of labor wisdom requires the accumulation of some practical experience, so in the process of labor education is to emphasize a certain degree of "physical labor", so as to form a basic understanding, for the application of theoretical knowledge to establish a foundation. On the other hand, through labor education to encourage creative thinking, to help students build a sense of honor, and from which to harvest the sublimation of labor emotions. In addition, the cultivation of labor wisdom also needs diversified teaching methods as the basis, including "school-enterprise cooperation", "engineering post practice" and so on, to give full play to the advantages of educational resources, to create labor scenarios, so as to integrate the application of fragmented theoretical knowledge, to build a systematic labor education system.

3.3 Insist on the pursuit of aesthetic realm of improvement

In the new era, the development of education work should be integrated with information technology, so as to realize the deepening of the value of labor education. First of all, based on the cultivation of labor skills to carry out spiritual value mining, to complete the ability to the transformation of skills. Secondly, grasp the opportunity of the development of the times, strengthen the importance of labor education, from the perspective of curriculum arrangements and facilities input to strengthen. For example, the "artisan spirit" advocated by contemporary us is a typical representative of the high degree of combination of skill and value aesthetic, and strive to help students develop a firm and focused spirit of labor in the process of labor education. Finally, refine the teaching link, find the students' interest points and enlarge it, so that the main thrust of labor education is no longer to master the skills of livelihood, but to fully appreciate the labor education process of pleasure and sense of achievement, so as to produce the passion to create labor, to achieve the artistic transformation of the labor process. To help students to establish the concept of "still art", the pursuit of aesthetic realm.

4.CONCLUSION

To analyze the value and practice path of labor education in private colleges and universities in the new era, the first thing to do is to clarify the value of labor education, and then carry out labor quality education based on the various teaching resources of private colleges and universities. At present, with the progress of the times, the importance of labor education in the overall education system has also been improved, so we should strengthen the attention in this regard, through the enrichment of teaching methods, improve the effectiveness of labor education.

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Study on The Mental Health Level of College Students and Its Influencing Factors

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Abstract: With the continuous implementation and development of quality-oriented education and teaching, the mental health of college students has gradually become an important research topic for the implementation of quality-oriented education in modern colleges and universities. According to the current research results of relevant researchers on the mental health level of college students, the differences of various data obtained are relatively obvious, the lowest difference is 4%, but the highest difference is up to 60%. To some extent, these data and conclusions indicate the unhealthy physical and mental health of contemporary college students. Most of the reasons are the psychological problems of contemporary college students caused by the great pressure of study and employment as well as the intense pressure of social competition after entering the society. This paper analyzes and discusses the mental health level of college students and its influencing factors in order to provide relevant reliable basis for the current mental health education in colleges and universities.

Key words: Contemporary college students; Mental health level; Influencing factors; Practice research

1. ANALYSIS ON THE MENTAL HEALTH LEVEL OF CONTEMPORARY COLLEGE STUDENTS

The World Health Organization has redefined people's health, believing that people's health no longer only represents the absence of physical diseases, but also requires the integrity of people's psychological state and social adaptability. Therefore, colleges and universities have strengthened the attention to the mental health level of contemporary college students. According to the results of practical investigation on the mental health level of college students at the present stage, it is not difficult to find that the prevalence of mental health diseases and the overall standard mental health level of college students exceed the national norm. There are obvious differences in the prevalence and severity of mental health diseases between male and female college students, between different grades and between different places of residence. Nowadays, mental illness has become one of the main reasons for contemporary college students to drop out of school and suspend schooling. It has produced a lot of adverse effects on the social adaptability of contemporary college students, the overall development of physical and mental health and the improvement of students' comprehensive literacy. Based on this, the article will from the self-assessment lists of symptom, the ways of parents teaching evaluation questionnaire, social support rating scale of a university survey of college students, from the school level, the ways of parents teaching, the

nature of the school, as well as the social support and so on many aspects analyze and explore the influential factors, provide the basis for college mental health education and effective suggestion [1].

On the one hand, according to the analysis of the mental health level and status quo of college students, the proportion of mental health factor scores and total scores of the investigated subjects were slightly higher than the proportion of the overall norm from the self-rating results of severity 0-5 in the symptom self-rating scale. In particular, school level, parental rearing style, social support and mental health factors are the most obvious influencing factors, while school nature, family situation and regional geographical environment have slightly less influence on students' mental health. The correlation between parental rearing style and psychological symptoms 9 introduction report pointed out that the father and mother's emotional relationship, warmth and understanding, excessive interference and protection, excessive punishment and harshness, as well as parental preference, denial, rejection and other factors are closely related to mental health factors.

On the other hand, in the multiple regression analysis of the influencing factors of college students' mental health status, the influencing factors such as school level, school nature, social support, family status and parental rearing style were taken as independent variables, and the factors and total scores of the self-rating scale of symptoms were taken as dependent variables to conduct multiple regression analysis. It is concluded that the partial regression coefficients of school nature, school level, parents' emotional relationship and social support have a more serious adverse effect on students' depression, anxiety, hostility, paranoia, psychosis, etc., showing a negative value in the regression analysis. Partial regression coefficients such as parental divorce, punishment and severity, preference, refusal and denial, excessive intervention and protection showed a positive trend for students' mental health problems such as compulsion, interpersonal relationship psychosis, depression and paranoia.

2. OVERALL ANALYSIS OF MENTAL HEALTH STATUS OF COLLEGE STUDENTS

Through various forms of investigation and analysis methods, the mental health status of contemporary college students were studied, summed up the mental health status of college students, the mental health level of the investigated object was higher than the overall norm. The survey shows that the mental health level of college students in hostility and bigotry influenced by the factors have great differences, in the gender of the mental health

by the factors are basically the same. Through the analysis and comparison, it is found that this conclusion is consistent with the previous research results on the mental health level of college students. At the same time, compared with previous studies, the results of this survey have a higher proportion of the average score of factors. Mental health problems of college students mainly focus on social life adaptability, personal growth, love and emotion, interpersonal relationship and students' entrepreneurship and employment, etc. These problems are closely related to the current family environment, learning environment and learning environment of students [2].

3.ANALYSIS OF THE MAIN INFLUENCING FACTORS OF COLLEGE STUDENTS' MENTAL HEALTH PROBLEMS

3.1 School environmental impact

The factors of students' mental health will vary greatly because of the different levels of the school. For example, key undergraduate colleges, general undergraduate colleges and higher vocational colleges in the school environment, school scale, teaching conditions. There are great differences in the faculty and management system, which, to a certain extent, affects students' mental health to different degrees. In addition, the mental health level of many students has a certain correlation with whether the school is a private school or a public school, especially many contemporary college students' hostile, anxiety, psychosis and other bad mental health factors are all due to the students living in different campus environments. Students are influenced by different learning environments, school ethos and teaching conditions in different school environments, and their growth track affects the development of the school, which affects and restricts each other. From the perspective of the physical and mental health development of college students, because students have just transformed from high school students to college students, from the wings of their parents, students who have not experienced setbacks and difficulties will have a lot of maladaptive factors, which seriously affect the comprehensive physical and mental health development of students. Students in this lack of learning and life goals and lack of consciousness and self-control, will have excessive dependence and bad habits in life habits and ideology. The demonstration and exemplary role of teachers to students in classroom teaching practice exerts an imperceptible influence on

students' quality and living habits [3].

3.2 Impact of family environment

Parental rearing style, whether the parents are divorced, whether the family atmosphere is harmonious, the education level of the parents and career planning have a more serious influence on the mental health level of college students. For students, parents, teachers and students' first teachers. Family environment factors such as the harmonious relationship between children and their parents, the way of education, the occupation they are engaged in, and whether students have a sense of security directly affect the development of children's mental health. At the same time, parents' marital status, emotional relationship, excessive severity and protection have a direct impact on children's psychological development and personality.

4.CONCLUSION

To sum up, through years of investigation and research, it is not difficult to find that the mental health level of contemporary college students is closely related to the school level and the school nature. Contemporary college students lack of self-worth and goal in life is the outstanding performance of the mental health problems, school, family and society should draw high attention and concern, in many ways for students to create a healthy, good, excellent growth environment, learning and improvement, positive, positive publicity and education for the students, guide students to set up the correct world outlook, the outlook on life and values, Effectively promote students' mental health.

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Course Construction of "High Frequency Electronic Circuit" in Communication Technology Major Construction under CDIO Mode

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Abstract: Under the new situation, "high frequency electronic circuit" belongs to the required course of communication technology major, theory and practice is strong, there are not high interest in learning, learning difficulty and other problems, and circuit experiment is difficult to debug, abstract concept, complex circuit, analysis methods complex. Using CDIO teaching mode, an integrated teaching system of "teaching and doing" can be established based on student-centered teaching. Based on theory, experiment and assessment, the training ability of basic knowledge, team spirit and individual ability should be further emphasized. Therefore, this paper first puts forward the main content and problems that need to be explored, and then, combining with the current development status, puts forward targeted and scientific curriculum construction measures.

Key words: CDIO mode; Communication technology major; High Frequency Electronic Circuit

1. PROBLEM PRESENTATION

"New engineering" professional background, the construction of modern economic system of the strategic support is innovation, to achieve innovation from the essence, it needs to be at the top level design, on the basis of deepening the reform of science and technology, take the student as the center, enterprise and market demand oriented, towards the innovation direction of the implementation of the development of fusion depth study. "High frequency electronic circuit" belongs to a basic discipline of communication engineering specialty, which covers a wide range of contents, strong flexibility and great practicality. Most of the students are relatively difficult to learn and lack of interest in learning [1]. At this point, the CDIO teaching mode comes to everyone's vision. This kind of teaching method, not only can will combine theory with practice, you can also "training practice, theoretical study, experimental operation, design report", on the basis of arouse the students' interest in learning, in the blend of theory and practice, achieve mastery through a comprehensive, improve hands-on ability, enhance the ability of solving practical problems, strengthen innovation ability.

2. THE COURSE CONSTRUCTION MEASURES OF "HIGH FREQUENCY ELECTRONIC CIRCUIT" IN THE MAJOR CONSTRUCTION OF COMMUNICATION TECHNOLOGY UNDER CDIO

MODE

2.1 The combination of moral character and knowledge

In the current situation, in the process of mutual integration of "high frequency electronic circuit" and CDIO teaching mode, it is necessary not only to express the cultivation of students' knowledge and skills, but also to enhance students' ideology and morality and improve the construction of quality-oriented education. Only after having a good professional ethics, can increase social responsibility, improve the development of social team spirit, establish a good love and responsibility. Enhance individual connotation and accomplishment development to the maximum extent. In addition, teachers also need to uphold the main ideas of the scientific concept of development, care for their students, and improve their professional standards, in the words and examples, infect students, set an example, maintain students to establish the correct three views, the formation of a sound personality.

2.2 Implementation of teaching content

The course of "High Frequency Electronic Circuit" for students majoring in communication engineering mainly involves the contents and knowledge of high frequency power amplifier circuit, linear spectrum shifting circuit and other series. It needs to have an engineering application background, and it will also involve mathematics, systems development and other majors. After the CDIO concept is introduced into the curriculum content, it is necessary to pay attention to the integrity of the textbook, the expansibility of the teaching content, the vertical connection of the teaching, the reasonable distribution of the teaching mode, and the participation of the teaching process. In experimental teaching, attention should be paid to students' team ability, problem analysis ability and problem solving ability [2].

2.3 Teaching methods and organizational forms

First, theory teaching in CDIO mode. First of all, it is necessary to attach importance to the teaching of the introduction content. In this way, the reasons for students' low interest in learning are analyzed. Under the guidance of the introduction, students are allowed to understand the history of the development of relevant content, explore the principle and find the basic framework. For example, we can also analyze the cutting-edge new knowledge of wireless sensor network, ZigBee, RFID and other cutting-edge knowledge in actual cases, so that students can perceive the application value of the subject based on

these knowledge and stimulate the corresponding learning interest. Secondly, it is necessary to increase the cultivation of engineering system design. That is to say, it is necessary to fully integrate theoretical courses and practical courses to reflect the principle and framework of sending equipment, so that students can understand the relationship between the system block diagram and the contents of each chapter, and analyze the roles played by the chapters. Defining the way of system engineering design, increasing the output of information waveform, ensuring the conversion of system unit circuit, and improving the connection between knowledge points. Finally, attention should be paid to students' ability to analyze problems. That is to say, based on the circuit simulation software, it is necessary to implement effective simulation mode for each unit circuit, analyze each major index, and explore simple parameters. According to the optimization of circuit performance, analyze the dynamic performance construction, keep the reasonable development and design, complete the related debugging work. And can also on the basis of this technology, analysis of the failure point, determine the location, increase the ability to repair, enhance the ability to solve actual problems. Second, practical teaching under the CDIO engineering education mode. First of all, the need for project approval. That is to say, on the basis of this mode, it is necessary to analyze the needs and tasks of the project, collect relevant information, increase the capacity of knowledge reserve, and determine the corresponding reasonable implementation plan. To enhance students' interest in learning, enhance corresponding innovation ability, and maintain the development and extension path of science [3]. Secondly, it is necessary to establish the implementation of the project. That is to say, it is necessary to combine the design, implementation and operation together on the basis of the practical training, complete the construction of the project schematic diagram and other contents, and maintain a good process development. In addition, in order to narrow the gap between students and actual posts, teachers need to establish a real professional working environment. For example, in the radio practical training project, teachers can use welding method to increase the guidance of enterprise assembly line operation. On the basis of post rotation construction, teachers can maintain the real experience of various posts, verify theoretical knowledge in the experience, and improve the adaptability of posts. Finally, in the acceptance process of the project, each team should elect a representative, and use PPT to increase the construction of project summary report and improve the opportunity of functional demonstration. In practice, the comprehensive evaluation of students' learning situation is carried out.

2.4 Learning test and learning summary

After using CDIO mode for teaching, students' teamwork ability and language expression ability have been effectively improved, and they can actively think and internalize knowledge. In practice, complete the design of

the intercom circuit, complete the circuit function construction, for the practice of the development of the link to provide a good development power. Individual student modulation of the walkie-talkie in the receiving or delivery, there is also a large noise problem. We need to further improve ourselves and improve the results of practice in cooperation and exchange. Cultivate the application ability of the project to the maximum extent and keep the integrity of the knowledge structure.

3. CONCLUSION

With the progress of society, the practice and application of CDIO mode in the course of High Frequency Electronic Circuit can not only combine theoretical knowledge with practical knowledge, but also stimulate students' enthusiasm for learning. Based on job demands, it improves the pertinence and timeliness of personnel training, cultivates the sense of team assistance, promotes the construction of innovation ability, strengthens the ability of cross-border integration, realizes the close integration of theory and practice, achieves the realm of learning by doing and doing in learning, and cultivates more new engineering innovative talents for the society.

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A Study on The Development of County Economy in Zhengzhou City

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Abstract: County economy is an important part of connecting urban economy and rural economy. Through the elaboration of the present situation of the development of the county economy in Zhengzhou, this paper deeply analyzes the problems existing in the development of the county economy in Zhengzhou, and further discusses the problems existing in the county economy, such as the insufficient level of urbanization, the difficulty of the county financial operation, the slow adjustment of the industrial structure and the large outflow of production factors. Finally, from the adjustment and optimization of the county economic structure, building characteristics of the county, strengthening the regional economic cooperation and opening to the outside world, promoting the integration of urban and rural areas, increase the support for the county economy, optimize the environment to build the county economy development platform and other aspects of high quality development of the county economy in Zhengzhou City put forward relevant suggestions.

Key words: Zhengzhou; County economy; Economic development; High quality

1. INTRODUCTION

County economy has become a new growth point of national economic development in China and provides a driving force for China's economic development and social progress. The development of county economy has an inseparable relationship with the sustainable development of China's overall economy. The development of county economy has become an important part of the overall development strategy of the country. Zhengzhou municipality has jurisdiction over 6 districts, 1 county and 5 county-level cities. By 2020, the total land area of the county is 2472.92 square kilometers, accounting for 33% of the total area of the city, with a permanent population of 10.352 million and a gross regional product of 1.03 billion yuan. The county economy plays an important role in the economic development of the whole city. The development of the county economy is conducive to the transformation of the economic development mode of Zhengzhou, so as to achieve scientific and sustainable development.

2. THE CURRENT SITUATION OF COUNTY ECONOMIC DEVELOPMENT IN ZHENGZHOU

2.1 Mainly county agricultural economy.

Agricultural economy and rural economy play an important role in the county economy, which determines the development of the county economy to a great extent. In 2019, the city's grain sown area was 4.48 million mu, with a total output of 1.53 million tons, and the

comprehensive mechanization rate of major crops was 83%. The total vegetable planting area is 1 million mu, with a total output of 2.2 million tons. In 2019, the pace of agricultural industrialization has been accelerated. There are altogether 31 agricultural industrialization clusters above the municipal level and 13 provincial agricultural industrialization confederations in the city. In 2019, the annual sales revenue of the city's leading agricultural products processing enterprises was about 42 billion yuan.

2.2 The comprehensive strength of counties has been further enhanced. In the evaluation of the national top 100 economic and social development, in 2002, there was only one city in Zhengzhou, which was Gongyi, ranked 61st. Among the top 100 counties and cities with comprehensive economic competitiveness in 2019, Henan has 8 seats, while Zhengzhou has 6 seats. Specifically, Xinzheng (35th), Gongyi (65th), Xinmi (66th), Dengfeng (71st), Zhongmou (82nd) and Xingyang (95th) are listed. Many counties and districts in Zhengzhou were listed on the list, which fully reflects the further improvement of comprehensive strength of each county and district.

2.3 Unbalanced county economic development.

Zhengzhou's development at the county level is quite different, among which Xinzheng has the highest per capita GDP, while Zhongmou County has the lowest. Zhongmou County has the weaker economic strength among the six counties and cities, while Xinzheng ranks the first in terms of economic strength. In the index of per capita disposable income of farmers, Xinzheng had the highest, exceeding Zhengzhou 2,423.64 yuan, and Dengfeng had the lowest, with a difference of 6,993.13 yuan. This index shows that there is a large gap between Xinzheng and Dengfeng, and the economic status of Dengfeng is relatively backward.

3. THE MAIN PROBLEMS FACING THE DEVELOPMENT OF COUNTY ECONOMY IN ZHENGZHOU

3.1 Imbalanced regional development

In 2019, Zhengzhou's GDP was estimated to be 1,158.97 billion yuan, ranking 15th among major cities in China. That is an increase of 144.64 billion yuan compared with the preliminary GDP calculation value in 2018. In 2019, the city upper districts ranked lowest in the preliminary GDP calculation, with a total GDP of 15.85 billion yuan, with a nominal growth rate of 23.00%. The GDP difference between Shangjie District and Jinshui District is 159.45 billion yuan, with a huge gap, and Gongyi City and Xinmi City showed negative growth. In addition, Xinmi City, Xingyang City and Dengfeng City also showed a large negative growth. Through the analysis, it

can be seen that the economic development gap between the counties and districts in Zhengzhou is large, and the imbalance of economic development between the strong counties and the weak counties is difficult to eliminate in a short time.

3.2 The level of urbanization is insufficient

The urbanization rate of Zhengzhou is accelerating. In 2018, Zhengzhou had a total of 10.136 million people, an increase of 2.6% over the previous year. The urban population was 7.438 million, an increase of 4.2%, and the urbanization rate was 73.4%. However, there are still many deficiencies and gaps in the level of urbanization compared with the counties in Zhengzhou. At present, there are 6 counties in Zhengzhou that belong to the rapid urbanization development period. The low urbanization rate indirectly reflects the poor infrastructure in this region, the low industrialization degree at the county level and the unbalanced regional development.

3.3 County-level finance is in difficulty

County-level fiscal sources are single, and the gap in per capita fiscal income is too large. Xinzheng is the highest county (district), its general public budget revenue is 7.504 billion yuan, the lowest county (district) is 1.434 billion yuan, the highest and lowest counties and districts gap of 6.07 billion yuan, the gap is very wide. The development of county economy is hindered by the insufficient supply of development funds, the difficulty of operation and turnover, the lack of necessary construction investment, and the lack of funds for infrastructure construction and environmental governance construction.

3.4 Large outflow of production factors

Zhengzhou city county in the rural surplus labor is more, but because of the lagged urbanization rate and the level of industrialization development, the local industrial sector expansion is slow and town on the ability of absorbing rural surplus labor shortage, rural migrant workers are mostly selected or select the surplus labor force in business, although by going out to a certain extent increased income for farmers, But a large number of labor drain is not conducive to the development of county economy. There are also problems in the county, including the lack of advanced and sophisticated technical talents, the lack of necessary investment and versatile talents. Many of the county's talents, after receiving higher education skills training, have left the country in large numbers and choose to work in big cities. At the same time, the funds of county finance for establishing and improving infrastructure and increasing development investment are limited, and the vitality of county economy is low, resulting in a large loss of production factors.

4. COUNTERMEASURES TO PROMOTE THE DEVELOPMENT OF COUNTY ECONOMY IN ZHENGZHOU

4.1 Adjust and optimize the county economic structure

It is of great significance for the sustainable development of the region to choose the leading industry in line with the regional structure and economic status. Each county according to the development of different regions, adjust measures to local conditions, because of the potential, foster strengths and circumvent weaknesses, adjust and

optimize the structure of the county economy, set up leading enterprises, give full play to the leading enterprise in the industry demonstration model role models, development of tourism industry for the promotion of economic role fully, thus realize the optimization and upgrading of industrial structure, agricultural modernization, We will make agriculture more intensive, industrialized and large-scale, speed up the development of the tertiary industry, enhance our capacity for sustainable development, and provide new driving force for economic growth.

4.2 Build characteristic counties based on reality

The development of county economy not only focuses on the optimization and upgrading of traditional industries, but also relies on county resources to develop characteristic industries. We will give full play to the distinctive advantages of rural areas and develop ecological agriculture and leisure agriculture. Characteristic industry agglomeration can effectively gather the speed of county economic development and accelerate the formation process of county brand. Therefore, each county in Zhengzhou should focus on the actual situation of the county and focus on the development of characteristic industries, and do a good job in industrial development planning and positioning, so as to give full play to the radiating and driving role of characteristic industries and improve the industrial system of county economic development.

4.3 Strengthen regional economic cooperation and expand opening up

County economy development quality improvement need jumping out of the scope of the county administrative boundary break the limitation of time and space, speed up the convergence of county economy and regional economy, fully integrated and use of regional resources and markets, through the complementary advantages, ecological building, will develop the county economy in the global, national, the province and the city's situation and the development strategy to the overall situation of measuring and positioning, Seek comparative advantages and development opportunities, improve the quality of county economic development. Strengthening the economic exchanges and cooperation among counties is conducive to the formation of win-win cooperation among county economies and better optimize the allocation of resources among county economies. In order to realize the rapid development of county economy, we must seize the opportunity of regional economic cooperation, respect the law of market, and take the initiative to innovate, connect closely and expand cooperation.

4.4 Strengthen urban construction and promote urban-rural integration

Accelerate the integration of urban and rural economic development, which is conducive to the optimal allocation of urban and rural resources, fundamentally promote the transformation of the growth mode, and accelerate the process of new industrialization. To speed up the urbanization construction, solve the problem of "agriculture, rural areas and farmers", promote the transformation of rural surplus labor, improve the regional

industry aggregation degree, strengthen the radiating and driving play of leading industry, at the same time, improve the urban areas of infrastructure construction, improve the urban living environment, strengthen urban service function, promote the orderly rural population transfer to the town.

4.5 Strengthen the support for the county economy

The development of county economy needs to strengthen the strategic layout and top-level design of county economic development, focus on the county, give play to the macro-guiding role of the government. Governments at all levels should gradually incline to the county in terms of policies, and give timely macro-guiding information according to the characteristics of the economic development of each county. Prevent blind development led to a vicious competition, focus on the county economy in the weak link in the process of development, in a timely manner to give financial support, "their" capital of ease, and improve the county area, the difficulty of financing, policy implementation and tilt and all kinds of factors of production to the county industry agglomeration, thus promote sound and rapid economic development of the county.

4.6 Optimize the environment and build a platform for county economic development

Adhere to the strong county of ecological county, ecological, scientific planning, a strong advance, constancy, and for a long time to work, like eye protection to protect the ecological environment, ecological environment, with the consideration humans extend to other life never at the expense of the environment, waste of resources in exchange for temporary economic growth, make the castle peak in, expected beautiful, fresh air, in the development of the protection and development in the protection, Provide a broad and long-term platform for the

development of county economy.

5. CONCLUSION

County area economy is one has infinite hope, face the economy of sunrise. Developing county economy is the realistic need of building a well-off society in an all-round way and the objective requirement of coordinating the development of regional economy. The development of county economy requires us to unswervingly carry out the new development concept and implement the people-centered development thought. We should accelerate the formation of a new pattern of economic development with prominent characteristics and accelerate the process of industrialization and urbanization in Zhengzhou by connecting urban and rural areas. It is conducive to the implementation of the focus of the 14th Five-Year Plan, to build a moderately prosperous society in an all-round way, to achieve the overall goal of rural revitalization, to better solve the problems of agriculture, rural areas and farmers, and to better and faster promote the high-quality development of Zhengzhou's economy.

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The Generative Mechanism Of Intelligent Logistics Industry And The Construction Of Intelligent Logistics System

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Abstract: This paper will introduce the generation mechanism of intelligent logistics industry in detail. Through professional research and investigation, it will find out three types of indicators for building intelligent logistics system, such as technical basis, platform function and guarantee system, so as to effectively promote the efficient development of intelligent logistics industry.

Key words: Logistics industry; Wisdom; Intelligent Logistics System

1. INTRODUCTION

With the rapid development of logistics industry, in and after the efficient integration of network information technology, it entered the new stage, the wisdom of the logistics in the stage of the logistics industry with stronger service idea and way, brought new energy to the national economy, the logistics technology constantly updated and improved today, wisdom logistics development will be more perfect.

2. GENERATION MECHANISM OF INTELLIGENT LOGISTICS INDUSTRY

Generally speaking, the internal logistics management elements of the intelligent logistics industry are highly dynamic and refined, which makes the logistics process more informationized, the logistics information is networked, the logistics operation is integrated, the logistics processing becomes intelligent, and then the intelligent logistics industry is achieved.

For the formation mechanism of intelligent logistics industry, first of all, relevant personnel should design a set of standards related to intelligent logistics. The standard specifications should have system interaction and data commonality, and such complete logistics industry standards should be used to realize intelligent logistics. At the same time, the wisdom logistics managers need timely set up cloud data repository, the database for logistics information is an important source of wisdom and its internal work, business level and design difficulty is the highest level, within the wisdom logistics data resources include e-commerce, warehouse management, transportation management, resources, and catalog repository. Second, the relevant staff to design the suitable logistics support platform, mainly for the logistics enterprise in this platform to provide public information services, with the aid of the wisdom of the logistics industry, also can timely set up data exchange, credit management, DengZi multigang service and emergency services platform, and then offer some wisdom logistics industry data to support. Finally, logistics managers will

be opened in daily work is given priority to with wisdom logistics application service, the service is multi-purpose in public service enterprise, logistics service enterprises and the shipper within an enterprise, by the corresponding supervision department to complete the service project supervision, using wisdom logistics platform of logistics information technology can effectively enhance the control level, Its regulatory services include enterprise decision-making, finance and insurance, logistics services and freight services, etc., thereby enhancing the overall development level of the smart logistics industry [1].

In the process of intelligent logistics industry, in order to enhance the efficiency of its service management, relevant personnel should timely build a smart logistics system, and use the scientific development within the system to promote the overall operation level of the smart logistics industry.

3.EFFICIENT CONSTRUCTION OF INTELLIGENT LOGISTICS SYSTEM

3.1 Technical foundation construction

During the process of building a smart logistics system, relevant personnel need to confirm the basic technologies they use. Specifically, communication network technology, cloud computing technology, Internet of things technology and big data technology can be used. For wisdom logistics system of Internet of things technology, it can use barcode, sensor and video identification to complete the product awareness of logistics market, the commodity items, finished goods and raw materials, spare parts logistics to carry out comprehensive perception, and its internal information automatically, to the wisdom of the logistics management provides the effective data support. In the process of using big data technology and relevant personnel in the technology can be used to complete the information prediction, mining, storage, processing, extraction and analysis, effective control of goods within the logistics market and business flow, use big data technology to complete the finished goods and raw materials sales, regional distribution, record Numbers of transactions. Relevant personnel can also use cloud computing technology and communication network technology at the same time to transmit the data processed by communication network technology to the cloud computing center. Data management technology and virtualization technology can be used in the cloud computing center with cloud computing technology to timely integrate the massive data in the smart logistics market. To provide related enterprises with a relatively

complete, process-oriented, standardized logistics collaborative services, effectively complete the unified control of capital flow, logistics, business flow and information flow.

3.2 Set platform functions

Generally speaking, the intelligent logistics system platform will have multiple functions, such as intelligent warehousing, intelligent packaging, intelligent distribution and intelligent transportation.

First, in view of the wisdom within the logistics platform of intelligent storage function, the internal control with a number of devices, locker, goods, work platform and intelligent robot, intelligent features of the storage system has a strong all-round management related object storage location, frequency and outbound time, etc., relevant personnel also can borrow the monitored storage condition monitoring system is reasonable, Use appropriate data analysis to ensure the storage effect of the items. Second, the intelligent packaging for another beneficial wisdom logistics platform function, can be used when performing intelligent packaging testing technology and intelligent sensing technology, use relevant science and technology to sense the packing of the goods after attribute, and store the class attribute to wisdom logistics platform, through the judgment of the data mining and the comparison can be given appropriate packaging proposal, Then improve the packaging effect of related logistics products. Third, in the process of carrying out intelligent distribution, the relevant personnel can use the relevant data model to explore the quantity, type, distribution mode and distribution time of the delivery of goods, and use the appropriate network technology to complete the corresponding scheduling work, and then enhance the scientific nature of the distribution plan. Fourth, similar to the role of intelligent distribution, intelligent transportation can use network technology to find out the weather conditions of the goods to be transported, transportation distance, its own characteristics, the use of the optimization of the route to generate intelligent transportation track, and then complete the intelligent transportation work. Relevant personnel should also monitor the whole process of cargo transportation in accordance with the intelligent logistics platform to effectively ensure the safety of cargo transportation.

3.3 Optimize the support system

On the one hand, after completing the design of the technology and optimization of the function, the relevant personnel should also timely build the security system in the intelligent logistics platform based on a number of network technologies. Generally speaking, within the

logistics support system includes management mechanism, the industry policy, laws and regulations and human resources, business management departments should be timely grasp the actual state of their internal development, timely to improve its internal quality, set up good talent cultivation mechanism, and use the laws and regulations related to logistics industry development to strengthen the standardization of the logistics business enterprise, Promote the comprehensive benefits of such enterprises [2].

On the other hand, in the process of setting up the support system, the internal personnel of the logistics enterprise should timely improve the application level of information technology. As we all know, the foundation of the intelligent logistics system is information technology. The improvement of this technology helps to improve the management level of the internal personnel of the enterprise and ensure the intelligence of the logistics industry. Therefore, the improvement of information technology is particularly important. Logistics enterprises still need to, which is based on intelligent logistics industry, to develop a suitable management system, focus on the internal members in logistics management measures of enforcement, using appropriate feedback, evaluation and tracking execution level, to master the wisdom logistics work and borrow relevant industry norms and standards to promote the development of logistics industry, Make the development trend of logistics enterprises become orderly, efficient and fast.

4. CONCLUSION

To sum up, in the process of build wisdom logistics system, the relevant staff need to clear the important position in the logistics industry science and technology, related network technology was used to optimize and wisdom to the development of logistics industry will be more rapid, it can in the class service platform to bring people more comfortable service, also meets the requirements of the industry's overall.

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The Construction of Campus Culture In The Perspective Of Ideological And Political Education

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Abstract: Under the new situation, ideological and political education in colleges and universities belongs to a kind of social practice activity, but it will be affected by other factors. College campus cultural environment is a part of the ideological and political education environment system, which will affect the formation of students' ideological and political morality to a great extent, and plays an important role in the process of education reform. The great changes of education environment in colleges and universities have put forward higher demands for the sustainable development of college students. It is necessary to find a new education carrier to present the education function in the campus cultural environment to the greatest extent and improve the practical value. Therefore, this paper first puts forward the main problems and contents that need to be explored, and then finds the appropriate construction path in the law of campus cultural environment construction.

Key words: Ideological and political education; Colleges and universities; Campus culture

1. PROBLEM PRESENTATION

In essence, there is a great relationship between ideological and political education in colleges and universities and campus cultural environment. Campus culture has an important educational function, which can effectively exert a great influence on students' thoughts and behaviors. Between the two, the goal has always maintained a high degree of consistency, the concept of education is also in strong commonality, educational functions are complementary. The campus cultural environment embodies the characteristics of openness, dynamism, permeability and plasticity. Ideological and political education can improve the campus cultural environment and provide a clear direction for its effective construction. Under the impact of the pluralistic trend of thought, the external environment of campus culture changes and brings a series of new problems. In the process of practice, the campus material and cultural environment lacks connotation, the commercialization tendency is serious, the campus material landscape lacks characteristics, and the campus facilities management is not in place [1]. The function of cultivating people in the campus spiritual and cultural environment is not enough, the unhealthy atmosphere is increasing, the negative influence of foreign culture is increasing, and the educational quality of campus cultural activities is insufficient. The campus system lacks humanistic care for cultural environment, the system is not formulated in time,

the executive power is not enough, and the democracy is not enough. Campus network cultural environment management is not in place, lack of website resources, network supervision lag. In view of this, how to improve the campus cultural environment and strengthen its educational function? Under the current situation, many scholars need to explore the main issues and content.

2.THE CONSTRUCTION PATH OF UNIVERSITY CAMPUS CULTURE FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

2.1 Campus cultural environment construction at the material level

At this time, the campus cultural environment is in the process of construction. It needs to be constantly optimized and reformed in practice through cognition and grasp, and maintain the principles of positivity, directivity, integrity and people-oriented. First, you need to pay attention to the overall planning of campus material environment, that is to say, the need for cultural facilities infrastructure, green vegetation planting, campus landscape construction, etc, on the basis of maintaining a good overall coordination, reasonable allocation function area, to use a function, aesthetic function, education function and harmonious state. In the overall planning, it is necessary to reasonably arrange the venue construction from the perspective of sustainability, and consider the current development speed and scale of the school. Consider the financial situation, reasonable budget, fully consider the financial resources, keep the overall plan. Secondly, it is necessary to further highlight the effective construction of campus humanistic landscape. Combined with the history of the school and school characteristics, the establishment of campus development goals, set up some cultural landscape with humanistic atmosphere. For example, on the basis of not destroying the overall effect, we need to add some rockery, flower beds, corridors and other landscapes with cultural flavor, and build some works with cultural flavor such as famous sayings and Chinese sages on the teaching buildings [2]. Not only need to reflect the connotation, but also need to establish a good education environment. Next, it is necessary to increase the construction of campus cultural facilities, improve the basic Settings such as teaching places and libraries, and establish cultural characteristics, which can be truly reflected in souvenirs, commemorative MEDALS and other items.

2.2 Construction of campus cultural environment at the spiritual level

First of all, it is necessary to strengthen the construction

of school spirit in colleges and universities, strengthen the construction of the style of administrators in colleges and universities, enhance the construction of the teaching spirit in colleges and universities, and enhance the construction of the study spirit in colleges and universities. We should improve the evaluation system, reward and punishment system, actively innovate teaching methods, improve working ability, promote the construction of teachers' ethics, and improve teachers' teaching level. Through the guidance of example, to help students correct learning attitude, establish ideal, develop good learning habits. Secondly, it is necessary to carry out healthy campus cultural activities. Use the Internet, broadcast, mobile devices and other tools, to establish a flexible campus culture, highlight the educational, to achieve the realm of entertainment. Finally, it is necessary to establish the correct value orientation. To hold advanced socialist culture as the guidance, promote the theme of patriotism, increase the development of collectivism, the use of pluralistic channels of propaganda Rhoda, positive guidance of public opinion.

2.3 Campus cultural environment construction at the institutional level

First of all, it is necessary to enhance the scientific nature of university system formulation. We should promote democracy, pay attention to the comprehensiveness of our institutions, connect and coordinate with each other, expand our coverage, and establish an all-dimensional institutional defense. Colleges and universities also need to connect with reality when formulating the system, and improve its operability. Secondly, it is necessary to strengthen the executive power of the university system. Improve the understanding of teachers and students on the system, increase the credibility of system implementation, ensure the diversity of system implementation methods, attach importance to students' participation in the system and implementation. For example: incentive law, example demonstration law and so on. Finally, it is necessary to improve the supervision and feedback mechanism of university system. For example, new network carriers can be established by means of communication meetings, symposiums, public boards, suggestion boxes, etc., and timely problems can be found and feedback can be given, so as to improve the guarantee and implementation of the system and improve the soundness [3].

2.4 Construction of campus cultural environment at the network level

First of all, we need to strengthen the construction of campus network. Enhance the construction of campus network hardware facilities, timely understand the forefront of society, and reasonable these information resources. Based on the campus website, establish some

interesting and informative columns, and build a digital database. With the help of new media, such as QQ, WeChat and Weibo, positive information can be obtained, correct thoughts can be established, reasonable discussion can be maintained, real-time ideological trends can be understood, and good ideological and moral education can be carried out. Secondly, it is necessary to strengthen campus network security management. Hire professional personnel, do a good job of network information monitoring work. Strengthen the campus network website security monitoring, and strict check, play a positive guide, once there is a problem, it needs to be corrected and standardized in time. Finally, it is necessary to improve the construction of campus network teachers, maintain a high level of political elements and knowledge, ability, cultural literacy, and organize network education activities.

3.CONCLUSION

With the progress of society, college students belong to the future of the country and the successors of socialism, so they need to have high ideological and moral quality. There is a great relationship between ideological and political education in colleges and universities and campus cultural environment, and they are interdependent and mutually promoting. Under the erosion of the western trend of thought, the campus cultural environment has undergone complex changes, and some new problems have arisen. At this time, we need to combine these problems, from the material, spirit, system, network and other levels, reasonable construction, create a good campus cultural environment, improve the effectiveness of ideological and political education, for the future sustainable development to lay a good foundation.

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On The Spiritual Connotation of Qi Jiguang's Feelings of Home and Country in The New Era

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Abstract: The famous national spirit Qi Jiguang is a person of Yantai, Shandong Province, is also one of the most representative historical figures, his great patriotic director's spirit and the national feelings of one heart for the country, one heart for the people, still has important practical significance. To explore the spiritual connotation of Qi Jiguang's national feelings in the new era is to tell the story of Qi Jiguang well in the new era, guide and inspire people, especially the young generation, to stick to their original aspiration and forge ahead with great efforts.

Key Words: Qi Jiguang; National Feelings; Connotation

1. INTRODUCTION

Qi Jiguang was a famous military strategist and general of the Ming Dynasty who fought Japanese pirates in the south and Tartars in the north. During his whole life, he had experienced hundreds of battles, and his feelings of home and country are still of great educational significance in today's times. The national feeling has been a powerful force that unites people and brings them together since ancient times. At present, the great changes unseen in the world are accelerating, and the task of domestic reform is arduous. In this context, to build on the momentum and encourage everyone to overcome difficulties, we must cultivate national feeling. The purpose of discussing the nationalistic feelings in historical figures such as Qi Jiguang is to integrate the nationalistic feelings into everyone's body and transform them into their actions, which can be reflected in their unremitting efforts to revitalize China.

2. CONNOTATION ANALYSIS OF NATIONALISTIC FEELINGS

Home is the foundation of the country, the country is the extension of the home. As one of the core concepts of China's traditional culture, nationhood has been closely linked since ancient times and has been rooted in the excellent traditional culture of the Chinese nation. It is a sense of identity, reliance and trust for the country and the nation formed in the long history of China [1]. Home countries feelings as one of the precious spiritual wealth of the traditional excellent culture of our country, is the result of isomorphic "home country" in ancient China, social structure, traditional Chinese culture has always stressed that will look at the house and the country as a whole, emphasize "of this at home, the home of the body", Chinese traditional culture has always attaches great importance to the family, promoting "home country's sense of honor", "Small family" and "big country" are closely connected. "Family" can be seen everywhere in traditional Chinese culture. From "cultivate one's morality,

regulate the family, govern the country and make the world peaceful" to "worry about the world before the world, and enjoy the happiness after the world" to "everyone is responsible for the rise and fall of the world", the feelings of family and country have long been deposited into the internal quality of Chinese children. Full of our national fate, deep sentimentally attached to homeland and the ardent expectations of the country rich and strong, this kind of emotion, is to really to pure, selfless, I showed a high mental state, draw the outline of the unique spirit of China family feelings spectrum, thus become an important part of Chinese excellent traditional culture.

3. AN ANALYSIS OF THE SPIRITUAL CONNOTATION OF QI JIGUANG'S NATIONAL FEELINGS IN THE NEW ERA

Home countries feelings as one of the basic connotation of Chinese excellent traditional culture, not only contains the personal to the deep ethnic and national identity and humanity, but also contains the strong national pride and self-confidence, in the history of the development of the Chinese nation, become the support and help of the Chinese nation in all weathers, yong yi on the powerful spiritual strength [2]. As an important part of traditional Chinese culture, the feeling of family and country fully embodies the community concept of "sharing the destiny of the family and country" and demonstrates the value pursuit of the Chinese civilization of putting the country before the family. As one of the famous patriotic generals in the Ming Dynasty, Qi Jiguang bravely resisted the invasion of Japanese pirates and protected the stability and prosperity of the southeast coastal areas. The connotation of his strong feelings of home and country mainly includes the following aspects:

3.1 Deep patriotic feelings to save the people

Patriotism and saving the people is a mutually reinforcing relationship. Only one who loves the country can love the ordinary people around him. This is a decision without turning back, and also a great mind that takes the world as one's duty. In the Ming dynasty, "south the bonobo north lu" has always been the two foreign invasion of the court, especially long-term intrusion generation of Japanese pirates along the southeast coast, has greatly affected the southeast coastal area of the production and living of the people and the rule of the Ming dynasty, the Ming jiajing period, Japanese enemy to intrusion on the southeastern coast of China is more and more very, Japanese samurai, ronin, pirates, etc., in the Japanese government's support and encouragement, And China's coastal local bureaucrats and profiteers colluded, harm people, qi jiguang was very

distressed, jiajing twenty-three years, qi jiguang from father, supplement the shandong generation of coastal defense, his presidency, as "letter Hou Fei my meaning, I wish HaiBoPing" ambition, actively involved in the illustrious struggle, to form a "QiJiaJun", According to the characteristics of the southeast coastal areas, the "Yuanyang Army" was established to inflict heavy damage on the Japanese pirates that had been harassing the southeast coastal areas for a long time. By the 45th year of the Jiajing Dynasty, the Japanese pirates that had been running amok in China's coastal areas for more than 200 years were basically eliminated.

Home is the smallest country, and a country is ten million people. In China's traditional culture, family and nation, individual and society is often an inseparable whole, filial at home, is channeled is the fine tradition of the Chinese nation, qi jiguang's love for country and people, embodied in his illustrious spare no efforts to struggle, especially in the late Ming dynasty, the political corruption, increasingly increasingly degradation of social climate, Qi jiguang was able to emerge from the complexity of the officialdom, grow up step by step to defend the kingdom of the native place of him, in its more than ten years of military service, he will most of the time and energy, are used in resisting foreign and quotation for the daughter, at the same time, it is worth mentioning, led by qi jiguang QiJiaJun, kill not only first-class, and be good at organize rescue civilians, After each battle, Qi Jiajun always can rescue a large number of civilians, also is therefore, the people of the southeast coast regard Qi Jiguang as a second parent, and write a poem: "Born to my Xi parents, long I Xi territory. Born I not Chen Xi, territory so many; My regeneration xi, wei qi yuan auxiliary ", enough to see its deep patriotic feelings to save the people.

3.2 Deep dedication and sacrifice spirit

Qi Jiguang's national feelings are not only reflected in his deep patriotic feelings to save the people, but also in his deep dedication and sacrifice spirit. From Qi Jiguang's struggle against Japanese pirates, it can be seen that at that time, the Japanese pirates in the coastal areas of the Ming Dynasty were already facing severe plague. The long duration of the Japanese pirates, the large number of Japanese pirates and the tight organization of Japanese pirates all caused heavy damage to the people in the southeast of China. According to historical records, the enemy "qian mow my pale red, captured my people, I do not know its tens of millions of meter" [5], so far as market, long grass field, and thorns town, so to speak, manages to cancer was the earliest time in the history of our country seriously, the problems we face and qi jiguang faces, also is definitely not a mob, the enemy brutal, and strong combat effectiveness, Qi jiguang to assess the enemy's process, also must be very difficult, and at the time of the Ming dynasty soldiers people have a fear on the enemy from within, and the Ming army was already very decadent, built in the early years of the Ming dynasty in the system has the basic failure, qi jiguang illustrious facing is such a mess, it will need to have a fearless spirit of sacrifice, With such spirit of sacrifice and dedication, Qi Jiguang set up the "Qi Army", which was appall to the

Japanese pirates, and finally wiped out the Japanese pirates in the coastal areas of southeast China.

3.3 Deep spirit of fighting and taking responsibility

Qi jiguang to resist the enemy, the enemy is in the southeast coastal region of the hundreds of years, China's southeastern coast officer of the people by the enemy, miserable, although at that time, the Ming has sent Hu Zongxian, YuDaYou and taizhou magistrate Tan Lun illustrious struggle, but suppress flat altogether the enemy there is still a great distance, Court's attitude toward the enemy at that time is not unified, but qi jiguang 20 million-plus, vowed to thoroughly sweep across the southeast coast of the enemy, therefore, qi jiguang on the one hand, to strengthen the training and recruiting from yiwu local people, for these recruited soldiers qijia practice, adhere to high standards and strict, the soldiers should abandon showy, learn real ability, After the high strength of systemic training, qi jiguang success has created one of the few in the world at that time a "teacher" of moderation, QiJiaJun skills superb, excellent quality, against the enemy in the process of the show a strong combat effectiveness, on the other hand, qi jiguang in the process of illustrious, take annihilation, which is in every battle, Troop of do one's best to wipe out the enemy completely, make its "no return", so as to let the enemy proprietor, this is why the enemy fear "QiJiaJun" such as tiger, at the same time, qi jiguang is not only the illustrious "ever-victorious generals" at the time, but also good at minimum cost to obtain the biggest victory, before every battle, Qi jiguang is on tactics, weapons, and other details by themselves, hands-on research, the famous "yuanyang array", is qi jiguang and specially designated according to the characteristics of the enemy, at the time can be said to play the biggest power law under the age of cold weapons and tactics, thus it is easy to see that qi jiguang's body bear strong fighting spirit, it is this spirit, Driving the qi jiguang efforts to wipe out the enemy, restore peace of the southeast coast, thus QiJiaJun brought about by the brilliant record, also let qi jiguang and QiJiaJun include, when officials said to the throne in the imperial court "general qi, cover since southeast fight JunWei no if the earthquake, military if no this strange, also" [6].

4. CONCLUSION

To sum up, Qi Jiguang's resistance against Japanese pirates took place in the late Ming Dynasty when Japanese pirates were rampant. With deep patriotism to save the people, deep sacrifice and dedication spirit and fighting spirit, he dealt a heavy blow to the Japanese pirates at that time and basically ended the invasion of Japanese pirates on the coastal areas of China at that time. Throughout the thousands of years of development history of the Chinese nation, whenever there is a national crisis, it is the time to highlight the feelings of the country. At present, the party is carrying out party history study education, standing on the intersection of history, the thorough analysis qi jiguang home countries feelings spirit connotation under the new era, the most fundamental is to learn from qi jiguang illustrious struggle spirit, challenge moment home countries feelings, bear mission to inspire, to truly achieve rejuvenation, the country prosperous and the people to

strive for a grand vision of happiness.

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Research On Teaching Reform and Development of Physical Education Curriculum in Higher Vocational Colleges

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Abstract: With the rapid development of national economy, the increasing demand for professionals from all walks of life, by higher vocational colleges as a social demand as the guide to learn the talent training mechanism, requires in-depth analysis of the social development and enterprise strategic goals, and course innovation, according to physical education curriculum is a practical give priority to the curriculum system of higher vocational education. It is necessary to innovate deeply in teaching, reform the curriculum for the purpose of cultivating practical talents, improve students' physical and mental quality and ability, and then realize the good development of physical education curriculum teaching. In this paper, the teaching reform and development of physical education courses in higher vocational colleges are analyzed and discussed for the reference of relevant personnel.

Key Words: Higher Vocational Colleges; Physical Education Curriculum; Teaching Reform; Development

1. INTRODUCTION

Under the background of innovative economic situation, most of higher vocational colleges in China have developed the teaching mode oriented by social needs and carried out curriculum reform continuously. The current higher vocational physical education curriculum teaching mode is difficult to adapt to the requirements in the cultivation of higher vocational students, and can't take the student as the main body design of teaching content, so you must make the teaching reform on the current situation, and take the student as the main body in teaching to carry out the custom curriculum, need to be aware of the current status quo problems in the teaching of physical education curriculum in higher vocational colleges, And take effective innovative measures to realize the teaching reform and development of higher vocational physical education courses, in the reform to exercise students' tenacious willpower, promote the physical and mental health of higher vocational students as the fundamental, so that higher vocational students with a positive attitude to adapt to the post work, and in the professional post to spout blood, contribution.

2. ANALYSIS OF THE CURRENT SITUATION OF PHYSICAL EDUCATION TEACHING IN HIGHER VOCATIONAL COLLEGES

2.1 Lack of perfect physical education curriculum teaching system

In many of the higher vocational colleges, the sports course teaching for positive attention, especially the

higher vocational students think sports courses and its major irrelevant mostly, so difficult to generate enthusiasm in learning of physical education, and some sports teacher is still teaching with traditional teaching concept, teaching pattern is unitary, the teaching content is boring, The teaching objectives of the course can not meet the professional needs of students, so that students can not carry out effective training in the physical education class. In short, the current lack of a complete set of physical education curriculum teaching system, the lack of students' professional demand-oriented curriculum content.

2.2 Sports facilities and equipment are not perfect

The present, the national education for higher vocational colleges teaching work and gave the positive attention to teaching as a result of the limitation of teaching conditions, however under the influence of certain, especially in the sports teaching work in higher vocational colleges, due to the imperfect sports venues and facilities, making teaching efficiency cannot be improved, and the teaching effect is not ideal, For a long time, it will affect students' learning interest and enthusiasm, and also reduce the quality of teaching.

2.3 The teaching evaluation system is not scientific

Teaching evaluation is an important way to examine the teaching situation, is also an effective means, good teaching evaluation is conducive to the effective development and implementation of teaching work, and for the design of teachers teaching courseware favorable conditions and reference basis. However, through the analysis of some physical education teaching evaluation work in higher vocational colleges, it can be found that the teaching evaluation system is not scientific, which leads to many teachers can not clear the actual teaching situation and teaching quality, and therefore can not grasp the learning situation of students, which affects the effective implementation of physical education teaching work [1].

3. PHYSICAL EDUCATION COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES. SPECIFIC STRATEGIES FOR REFORM AND DEVELOPMENT

3.1 Establish a scientific and perfect teaching system and clear teaching objectives

Vocational education teaching under the new era need to comply with the trend of social development, the implementation of the need to pay attention to women between colleges teaching mode, to meet the specific needs of social development for higher vocational colleges teaching, which requires students to have a good body and mind quality, this is the important of students'

overall quality, also is an important part. Physical education is an important way to cultivate students' good physical and mental quality, as well as an effective teaching means. Physical education courses need to cultivate high-level and high-quality professional talents, and can exercise students' will, so as to assist students to form good physical and mental quality and improve their comprehensive quality ability. Therefore, it is necessary to establish a scientific and perfect teaching system, objectively analyze the teaching content, pay attention to the teaching key and difficult points, clarify the social development situation, actively learn professional knowledge, improve the scientific nature, rationality and practicability of physical education teaching, so as to promote the all-round development of students, so as to be able to clear the teaching objectives.

3.2 Promote the configuration and management of teaching facilities and equipment

In the new era, the physical education teaching in higher vocational colleges needs to be reformed and innovated, and the problems of teaching grounds, facilities and equipment should be solved effectively. Some schools because of insufficient funds, leading to teaching sites and physical education facilities and equipment can not meet the needs of teaching work, can not meet the basic requirements of the current quality education teaching work, also difficult to meet the needs of students' physical education learning. Therefore, it is necessary to establish a physical education teaching management center, which is equipped with specialized staff to follow up the configuration and management of teaching venues and teaching facilities and equipment, and to check regularly whether the teaching venues and facilities and equipment have faults, so as not to affect the normal physical education teaching work [2].

3.3 Actively build the teaching staff and improve the comprehensive quality of teachers

Teachers are the leaders of education and teaching, but also the model of students' learning, so in the physical education teaching work in higher vocational colleges, the teaching teachers need to have a higher quality level. First need to actively make teaching faculty, this is the specific requirements of the higher vocational colleges and universities sports teaching is also a necessary foundation, according to the specific teaching needs to make the teaching team, in order to meet the needs of student sports study, sports teachers have good comprehensive quality can infect to students, so teachers need to pay attention to their manners, Establish a positive and good example for students [3].

3.4 Develop a scientific and perfect teaching evaluation system

Scientific and perfect teaching evaluation system is conducive to the promotion of the relationship between

teachers and students, and can clarify the teaching objectives, for students' learning and teaching work can produce a positive role. The content and way of teaching evaluation is an important part of the evaluation system. When evaluating the teaching content, we need to pay attention to the students' learning understanding, learning ability, learning methods and learning habits, and place the situation that only pays attention to the students' learning performance. In the process of testing students' learning quality, students' academic performance should not be taken as the standard. This kind of assessment for teaching work is relatively one-sided, and also unscientific and unreasonable. Therefore need to develop scientific and perfect teaching evaluation system, check whether students have mastered the sports knowledge and skills, and get exercise and improve students' physical and mental quality can are need to examine factors, in order to make the teaching evaluation system, can form the effective of knowledge had an important effect to the students learning, and laid a solid foundation for the work of teachers' education, It provides a valuable reference basis.

4.CONCLUSION

To sum up, at present, the reform of physical education curriculum in higher vocational colleges has faced great challenges as well as good opportunities for development. Under the situation of teaching reform of physical education curriculum, it is necessary to realize the sustainable development of the teaching goal, to introduce advanced teaching idea, the surrounding students in physical education teaching work, to meet the basic requirement of the quality-oriented education teaching work, at the same time also to meet social development demand for higher vocational colleges and universities sports teaching work, in this way can students with good physical and mental qualities to adapt to the development of the society, Only then can they play their own ability and role in social development and contribute their own strength to the country and society.

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Influencing Factors and Countermeasures of College Students' Participation in Employment Guidance

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Abstract: Nowadays, college students are confronted with great difficulties in employment. Many students are crying that they can't find a job. The main reason is that there are more and more college students nowadays, and the label of college students has lost its value. The employment guidance of college students is directly related to the success of the employment of college students. Therefore, this paper analyzes the influencing factors and countermeasures of college students' participation in career guidance.

Key Words: Employment Guidance; Influencing Factors; Countermeasures

1. INTRODUCTION

Nowadays, many young college students are faced with a huge problem, that is to find a job. Why can't college students find a job even though many enterprises are short of employees now? Because enterprises with capital want to find capable college students, and students who dawdle around in university also want to find jobs with high salaries, so those students even if they have a good starting point, but step out of the campus, in the face of social competition pressure, or can not find a satisfactory job. For the employment of this problem, many schools began to pay attention to, so they will set up courses, open on the employment guidance of college students, it is obvious that the problem has improved a lot after the course, but there is no lack of many problems have not been improved.

2. FACTORS INFLUENCING COLLEGE STUDENTS' PARTICIPATION IN CAREER GUIDANCE

2.1 External influencing factors

2.1.1 Poor employment guidance environment.

For a long time, the school is concerned about most is the student's professional knowledge level, but not really pay attention to student's employment problem, causes the school funds, equipment used for the cultivation of students' professional knowledge, the so-called college students employment guidance is merely a credits of courses, the school of do not take the behavior, also can let students feel that the course is not important, So they don't learn with their heart. These problems are reflected in that the school's vision is too short-sighted, not enough for the long-term consideration of students, so the role of college students' career guidance is really difficult to achieve.

2.1.2 Variables of social demand.

The market direction of social change from previous "tight" to "glut" now, people's living standards gradually improve, the size of the market increases gradually, people

no longer lies in the amount of demand for products, how much, but lies in the quality of your goods, so the direction of the school career guidance is multidirectional social demand variables, The content of employment guidance should be more combined with the market, and more market guidance should be given to students, and students should be guided to pay more attention to the market demand and the variable of social demand.

2.1.3 The degree of standardization of the job market.

At present, for the employment of the market in our country there is no real law, since there is no legal constraints, many enterprises for the recruitment of staff were too audio, the audio is not business for the company's hiring at random, but in front of the person you two ability is difference, the company chose a more beautiful people more, many enterprises have the discrimination in appearance, Age discrimination, gender discrimination, etc., which is obvious discrimination and gender discrimination, gender discrimination, many companies would rather opt for each other is a girl, the requisition for girls if just enter the companies will reach a certain age to have children, having children is a very big thing, many companies are afraid to lose work progress, if ability can will suspend her post, Someone will take her place at any time, and if she is not competent, she will be dismissed, which is unfair to a girl. And because some companies are too reality, lead to many college students after the professional employment guidance, and the reality of the enterprise recruitment has formed a great contrast, at that time may think can't accept, so I think schools run by the employment guidance, to find a job in the society is completely useless, such information will affect the employment of the other students, The feasibility and implementation of employment guidance will be reduced.

2.1.4 The quality of talent cultivation

The quality of talent cultivation will directly affect the reputation of the school and reflect the quality of talents cultivated by the school. If the talents cultivated by the school are of high quality, only the learning atmosphere and quality of all aspects of the school can improve the students in the school. Students cultivated in this school, Enter society to participate in the work of the content of the employment guidance when it is soon play out, but if the school trained personnel quality is low, it can reflect the school style of study is poor, the atmosphere of the school is not very good, so students' learning quality is not very good, students are learning the content of the employment guidance after entering society, It will not immediately be transformed into their own actions will not

become their own awareness, the school in the aspect of career guidance is difficult to achieve the desired effect.

2.2 Internal influencing factors

2.2.1 Application of employment guidance methods

In college, the psychological development and living environment of each major and grade are different, so if all the students in the university, different grades and majors are put together, the content told will be not targeted, and many students will ignore the key points, so as to fail to achieve a good effect. Each of the students after graduation will have different ideas, each student's family background and their own work ability is different, the number of the students in the school is a big number, the commencement of employment guidance is discussed, impossible to ensure that each student's career will be covered, so will make students lose the direction when listening to lectures, unable to meet the diverse needs of the students, There is no guarantee that professional guidance will play a good role.

2.2.2 Teaching staff construction of career guidance

Employment guidance is a very professional of a discipline, is not a teacher to teach at the level of amateur, but because of some schools, teacher resources, lead to many professional teacher tells some not to mislead the students professional knowledge, what is more, will let the students to other students' employment of professional teaching, this is obviously too ridiculous, this kind of behavior that, The school does not pay attention to the career guidance of students, and will not consider the long-term future of students. Therefore, the working ability of students naturally cultivated in this way will not be greatly improved.

2.2.3 Curriculum system construction of career guidance

Employment guidance course, is not a simple without a course teaching material, employment guidance course is not only to have a professional book, and course system must also is very perfect, employment guidance involves not only a professional employment guidance, but for different professional, different levels of students set up a diversified curriculum system, Not only write personnel professional stronger, and explain the teacher also should have strong professional, however, our country still did not have a formal professional instructions to guide students, this is a big disadvantages of students professional guidance, no professional obtain employment instruction, greatly reduces the student for employment guidance of trust, Therefore, it is more and more difficult to advance the career guidance of college students.

3. COUNTERMEASURES TO IMPROVE COLLEGE STUDENTS' PARTICIPATION IN CAREER GUIDANCE

3.1 Actively foster the on-campus job market

Now many companies have access to the school for talent recruitment, both for the student provides the guarantee for work safety, and provides a good way for the students' employment, this is mutual benefit for enterprises and schools, companies are no longer facing the whole country for recruiting, reduce the loss of time, increase the work efficiency, It also makes it easier to persuade students to

work for their own companies. Schools should actively hold recruitment activities, but also to improve students' awareness of competition in the market, so that students can actively participate in the integration of social employment.

3.2 Increase publicity and strive for policy and financial support

School should attach importance to the cultivation of the talent employment guidance, strengthen propaganda, root with the direction of national policy, attaches great importance to the importance of talent employment guidance, and come as soon as possible to perfect the related rules and regulations to provide employment guidance and strong policy support, increasing propaganda, let the school department each institution change previous thought, at the same time for the government's financial support, Can let oneself in the shortage of funds, alleviate the shortage of funds, at the same time for the development of career guidance courses smoothly carry on to provide a strong guarantee.

3.3 Increase the training of teachers

Faculty is beneficial to strengthening students' learning ability in employment guidance course, however, the learning ability of students in employment guidance course, most of them are want to rely on the teacher to explain, the stand or fall of teacher ability and the level of teacher professional students for this course has a close relationship with understanding, so teachers in teaching students at the same time also want to continue learning professional knowledge, , so to speak, is far more than the teacher's hard degree of students' learning, so students can trust for your course, in this respect, the school will be open for the teachers professional employment guidance training, improve teachers' professional level, at the same time to improve teacher's professional qualities and professional accomplishment, change the teacher's ideas, ask the teacher more long-term vision, The students' future development should be taken into consideration.

3.4 Enrich and innovate employment guidance methods

School for teachers under the premise of learning knowledge of employment guidance, to ask teachers play their own professional expertise, to know a way to expand employment guidance for students, innovative employment guidance way to yourself at the same time, further deepen the theory class, with different employment characteristics of each student, planning his future career development, students are required to complete practical work, Want the student to experience the feeling of employment personally, the theory is combined with the practice, after the student realizes, naturally will have some experience to the work later, but not in the real work in the future when disorderly hands and feet. The school should also set up the corresponding network course knowledge, students can also learn knowledge after class, when students do not know the knowledge, the school can also set up face-to-face consultation and other functions, to ensure the learning efficiency and learning quality of students, the use of the network, can meet the problem of every student consultation. At the same time, it can ensure that every student can learn the content of career guidance

courses.

4. CONCLUSION

Above all, nowadays college students' employment situation is still faced with many problems, so now the employment of college students still can't improve, so in this paper, the influence factors of employment guidance for college students and countermeasures are analyzed and summarized, believes that improving the employment of college students and to carry out the employment guidance course inseparable relationship, At the same time also and the teacher's professional employment guidance ability inseparable. , of course, college students is an important object of promoting the economic development of our country, so our country for enterprise recruitment to implement relevant legal policy, to "hidden rules", appearance discrimination, gender discrimination, etc., are required to perform the certain legal sanctions, countries to ensure that every college students to participate in the work can be enterprise equal treatment,

of course, I believe, If an enterprise can treat every employee in line with the principle of "fair, just and open", then I believe that the enterprise will be respected by every employee at the same time, which is the real case of our guidance for students' employment.

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Exploration On Cultivation of Applied Talents' Innovative Ability for Mechanical Majors Under the Background of Emerging Engineering Education

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Abstract: The transformation of China's manufacturing industry is developing rapidly. Several major development strategies such as the "Belt and Road Initiative" and "Internet Plus" and "Made in China 2025" have been implemented thoroughly. China's colleges and universities must speed up the construction of emerging engineering education. The cultivation of applied talents' innovative ability for mechanical majors was analyzed based on the connotation and training objectives of applied talents. The training mode of science and technology innovation ability of applied talents for mechanical majors were proposed and verified, which refers to construction of teaching staff and curriculum system and multi-party cooperative education mechanism and practice platform for college students' science and technology innovation. The results show that the science and technology innovation ability of students has been greatly improved.

Keywords: Emerging Engineering Education; Mechanical Majors; Applied Talents; Science And Technology Innovation Ability

1. INTRODUCTION

Mass entrepreneurship and innovation had become China's national strategy under the guidance of the "13th Five-Year" national strategic emerging industry development plan [1]. President Xi pointed out that we must seize the day to make innovations effectively. On the other hand, China accelerated the development of "Internet plus" and "Made in China 2025" and promoted supply side reform and replaced old growth drivers with new ones vigorously. So new requirements are put forward for the cultivation of innovative professional talents in colleges and universities [2-4]. Since 2017, the emerging engineering education started with a series of activities such as "Fudan Consensus", "Tianda Action" and "Beijing Guide". It has been formed a situation in which the engineering course preponderance universities and the comprehensive universities and the local university group advance together. The emerging engineering education has become a wide agreement and positive action among the higher education [5-6]. It is imperative to cultivate high-quality applied talents with innovative ability under the background of emerging

engineering education. The training mode of science and technology innovation ability of applied talents for mechanical majors were proposed which involves construction of teaching staff and curriculum system and multi-party cooperative education mechanism and practice platform for college students' science and technology innovation. The effect of applied talents' innovative ability has been further strengthened.

2. CONNOTATION AND TRAINING OBJECTIVES OF APPLIED INNOVATIVE TALENTS IN MECHANICAL MAJORS

Application-oriented innovative talents refer to the outstanding person who can play a vital role in the industrialization upgrade and renewal of all walks of life in the era of personality and change, so as to make a breakthrough contribution to realize the whole social transformation successfully. Their basic qualities are characterized by multivariate and intersecting knowledge structure, profound technical competence, strong sense of social responsibility, critical spirit and multi-faceted innovative research consciousness. It is proposed that we should insist on cultivating applied innovative talents from the perspective of humanity [7-8]. The cultivation of applied innovative talents should focus on "application" as the training goal and "innovation" as the main feature [9]. Mechanical majors belong to the speciality of solid foundation and broad knowledge. The focus of education system optimization is to strengthen the ability cultivation, of which the application ability and innovation ability are the most important. Therefore, the training requirements of applied innovative talents of mechanical majors are knowledge, ability, quality and application.

3. TRAINING MODE OF INNOVATION ABILITY OF APPLIED TALENTS IN MECHANICAL MAJORS

3.1 Teaching Staff Construction

It is necessary to cultivate teachers with the quality of theoretical teaching and practical teaching and professional application-oriented innovation ability to train applied innovative talents in mechanical majors. It can be constructed from the following three aspects.

3.1.1 Cultivation of double-position teachers in mechanical majors

The key to the cultivation of double-position teachers is school-enterprise cooperation. It is particularly important

for the development of double-position teacher team with high political quality and professional skill and practice ability to establish training center for teachers and cooperate deeply between school and enterprise.

3.1.2 Building a community of two-way communication and cooperation between school and enterprise personnel
The key members of the outstanding young teachers should be selected regularly to the enterprises for full-time temporary training to constantly strengthen the practical ability of teachers. Meanwhile, skilled workers from enterprises should be attracted to teach in school. Therefore, it is necessary and irreplaceable for schools and enterprises to establish a dynamic two-way communication mechanism.

3.1.3 We developed deep cooperation with high-level application-oriented universities at home and abroad, and recommend the key members of the outstanding young teachers to exchange and cooperate with them, thus building and optimizing application-oriented innovative teaching staff.

3.2 Construction of University-Research-Industry practice curriculum system

The first characteristic of the practice curriculum system is student-centered. When one teacher prepare his lesson, he should make clear what kind of ability the students will improve in this class. And the teacher will listen to students' suggestions and opinions after class.

The second characteristic of the practice curriculum system is to set up the project based on industry, namely modularization. The well-designed engineering projects are embedded in the innovation practice teaching from the elementary to the profound.

Several first-level training projects such as innovative outstanding engineers, intellectual elites, the vanguard of starting a business and others were set up according to training objectives of engineering students under the background of emerging engineering education. Several second-level projects were set up under a first level project. For example, the curriculum system of innovative outstanding engineers can be subdivided into innovation module, design module, manufacturing module, control module and tool module. Students can learn innovation methods and theories in the innovation module. The courses of mechanical drawing, mechanism design, mechanics, engineering materials and other courses are integrated into the design module. The courses of mechanical manufacture process, interchangeability and measurement technology, mechanical CAD / CAM are integrated into the manufacturing module. The courses of microcomputer principle and application, mechanical control engineering fundamentals, testing technology are integrated into the control module. The application software such as AutoCAD and SolidWorks and program languages such as C, C ++, Java are integrated into the tool module.

3.3 Construction of multi-party cooperative education mechanism

We explored a collaborative education mechanism to achieve dominance complementation of relevant industries, enterprises and scientific research institutes,

and built a shared practice platform integrating education, training and research and development (R&D) relying on the regional advantages of Jinan city. Teachers actively expand the range and depth of students' professional knowledge and comprehensively improve their scientific and technological innovation ability.

3.3.1 We have carried out a large number of teaching research projects based on integration of industry and education and collaborative education project of the ministry of education to realize positive circles and coordinated development of teaching content of mechanical majors and the latest mechanical manufacturing process. The students' knowledge were closely linked with the needs of new economy and emerging industries, and the cultivation of students' engineering practice ability and the improvement of their comprehensive quality were strengthened. The ability of mechanical majors to serve economic and social development has been enhanced.

3.3.2 To make full use of the research teams and enhance improvement of scientific research work and teaching quality of undergraduates. We have strengthened the cooperation with Shandong academy of sciences and Shandong academy of mechanical design and research and other members of cooperative education alliance of mechanical majors and integrate high-quality resources into the cultivation system of undergraduates.

3.4 Construction of practice platform for college students' scientific and technological innovation

3.4.1 To formulated the training plan of college students' scientific and technological innovation. The innovation practice courses are set up in the training program of mechanical majors. The students' extracurricular science and technology practice activities, discipline competitions, seminars, professional quality training and enterprise practice are integrated into students' scientific and technological innovation training plan. At the same time, a teacher team has been built to instruct and train the students in various activities of the innovative practice training program. The whole innovation training plan is designed according to the overall structure, and implemented separately by items and categories, which runs through the whole process of students' four-year professional learning and is implemented in multiple semesters in turn. The education of scientific spirit, creative thinking, creative ability and sense of social responsibility run through the whole process of personnel training of mechanical majors through the combination of the first class and the second class.

3.4.2 To set up the competition practice platform. We will make full use of 34 laboratories, including CNC machining laboratory, modern logistics equipment and technology laboratory, and university students' science and technology innovation classroom to provide a good software and hardware practice environment for the implementation of students' scientific and technological innovation activities. The students' innovation ability and scientific literacy will be comprehensively improved under the guidance of systematic teaching mode.

4. RESULTS

Through the above measures, a large number of students' scientific and technological innovation achievements have emerged, and their innovation and practice ability has been greatly improved. This is mainly reflected in the fact that students set up their own science and technology innovation department, which is responsible for the mechanical and electrical product innovation design competition and robot competition. A team awarded second prize at the national mechanical innovation design competition. One team won the champion, three teams won first prize, five teams won second prize and seven teams won third prize at the China robot competition. Many teams won first, second and third prize in the provincial competition. It has initially formed a good atmosphere of "promoting studying with competition". At the same time, some students participated in the teachers' research projects, and their basic research ability has been improved.

5. CONCLUSIONS

The construction of emerging engineering education is an important measure of higher education reform in China. Mechanical majors are the one that bear the brunt of the emerging engineering education. Their successful experience can effectively drive the development of other emerging engineering majors. The training mode proposed in this paper can adapt to the cultivation of applied talents' scientific and technological innovation ability, and provides a new idea for the construction of mechanical majors.

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To Explain and Analyze the Increasing Popularity of Online Dating Among the UK

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Abstract: Nowadays, computer and mobile have been widely used in technology, education, shopping, dating, etc. Online dating become to a new alteration of interpersonal communication, it also become an essential tool to meet a new partner and keep in touch with friends. Furthermore, the virtual circumstance encourages people to chatting with someone in pleasure situation or otherwise excise it. Therefore, online dating application attract user's attention, it is satisfied client's emotional needs and explored a romantic and funny journey. This paper explores and analyses the users' motivation and attitude change based on the Match website, which has over 29 million members all over the world.

Key words: Online dating; Motivation; Attitude change; Consumer behaviours

1. INTRODUCTION

The way we connect and converse with the friend in our society has changed by advanced technology. The prevalence of phone and computer provide an opportunity to know each other before users even met, it is convincing and time saved when people looking for a potential partner online [9]. As technological innovations, people meet the demand for love in the virtual network space, courtship carries out a mutual understanding among people with chat tools, at the same time, consumer attitude of online dating are influenced by their family, friends and other reference groups. Online dating is not only a new alteration of interpersonal communication but also is a new way of life. Moreover, online dating became the most popular way to meet a new partner and keep in touch with friends in our social life, there are more than 1400 sites with 90,000 members in the UK [14] For instance, Match.com has over 29 million members all over the world, especially, as the largest UK online dating site, it provides an easy but professional test for users potential matches. For the nervous dating users, Match.com support user to control their chatting at any time in their own ways, it attracts thousands of profiles [16]. This essay will deal with the following aspects of the question why online dating is popular and How to the establish sustainable advantage for Match.com in UK marketing. The aim of this assignment is to explain and analyse what is consumer motivation, how their attitude change and how their reference group influence their behaviour from lectures theories. The first part of the analysis will examine individual's motivation of online dating sites. The second parts will consider why people tend to use online dating service, in other words, they have an attitude towards online dating sites. The final level of the analysis consists of contributions of consumers' reference group. For

marketers, understanding how customer's family, friends impact on their consumer behaviours is useful in an creating appropriate brands strategy.

2. MOTIVATION

Males and females spent increasing time on the Internet because they actually regard online communication as an easier and attractive way to establish relationships. Firstly, the main reason that online dating system engages user's attention is client's emotional needs, it is belonging to secondary motives from consumer's perspective, therefore, marketers encourage customer requirement of hedonic [17]. Consequently, needs are the basic of motivations, the key aspect of brands is exploring the needs of users and report a specific product to satisfied requirements [3]. In reality, the mobile phone is not only an essential tool for keeping connected with family and friends, also is a secret space to have fun with strangers, furthermore individual wants more new friends and partner who could chat with. British needs more passions and more attractive. In the fast-paced society, people adjust themselves to work under high pressure, on the contrary, the most expectation for a well-adjusted individual is the pursuit of pleasure. Moreover, the virtual circumstance encourages people to be a pleasure-seeking, they could chat with someone in pleasure situation or otherwise excise it. Hence, online dating services supply a matching system in order to find a potential partner for every user. The aim of Matchmaking system recommend user's own search and explore a romantic and funny journey.

Secondly, the theory of motivation -Maslow's hierarchy of need- noticeable that people are willing to buy products designed to satisfied their love and belonging needs. Esteem needs also play a part in consumption behaviours, individual spend money at a status symbol, which could present their statement, such as fashion, cars and house [3]. The majority of the young person has bad dating experiences, they cannot build communicate with a stranger as well as high level of loneliness and social anxiety problems, however, Internet attracts the users who need an easy communication with each other, share and compromise their life, also could establish proximity partner relationship [12]. It emphasizes that online dating sites satisfied requirement of consumer's love and esteem. A stronger drive of emotion encourages in the desired state. Love is distinguished from instincts, which is an automatic response to internal stimuli. Along with the chronic anxiety and stress, consumers are looking forward to falling in love or developing an intimate relationship. Social media become to an efficient pleasant diversion, drive off loneliness and also is a source of enjoyment and

delight. Additionally, the internet expands user's vision by social media channel, consumers could mutual understand each other cultures and enriching their experience without materialistic and race value. In this way, everyone interact with each other without prejudice, and this process helps them to gain respect.

In contemporary society, the brand strategy of Match.com address customer's inherent needs that contribute to enhance people's consumption motivation. Although online daters start from situational involvement, it would transform to the enduring involvement which is belonging to high involvement by the process of e-mail message back and forth. Most of the Internet participants aim to meet a potential dating partner in the UK, it is the third most popular ways to meet partner after meeting with someone through friends and meet in a pub or club [14]. The extensive use of the internet modify methods of instant messaging, social networking website offer multiple choice of relationship, there is increasing audience who is willing to listen to each others story and life, it encourage their interests. This attractive and interactive real-time communication is the inherent drive to active search for information, customer's passion are susceptible by up-to-date communication way [17]. Meanwhile, compare with traditional offline dating, online daters are more efficient and attractive. In particular, there are more than 72% participants getting married within the first year [13]. Some sites will charge from £10 per month for answer a psychological assessment, it identify the best matches for every character. The function of match system meet the needs that find your Mrs. or Mr. Right after reading others profiles. The most involvement factor is every user could show and review their personality for the purpose of consideration their potential match. It will outline your interests, abundant life experience and physical appearance, users take these section into account when they are looking for their ideal match. The system will mainly benefit clients in the virtual world, definitely, it boost the efficiency of searching your types.

3. ATTITUDE CHANGE

Attitude is learning from a product, other experienced consumers verbal information, advertising and social media. attitude are impacted by behaviour motivation, it could encourage a particular purchase behaviour, but also could be a hurdle to purchasing. Despite attitude have consistency, it is changing in a particular scenario. Attitude hierarchy divides into affect, behaviour and cognition (ABC model of attitude) [18], therefore, it is vital that understanding how to form and change consumer attitude with regard to the marketers. Learning hierarchy is start from a problem- solving process, consumers learn from the first-hand experience with their knowledge and perceptiveness. For instance, as the users get more active on online dating, they will start paying attention to their profile sections. By the way, it acquires trust which leads to loyalty in the future choice process. Once love seekers have established trust and confidence in each other through the website, it is time to meet face-to-face. For example, there are more than 15 million online dating

users with 17% couples getting married at 2012, and around 20% relationships were beginning by Match website [10]. In 2013 the attitudes toward internet dating tend to a good way to meet people [11]. It is certain that more and more couples feel happier with their online daters married, 'These data suggest that the Internet may be altering the dynamics and outcomes of marriage itself,' writes Cacioppo in Proceedings of the National Academy of Sciences [6]. It not only shows the power of Internet but also demonstrates a majority of users change their attitude by their cognition and experience. Compare with offline dates, Internet relationship has higher satisfaction and happier experience. Meanwhile, it is the common that more singletons log on to find love because of dating pressure, there are over half British aged over 16 were unmarried in 2011, and about 15.7 million people have never married at all [2]. The development of specific website and app generate opportunities to love seekers. Online dating website makes dating experience neither less time-consuming nor more economical. The Internet has removed the barrier for communication between two strangers who do not have common experience but are looking for love. It delivers a price and opens a forum of satisfaction in chatting process with unknown partners, then it could encourage users motivation and change their attitude to online dating. In spite of all this, love seekers should still approach online dating with a healthy degree of scepticism.

There are thousands of couples met online and marriage while more than 80% British do not trust that online dating is the best way to find true love, especially, 86 percent of singletons do not trust others' profile. It's really no surprise here, these fears have come true for almost 30 per cent singletons run away from face-to-face dates [10]. The main reason for their view is obviously trust and truth. Internet relationship develops by the words and photo profile, the important message here is for men who are not honest on the personal information, the relationship will break up at the end or attract the wrong type of people, which will make your internet dating experience very frustrating. Therefore, it is better to be honest and trust to explore a new relationship, to some extent, the consumer feels comfortable and natural which helps the development of a new relationship.

Additionally, some of attitude changing pose a threat to Match, young adults have a curiosity for new things, and are willing to keep things easier, so they are not looking for a long-term relationship. However, Match claims to be "responsible for more dates, relationships and marriages than other free dating sites like POF, Zoosk or OkCupid." That means Match tend to work for long term relationship and marriages, but Tinder is superior to hook-up. Tinder works well with young adults or the user who do not have marriage plan. Meanwhile, Match app has less tied to Facebook if you are willing to a new dating experience, Tinder is based on location which means it instantly finds people in your area [4]. Younger generation uses Facebook all the time and keep in touch with people who could meet at sometimes. Match is the most popular website and app in the UK, but it appears to be taken over

from Tinder. This trend is not restricted to charge for certain services, but it also evident among 'hookup' younger adults (mostly late teens to mid-20s). Due to that reason, Match has to focus on analyzing attitude of younger adults.

4. REFERENCE GROUP

It is the interaction of the two that a person's values and dictates how to influence others performance, reference group members refer to expectations and evaluations of brand or products, that vicarious impact others values, attitudes and consumption behaviour. The way that group members modify others' behaviour, it called socialisation process which is a learning and acceptable process. Reference group might be family members, friend or organisation. Social comparison theories emphasize that people always evaluate their behaviour or performance and also compare with their social group [3]. Furthermore, the Internet gives an opportunity of deepening mutual communication, online daters do utilize the Internet to form relationships, which display their popularity [11]. Marketers have to predict the reference group and social influence within changing situation while the world becomes to an integrated cultural diversity village [8]. At the outset, the consumption behaviour is influenced by their family, friend and other experienced consumers. It is imperative that reliable experienced consumers or celebrities indicate their dating experienced, customer depends on this information to make a purchase decision, which is the informational influence [18]. The biggest online dating generation is 55 to 64 years old people, there are about 1.87 million daters at 2013, and more than 22 percent couples are meeting online, Majority of online daters use the smart-phone to keep in touch with their matches [5]. There are thousands success stories to persuasion that Match.com works. Match sites recommend someone with similar values and lifestyle to each user, and encourage them to share their success experience to others, it breakthrough the traditional offline dating pattern [15]. These successful romantic stories have more incentive to get consumers performance right now, which reflects these experienced consumers influence the behaviour of individuals. Once the users search information about Match internet dating, it shows up professional advisors system with a view to ideal matches' suggestions. Their professional recommendation about ideal types makes the consumer trusts, and there seem to be plenty of research findings to confirm this.

It is very popular for many corporation to use celebrities as spokesmen to promote their product or brand in nowadays, due to celebrity endorsement have the inherent advantage of influence purchase behaviour. Namely, if the celebrity advertises a product, it will increase consumer's desire to buy the product or brand. A case in point is the 'Kate Middleton effect' is essentially on influence product sales, the Nannette dress sold out one-second one dress [7]. The increasing number of people are seeking their true love online, even celebrities have used online dating sites. Deborah Ann Woll plays a role in True Blood as a charming vampiric character, as opposed to this, she met her boyfriend on Match.com at 2007. As well as Joan

Rivers, who signed up at Match.com and was waiting for a sexy man [1]. Because of human nature, the reference group impact consumption behaviour. This is evidence that Match .com works to celebrity, so it should work to others. When the influential has been satisfied with online dating concerned, it has the direct effect on consumption. In other words, celebrity is the main contributor to promoting the communication and interaction between consumer and enterprise.

5. CONCLUSION

Not only young people but people of different ages have begun to accept online dating in the UK. The most important aspects of consumer motivation are emotional needs, a majority of customers are addicted to online dating due to it meets their requirement of love and esteem. With the advent of new technology- notably the mobile phone and digital media- it became easier to communicate with a stranger online. Internet draw singletons attention to seeking true love and partners, Nonetheless, for many people, they cannot trust internet dating and even they lie to others. Meanwhile, Some young adults take accept attitude but they are looking for hoop-up partners. Celebrity as reference group plays a dominant role in promoting communication between consumer and company, for the reason that the users simulate their behaviour. Another good way to boost participate's online dating behaviours is by reading about thousands of successful story, it helps consumer realise that they can make things happen. As the biggest and successful company all over the world, Match works well with online daters who find the long-term relationship, but Tinder is the exact opposite with Match and more popular at younger adults who look for hookup relationships. Nevertheless, highly reputation with experienced consumer and celebrities has been consolidating its status as the dominant website in the UK.

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