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Research On the Strategy of Integrating Chinese Excellent Traditional Culture into Aesthetic Education Teaching in Higher Vocational Colleges

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Abstract: Along with the progress of the Times and the constant development of national economy, higher vocational education pays more and more attention at this stage, higher vocational education is an important component of higher education in our country, as a type of higher education development, shouldering the construction of social economic development and the mission of cultivating talents, at the same time, higher vocational education is still the high level education in our vocational education system. Higher vocational education also follows the quality education, paying attention to students' moral, intellectual, physical, beauty, labor, five education all-round development, comprehensive development. This paper will focus on the key points of aesthetic education, and try to integrate the excellent traditional Chinese culture into the teaching of aesthetic education in higher vocational colleges. the excellent traditional Chinese culture has experienced thousands of years of development, is a brilliant artistic crystallization of human history, and embodies the wisdom of the Chinese people. Being able to effectively integrate into the excellent traditional Chinese culture is the focus of aesthetic education teaching in higher vocational colleges.

Keywords: Chinese excellent traditional culture; Higher vocational colleges; Aesthetic education teaching; Strategy research

1. INTRODUCTION

Excellent traditional Chinese culture has a long history and is the spiritual lifeblood of the Chinese nation, which includes rich philosophy, humanistic spirit, moral and rule of law related education. When teaching students, teachers in vocational colleges should not only pay attention to students' book professional knowledge, but also pay attention to students' aesthetic education, and formulate targeted aesthetic education teaching strategies based on the excellent traditional Chinese culture. Can make students better inspired by education.

2. CURRENT SITUATION OF AESTHETIC EDUCATION OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

2.1 There are problems in students' cognition of aesthetic education in higher vocational colleges:

Higher vocational colleges generally pay attention to the training of technical talent, but ignore the cultivation of humanistic quality. Although aesthetic education has been included in the teaching plan of colleges and universities, many schools and teachers value the development of professional knowledge and ignore the cultivation of aesthetic education.

2.2 The lack of aesthetic education courses in higher vocational colleges:

Nowadays, higher vocational colleges always make a passing mention of aesthetic education teaching, and do not set up special aesthetic education courses, which are mostly presented to students in the form of elective courses. Moreover, aesthetic education courses are rather impetuous, with fewer teachers engaged in aesthetic education, weak teachers and insufficient teacher training, which do not have the foundation for better combining with excellent traditional Chinese culture.

2.3 The way to implement aesthetic education in higher vocational colleges is relatively simple:

At the present stage, there is a relatively simple way to carry out the concentrated education of aesthetic education for higher vocational students, which is mainly reflected in the single group of students facing aesthetic education, limited to the students majoring in art design and landscape architecture. the content of aesthetic education is simple, only the application of art, appreciation, comment related aspects. This single form of aesthetic education makes students unable to receive good education, restricts the process of exploring beauty, limits the imagination of students, and makes them unable to become well-developed people.

3. THE IMPORTANCE OF CHINESE EXCELLENT TRADITIONAL CULTURE TO THE AESTHETIC EDUCATION OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

The excellent traditional culture of the Chinese nation is a unique spiritual and cultural feature formed in the course of the development of the Chinese nation in the long history of five thousand years, which contains profound national spiritual strength and rich aesthetic education elements, and has very important educational significance for students in higher vocational colleges.

Aesthetic education in higher vocational colleges exists in various forms of aesthetic education, such as poetry, calligraphy, opera, background stories of the Times, etc. These rich aesthetic education elements can better penetrate into the education of students in higher vocational colleges, so that students can be educated and inspired in their study, and thus form good aesthetic elements. In the process of integrating excellent traditional Chinese culture, the auxiliary education of college students can be carried out in combination with the national customs, local differences, diet culture and scenic spots of the Chinese nation, so that the education of aesthetic education is not only confined to the classroom form, but also fully infiltrate the excellent traditional culture of the Chinese nation into college students even in life.

Integrating the excellent traditional Chinese culture into the aesthetic education teaching in higher vocational colleges can deepen students' understanding and cognition of beauty, enrich students' after-school life, improve their self-confidence in national culture and the country, realize students' all-round development, and lay a solid foundation for students to become successors of socialism in the future.

4. THE STRATEGY OF INTEGRATING CHINESE EXCELLENT TRADITIONAL CULTURE INTO AESTHETIC EDUCATION TEACHING IN HIGHER VOCATIONAL COLLEGES

4.1 To follow the people-oriented, individualized education concept:

The integration of Chinese excellent traditional culture into the aesthetic education teaching of higher vocational colleges should follow the educational concept of people-oriented and individualized teaching [1]. In the educational activities of aesthetic education, students should be the center of students and the main body of teaching activities, and teachers should be the guides to guide and help students to form a correct aesthetic view and a perfect personality in learning. At the same time, we should respect students and respect their individual differences. Every student is independent of the teacher's will and is a living person, so there are different aesthetic differences. Teachers should not impose and inculcate what they consider to be the correct excellent traditional Chinese culture, but should combine different students' personality characteristics, guide and target the traditional Chinese culture that conforms to the current students' aesthetic concepts. It is necessary to make students interested and cultivate students' active learning ability. If students are forced to inculcate cultural knowledge that they are not interested in, it will put the cart before the horse, which will affect students' learning of excellent traditional Chinese culture. Teachers should develop different aesthetic education teaching methods according to different students, so as to provide good guidance and teach students according to their aptitude.

4.2 To combine education with fun and carry out aesthetic education vividly:

When integrating excellent traditional Chinese culture into aesthetic education teaching in higher vocational colleges, it is not only necessary to teach students according to their aptitude, but also to make students feel the positive impact of traditional culture on them. In order to cultivate students' self-learning ability, teachers should combine the actual situation and design a classroom that combines education with fun and can tell historical stories to students. Local customs and culture to enhance students' awareness of beauty. For example, through telling the drama story of Farewell My Concubine, students can feel the tragic love story between the hero Xiang Yu and the beauty Yu Ji. It tells the story of the poem fairy Li Bai's "Will enter the wine, the King will not see": "The flower horse, the treasure fur, the cry will be out for wine, and the sale of ancient sorrows with you", so that students feel that "life must be happy, do not make the golden bottle empty to the moon", and realize the poet's strong bold and free personality [2]. The excellent traditional Chinese culture, no matter from drama, poetry, can make students feel different beauty, teachers in the integration of higher vocational college aesthetic education to understand the reason, emotional teaching method, bring students a strong sense of substitution, so that students can form rich emotional feelings, and under the stimulation of such emotional changes, truly improve the aesthetic.

4.3 Integrate the excellent traditional Chinese culture into life and into the campus:

When the excellent traditional Chinese culture is integrated into the aesthetic education teaching of higher vocational colleges, it is not necessary to stick to the teaching form, but to actively carry out practical extracurricular activities related to the excellent traditional Chinese culture, so that students can feel the aesthetic education contained in the excellent traditional Chinese culture in the process of participating in activities, such as campus activities of reading the book of songs, folk songs, dance operas, etc. Even in the Dragon Boat Festival, Mid-Autumn Festival and other traditional festivals, held dumplings, do moon cake activities, these are to promote the combination of traditional culture and modern education aesthetic education. At the same time, the campus can put up posters and slogans of traditional culture, and integrate the campus buildings and landforms into traditional culture. For example, the campus can be decorated with lanterns and decorations during the Spring Festival, so that students can fully feel the beauty brought by traditional Chinese culture in their daily campus life.

5. CONCLUSION

To sum up, under the educational background of quality education in the new era, aesthetic education has become an important standard for students' all-round development, and the excellent traditional Chinese culture can be effectively integrated into the aesthetic education teaching of higher vocational colleges. the combination of the two is positive and effective, and can

truly realize the aesthetic education of higher vocational students.

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Exploring The Path of Integrating Artisan Spirit into Ideological and Political Education in Higher Vocational Colleges

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Abstract: Higher vocational colleges are the main bases for training talents. For teachers of higher vocational colleges, it is necessary to transfer theoretical content to students in an effective way, cultivate students' professional qualities, and promote students to form good talents in our society's needs. In the actual teaching process, we should pay attention to students' ideological and political accomplishment, and through cultivating students' craftsman spirit, students can enhance their ideological and political teaching ability to a large extent, and students have a good professional spirit.

Keywords: Craftsman spirit; higher vocational colleges; Ideological and political education path

1. INTRODUCTION

Under the new social environment of our country, teachers of higher vocational colleges should clear the importance of their work, do a good job in cultivating students' craftsman spirit, so that the craftsman spirit can better run through the ideological and political content teaching, at the same time, strengthen the combination of ideological and political thought and craftsman spirit, which can enhance students' comprehensive accomplishment to a great extent, also can teachers' teaching skills.

2.IMPLEMENT THE MULTI-PARTY COLLABORATIVE EDUCATION MECHANISM

Ideological and political education in higher vocational colleges is different from other education, which has certain requirements and specialization. Therefore, colleges should cooperate with enterprises, run through the idea of combining industry and education, and bring good atmosphere for the combination of the two sides. However, as for the craftsman spirit, it is generally common in enterprises, in this regard, teachers should promote our country's good cultural heritage as the basic condition when transmitting this idea to the students, thus conducting teaching. In order to promote the effective combination of colleges and enterprises, it is necessary to further reflect the importance of the relevant government, set up an effective control system, divide the work content in detail, and determine the responsibilities of each subject, so as to effectively achieve the purpose of common progress and cooperation. For relevant government departments, scientific policies and mechanisms should also be established to clarify various responsibilities and work priorities, such as monitoring and auditing of institutions

and enterprises, and holding them accountable once unreasonable behaviors are found in the monitoring process [1].

3.CHANGE THE OUTDATED CONCEPT OF EDUCATION

Through the investigation and analysis of most of the current higher vocational colleges, it can be found that in the process of education, colleges do not pay attention to the importance of craftsman spirit, which will not only affect the comprehensive quality of students, but also make students lack the sense of competition. Faced with such a situation, teachers must change their own teaching concepts and pay attention to the cultivation of students' craftsman spirit. The spirit and ideological politics are well combined in order to strengthen students' knowledge ability, so that students can actively participate in learning, in order to cultivate students' vocational awareness. According to students' different majors, teachers should dig deep into the content of craftsman spirit contained in the textbooks to promote students to further understand the significance of craftsman spirit. Vocational colleges can build special courses for this, so that students can participate in the special study of the craftsman spirit, so that students have a new cognition of the craftsman spirit.

4.COMBINE THEORY WITH PRACTICE

The theoretical education of students cannot be separated from the cooperation of practice. In this regard, teachers should not only transmit the theoretical content, but also improve the practical education of students in the teaching process. On the one hand, teachers should establish a scientific teaching purpose, and then in the teaching process, as far as possible to achieve such a purpose, the craftsman spirit throughout the teaching of different disciplines, so as to cultivate students' excellent professional quality and life quality, so that students can better understand and clarify the fine culture of our country, and transform it into theoretical knowledge, improve discipline knowledge and teaching procedures. Enhance the effectiveness and rationality of education in different disciplines, and promote students to have craftsman spirit concepts in real life. Because the craftsman spirit is relatively subjective, teachers should take the craftsman spirit as the principle of practical teaching in the process of combining theory with practice, so as to enhance students' spiritual concepts and psychology. On the other hand, it is necessary to communicate and interact well with enterprises, mainly

because the development of craftsman spirit is closely related to practice, especially the contemporary craftsman spirit, which is carried out on the basis of corporate culture. Therefore, colleges and universities should cooperate closely with enterprises to provide an effective atmosphere for students to carry out practical activities, so that students can have reasonable time to carry out practical activities. In addition, colleges and universities can also understand the advantages of teaching in different majors according to the characteristics of students' different majors, and design education programs to promote students to form a good ideological consciousness and have an effective three-perspective consciousness, and take enterprises as the key to let students enter the relevant enterprises for internship, so as to achieve the win-win goal of colleges and enterprises [2].

5.DEMONSTRATE THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION

For teachers of different disciplines, they should have a comprehensive understanding of the ideological and political content contained in the textbooks, and then contentalize the craftsman spirit, so as to strengthen the penetration effect of different teaching processes, design the teaching content, enhance the understanding level, and make the craftsman spirit penetrate into different ideological and political teaching in an all-round way, so as to improve the teaching quality. In order to cultivate students' craftsman spirit, ideological and political teaching is an indispensable path. Teachers should make scientific use of textbook content to conduct teaching.

For example, when teaching, in order for students to understand the fine cultural concepts of our country, teachers should conduct a comprehensive analysis from every Angle, display the values and life outlook from different aspects, so that students in the process of learning and growth, can have a sense of patriotism and sincere literacy, especially to have professional literacy, because in the spirit of the craftsman content, dedication is the key content, Teachers transmit the concept of love and dedication to students, make students realize the concept of craftsman spirit, and realize the cultivation of students' comprehensive quality. In addition, ideology and politics can enable students to form a correct sense of three perspectives. In this regard, teachers can further use this feature to guide students in life and value, reflect the guiding effect of ideological and political education, and use different forms to help students carry forward China's craftsman spirit in actual life and study, such as relevant videos and texts. At the same time, teachers should cultivate students' emotional consciousness after teaching, so as to promote students' emotional concept.

6.SCIENTIFIC APPLICATION OF NEW MEDIA TECHNOLOGIES

At present, China has developed into a comprehensive Internet society, and different advanced media have emerged continuously, such as wechat, which has improved people's quality of life to a great extent, and in higher vocational colleges, such new media has also been effectively used. In the process of transmitting relevant knowledge content to students, the transmission mode has also undergone great changes. When transmitting ideological and political content to students, teachers should make scientific use of innovative technologies, so as to strengthen the quality and ability of education. New media has many characteristics, such as fast dissemination and complex content, etc. Colleges and universities can set up public accounts to release relevant content about craftsman spirit on time, which not only has the effect of development, but also enables students to have an in-depth understanding of craftsman spirit [3].

7.CONCLUSION

In the actual teaching process, if teachers want to infiltrate the craftsman spirit in ideological and political education, they must change the previous teaching concepts, enhance the combination of craftsman spirit and ideological and political education, and do a good job in exchanges and cooperation with enterprises, so as to create a good learning atmosphere and environment, strengthen the transformation of ideological and political education forms, and develop the craftsman spirit through various effective ways. In this way, students can improve their comprehensive literacy.

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Study On the Relationship Between Emotional Intelligence and Entrepreneurial Intention of Higher Vocational Students-- Analysis of the Entrepreneurial Self-Efficacy as the Intermediary Role

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Abstract: This paper links the research of emotional intelligence and entrepreneurship and selects two hot spots in the field of entrepreneurship. the purpose of this study is to examine the role of emotional intelligence between entrepreneurial self-efficacy and entrepreneurial intention, and then to enhance the entrepreneurial self-efficacy of potential entrepreneurs and enhance individual entrepreneurial intention from the perspective of improving emotional intelligence. In this study, 288 higher vocational students were investigated. the statistical analysis techniques used mainly included exploratory factor analysis, confirmatory factor analysis, structural equation model and regression analysis. Studies believe that there is a significant positive correlation between entrepreneurial ability and self-efficacy, and emotional intelligence.

Keywords: Emotional intelligence; Entrepreneurial self-efficacy; Entrepreneurial intention

1. INTRODUCTION

For a long time, people habitually rely on the results of intelligence tests to predict the success of students' future studies and career, and thus pay too much attention to the development of students' intelligence, so that many education and training institutions have been prosperous development. Under the guidance of this education mode, it only pays attention to the examination of students' academic performance, knowledge and skills and other aspects, but ignores the evaluation of students' emotional and emotional experience, attitude, value and other aspects, which is contrary to promoting the all-round development of people. Therefore, the research on emotional intelligence for the special group of higher vocational students has become a very hot topic worth discussing.

According to the Robert A. In the study of Baron (2008), emotional factors have been confirmed to have a significant impact on entrepreneurship and the entrepreneurial process. Mood is considered a very important variable in entrepreneurship. According to the research of Zheng Zhenyu, Ding Guifeng and others in 2009, emotional factors have had a profound impact on entrepreneurs' cognition and behavior. Emotion is a

complex and important psychological variable, which not only has a positive impact on individual development, but also directly or indirectly acts on entrepreneurial activities in different ways. Shepherd (2004) When discussing entrepreneurship education, emotional factors and general emotional intelligence play a crucial role in potential entrepreneurial failure. Leonidas A. Zampetakis et. al. (2009) studied the characteristics of emotional intelligence (or emotional self-efficacy), initiative, innovation, entrepreneurial attitude and the correlation between entrepreneurial intention, found that when students show high emotional self-efficacy, namely when they believe they can successfully perceive, identify, adjust, control and evaluate their emotions and others, they are more likely to produce entrepreneurial intention. In this study we refer to this phenomenon as the "trait emotional intelligence-initiative" effect. According to the multifactor theory (Edwards, 1990), attitudes include not only emotional factors, but also cognitive factors. the cognitive component includes the ability to understand and interpret the things themselves and the goals to which they point. the affective component refers to emotions or emotions related to the attitude object and the cognitive component, which focuses on beliefs or thoughts associated with the attitude object. the cognitive component involves the understanding of the things themselves and the meaning they mean. Their tolerance to stress increased significantly when individuals show a high degree of emotional self-efficacy (Mikolajczak et al., 2006; Tsaousis & Nikolaou, 2005).

Therefore, when encountering problems, those individuals with higher emotional intelligence tend to show lower risk aversion, which helps to foster a more positive entrepreneurial attitude, thus improving their entrepreneurial self-efficacy and being more likely to persist and seek challenges. Research shows that emotional intelligence plays a crucial role in shaping entrepreneurial intentions, but also having a profound impact on multiple aspects of entrepreneurial self-efficacy.

This paper builds a model of the relationship between the emotional intelligence and the entrepreneurial intention

of higher vocational students based on the entrepreneurial efficiency, so as to expand the relevant research in the field of emotional intelligence and entrepreneurship, and provides some ideas for improving the vocational education system, employment situation and practical problems in talent training.

2. RESEARCH HYPOTHESIS AND RESEARCH FRAMEWORK

2.1 Study hypothesis

Hypothesis 3a: There is a significant positive correlation between the emotional intelligence level of college students and their entrepreneurial intention.

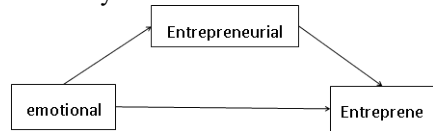
Hypothesis 3b: There is a significant positive correlation between the emotional intelligence level of college students and their entrepreneurial self-efficacy.

Hypothesis 3c: College students' entrepreneurial intention is significantly positively influenced by the positive prediction of their entrepreneurial self-efficacy. Between their emotional intelligence and entrepreneurial intention, their entrepreneurial self-efficacy acts as an intermediary mechanism.

Based on the above theoretical analysis, we conclude that there is a close connection between emotional intelligence and the entrepreneurial field, and that emotional intelligence has a significant impact on the entrepreneurial intention of college students. Therefore, we aim to compare whether there are differences in emotional intelligence and various aspects between higher vocational students with entrepreneurial experience and no entrepreneurial experience.

2.2 Research framework

Based on the above analysis, the framework diagram of this study is as follows:



3. RESEARCH OBJECTS AND TOOLS

3.1 Study subjects

By random sampling, 427 respondents were randomly surveyed from a local higher vocational college student, and 408 valid questionnaires were collected, including 256 men and 217 women, with an effective rate of 95.55%.

3.2 Tools

3.2.1 This study uses various statistical software such as SPSS23.0 and LISREL8.7, using descriptive statistics, exploratory factor analysis, validation factor analysis, correlation analysis, regression analysis and structural equation model, to conduct a comprehensive and in-depth analysis of the data.

3.2.2 In this study, the college students' entrepreneurial self-efficacy and entrepreneurial intention two scale were revised, while college students' emotional intelligence scale adopted the yan-mei liu and Chen hong (2008) the revised version of EIS, emotional intelligence is divided into five dimensions, respectively to others emotional regulation (ERO), emotional evaluation (AEO), to their emotional evaluation (AES), their

emotional regulation (ERS) and emotional use (UPES), and adopted 5 points, contains 21 items. On this basis, the questionnaire of college students' entrepreneurial intention is compiled. Through the reliability analysis of the college students, the internal consistency reliability coefficient of the questionnaire is 0.886, indicating its significant validity and credibility. In addition, the questionnaire used in this study had a high reliability and validity level. Therefore, the obtained questionnaire data can be used to further process and analyze them.

4. FINDING

4.1 Regression analysis of the predictive effect of emotional intelligence on entrepreneurial self-efficacy

Table 1 Results of the regression analysis of the predictive effect of emotional intelligence on entrepreneurial self-efficacy

variable	β	t	Sig.
Emotional regulation of others	0.243***	4.882	0.000
Evaluate others' emotions	0.176***	3.663	0.000
Adjust your own emotions	0.131***	2.644	0.008
emotional intelligence	0.471***	11.807	0.000

Dependent variable: entrepreneurial self-efficacy ***p<0.001 **p<0.01 *p<0.05

According to Table 1, in the five dimensions of emotional intelligence, only to others emotional regulation, emotional evaluation and to their emotional regulation three dimensions is included in the regression equation, and for their own emotional evaluation and emotional use, due to not well explain the change of entrepreneurial self-efficacy, ultimately cannot be included in the regression equation. This suggests that entrepreneurial self-efficacy is due to emotional intelligence to some extent. Research showing that there is a significant positive correlation between emotional intelligence and entrepreneurial self-efficacy and that emotional intelligence can positively predict entrepreneurial self-efficacy is supported by a regression analysis of emotional intelligence on entrepreneurial self-efficacy.

4.2 Regression analysis of the effect of entrepreneurial self-efficacy on entrepreneurial intention

The results of the multiple regression are shown in Table 2.

Table 2 Results of regression analysis on the effect of entrepreneurial self-efficacy on entrepreneurial intention

variable	β	t	Sig.
Innovative efficiency	0.183***	4.092	0.000
Commitment to efficiency	0.136**	2.924	0.004
Risk-taking efficacy	0.098*	2.108	0.033
Entrepreneurial learning efficiency	0.097*	2.166	0.032
Opportunity to identify the efficacy sense	0.099*	2.089	0.038
Entrepreneurial self-efficacy	0.453***	12.559	0.000

Dependent variable: entrepreneurial intention ***p<0.001 **p<0.01 *p<0.05

As can be seen from Table 2, all the other five dimensions entered the regression equation and the regression coefficients reached a significant level. In addition, entrepreneurial self-efficacy and entrepreneurial intention are analyzed, and entrepreneurial self-efficacy and entrepreneurial intention are analyzed. the results show that

entrepreneurial self-efficacy has a significant positive impact on entrepreneurial intention, and entrepreneurial self-efficacy can actively predict entrepreneurial intention.

4.3 Regression analysis of emotional intelligence on entrepreneurial intention

The results of the multiple regression analysis are shown in Table 3 below.

Table 3 Results of regression analysis on the effect of emotional intelligence on entrepreneurial intention

variable	β	t	Sig.
Emotional regulation of others	0.174***	3.842	0.000
Emotional use	0.091***	1.989	0.043
emotional intelligence	0.207***	5.066	0.000

Dependent variable: entrepreneurial intention ***p<0.001 **p<0.01 *p<0.05

As shown in Table 3, among the five dimensions of emotional intelligence, only the two dimensions of emotional regulation and emotional use of others are included in the regression equation, while they show extremely significant effects on the prediction of others' emotional regulation on entrepreneurial intention. Among them, there are significant differences in self-efficacy, social support and subjective well-being in each variables. Research shows that there is a significant positive relationship between emotional intelligence and entrepreneurial intention, and emotional intelligence can positively predict entrepreneurial intention, and this conclusion is supported by the regression analysis of emotional intelligence on entrepreneurial intention.

According to Table 3, in the five dimensions of emotional intelligence, only to others emotional regulation, emotional evaluation and to their emotional regulation three dimensions is included in the regression equation, and for their own emotional evaluation and emotional use, due to not well explain the change of entrepreneurial self-efficacy, ultimately cannot be included in the regression equation. This suggests that entrepreneurial self-efficacy is due to emotional intelligence to some extent. Research showing that there is a significant positive correlation between emotional intelligence and entrepreneurial self-efficacy and that emotional intelligence can positively predict entrepreneurial self-efficacy is supported by a regression analysis of emotional intelligence on entrepreneurial self-efficacy.

4.4 Analysis of the intermediary role of entrepreneurial self-efficacy between emotional intelligence and entrepreneurial intention

Based on the mediation process defined by Baron and Kenny (1986) and the mediation test procedure and

application of Wen Zhonglin (2004), this study used the stepwise regression method to analyze whether entrepreneurial self-efficacy plays a mediating role between emotional intelligence and entrepreneurial intention.

The specific steps are as follows: In the first step, all the latent variables corresponding to the independent variable X (emotional intelligence), intermediary variable M (entrepreneurial self-efficacy) and dependent variable Y (entrepreneurial intention) in this study were scored, and the total score was centralized. In step 2, the regression between the mediator variable M and the independent variable X was examined, and the results are shown in Table 1. Step 3. Investigate the regression between the dependent variable Y and the mediation variable M, and the results are shown in Table 3. Step 4 discusses the test of the influence of the independent variables after controlling for the demographic variables and the mediation variables M. This can also be divided into two steps. One is to test whether there is a regression between dependent variable entrepreneurial intention and independent variable emotional intelligence, and the results are shown in Table 2; After controlling the mediation variable — entrepreneurial self-efficacy, the regression relationship between entrepreneurial intention and emotional intelligence is tested. After two steps, a comparative analysis is concluded, and the results are shown in Table 4.

As can be seen from the regression results in Table 1, the regression coefficient of both independent and intermediary variables was 0.471 and reached a significant level (p <0.001), indicating that emotional intelligence can positively predict entrepreneurial self-efficacy and can be analyzed in the next step. As can be seen from the regression results in Table 2, the regression coefficient between intermediary variable entrepreneurial self-efficacy and dependent variable entrepreneurial intention was 0.453, reaching a significant level (p <0.001), indicating a significant positive correlation between entrepreneurial self-efficacy and entrepreneurial intention, so the analysis was continued. the regression 3 result in Table 3 shows that the regression coefficient of the mediation variable reached 0.453, reaching a very significant level (p <0.001). However, the regression coefficient of the independent variable is not significant, so the entrepreneurial self-efficacy plays a complete intermediary role in the independent variable emotional intelligence and the dependent variable entrepreneurial intention.

Table 4 The Mediating Role of Entrepreneurial Self-efficacy between Emotional Intelligence and Entrepreneurial Intention (N=502)

argument		standardized regression coefficient			
		First Steps	the second step	the third step	
		Entrepreneurship self Efficiency	Entrepreneurship intention	Entrepreneurship intention	STEP2
First Steps	emotional intelligence	0.471***			
the second step	Entrepreneurial self-efficacy		0.453***		
the third step	emotional intelligence			0.207***	—
	Entrepreneurial self-efficacy				0.453***

5. RESULTS AND DISCUSSION

This study through the empirical study construct higher vocational students emotional intelligence and entrepreneurial self-efficacy and the model of the relationship between business intention, expand the emotional intelligence and entrepreneurship related research, can both the college students entrepreneurs play a guiding role in theory and practice, realize that by improving emotional intelligence to enhance entrepreneurial self-efficacy and eventually enhance entrepreneurial intention to obtain success, and to solve our education system, the employment situation and realistic problems existing in the talent training provide ideas.

5.1 Impact of emotional intelligence on entrepreneurial self-efficacy

It can be seen from the above correlation analysis that there is a significant positive relationship between emotional intelligence and entrepreneurial self-efficacy, and there is a significant negative correlation between the dimensions of emotional intelligence and entrepreneurial self-efficacy. This indicates that the stronger the emotional intelligence, the greater the entrepreneurial self-efficacy. Through gradual regression analysis shows that there is a positive correlation between emotional intelligence and entrepreneurial self-efficacy, emotional intelligence can positively predict entrepreneurial self-efficacy, in the five dimensions of emotional intelligence, emotional regulation, emotional evaluation and their emotional regulation three dimensions into the regression equation, but their emotional evaluation and emotional use two dimensions entrepreneurial self-efficacy regression coefficient did not reach a significant level ($p > 0.05$). Through specific content analysis, this paper believes that the cause of the consequences is probably the entrepreneurial process is a process of interpersonal relationship, need with customers, employees, suppliers and potential investors to establish good relationships to obtain the required resources and entrepreneurial success, establish interpersonal relationship is a kind of effective communication and communication between people, so emotional evaluation, adjust others emotional ability is particularly important, it will directly affect the relationship of coordination efficiency, and further affect the entrepreneurial self-efficacy. When starting a business, they are faced with all kinds of pressures and risks, so they can adjust their mentality and make themselves in a state of forging ahead and persistent efforts, which will help to obtain more valuable entrepreneurial opportunities, deal with the risks from all aspects, and then enhance the self-efficacy of entrepreneurs. Due to the study of emotional intelligence of college students in the background of Chinese culture, since the control of demographic variables will affect the research results, the regression analysis shows that the regression coefficient of emotional evaluation and emotional use is significant for entrepreneurial self-efficacy ($p < 0.001$). the educational level of

demographic variables, family background and whether the previous entrepreneurial experience had a significant influence on the research results.

5.2 The influence of entrepreneurial self-efficacy on entrepreneurial intention

Through the above relevant analysis, it is concluded that entrepreneurial self-efficacy has a significant positive impact on entrepreneurial intention, and all dimensions of entrepreneurial self-efficacy have a significant impact on entrepreneurial intention. the performance is that the stronger the entrepreneurial self-efficacy is, the stronger the entrepreneurial intention is. This is in line with the research situation of domestic and foreign scholars. the results of regression analysis show that entrepreneurial self-efficacy has a significant positive correlation on entrepreneurial intention, and entrepreneurial self-efficacy can have a positive prediction effect on entrepreneurial intention. In the six dimensions of entrepreneurial self-efficacy, except for the efficiency of relationship coordination, in the other five dimensions, innovation, commitment, opportunity identification, risk taking and entrepreneurial learning all entered the regression equation and the regression coefficient reached a significant level. Through specific content analysis, we concluded that the reason for this result may be that the control of demographic variables will affect the result, while the regression analysis when demographic variables are not controlled indicates that the regression coefficient between relationship coordination efficacy dimension and entrepreneurial intention is significant ($p < 0.001$). the demographic variables, such as gender, education, and entrepreneurial experience, can have a significant impact on the results.

5.3 The intermediary role of entrepreneurial self-efficacy between emotional intelligence and entrepreneurial intention

On the basis of the analysis of previous research literature in this paper, it is found that many scholars at home and abroad are exploring the relationship between emotional intelligence and many variables, but few people are involved in the research of emotional intelligence and entrepreneurship, especially for college students. This study examines the relationship between college students' emotional intelligence, entrepreneurial self-efficacy and entrepreneurial intention. Methods of correlation analysis and regression analysis show that entrepreneurial self-efficacy plays a complete intermediary role between emotional intelligence and entrepreneurial intention — Emotional intelligence has a complete impact on entrepreneurial intention through the intermediary role of entrepreneurial self-efficacy. It can be concluded that potential entrepreneurs in the case of emotional intelligence, namely the potential entrepreneurs can better regulate others' emotions, evaluate others' emotions, adjust their emotions, assess their emotions and use emotions, the entrepreneurial self-efficacy will increase, this is because through emotional intelligence, will make its innovation efficacy, opportunities to identify efficacy,

relationship coordination efficacy, risk efficacy, commitment efficacy and entrepreneurial learning efficacy will enhance, and eventually lead to its entrepreneurial intention. To some extent, this research has broadened the vision of the field of emotional intelligence and entrepreneurship, and also provided some ideas for the solution of practical problems such as China's education system, employment situation and talent training. In previous education mode, too much attention to students 'academic performance, knowledge and skills, but ignored the students' emotional and emotional experience, attitude, value assessment, both against the need of promote the all-round development, and does not conform to the current society for the need of "talent" training, emotional intelligence has a close relationship with interpersonal relationship, so we should pay attention to the role of emotional intelligence in which. We should give full play to the self-efficacy of entrepreneurship. the guidance and support of national policies will encourage more people to play their creative thinking and invest in active entrepreneurial activities, and also bring some guarantee to entrepreneurs. And colleges and universities can also take positive strong talent training measures, flexible curriculum, motivate students to cultivate innovative thinking, expand employment channels, training and strengthen college students entrepreneurial self-efficacy measures to improve college students' entrepreneurial intention, encourage them through self-employment, at the same time to provide more abundant jobs, reduce the pressure on employment have very realistic significance.

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Analysis Of Traditional Cultural Elements Suitable for the Cultivation of Craftsmanship Spirit in Changzhou Section of Grand Canal

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Abstract: The Grand Canal of China runs through the north and south, communicating and nurturing specific histories and cultures of various regions. This paper focuses on the excavation and analysis of traditional cultural elements along the Changzhou section of the Grand Canal, in order to extract cultural elements suitable for the cultivation of craftsmanship spirit and provide examples for the excavation of cultural elements suitable for the cultivation of craftsmanship spirit.

Keywords: Grand Canal; Changzhou; Craftsmanship spirit; Traditional cultural elements

1. CONCEPT AND BACKGROUND OF GRAND CANAL CULTURE

The Grand Canal consists of the Beijing-Hangzhou Grand Canal, the Sui-Tang Grand Canal and the East Zhejiang Canal. It has been built for more than 2,500 years. It is a great project created in ancient China and the longest and largest canal in the world. It inherits the long history and civilization of the Chinese nation. Inheritance and Utilization of the Grand Canal Culture is as the guide to coordinate the economic and social development of the regions along the Canal. It is of positive significance to explore new paths for high-quality development.

2. ANALYSIS OF CULTURAL ELEMENTS SUITABLE FOR THE CULTIVATION OF CRAFTSMANSHIP SPIRIT IN CHANGZHOU SECTION OF GRAND CANAL

Historically, the Beijing-Hangzhou Grand Canal ran through Changzhou City. Originally, the ancient canal was imported from the Xishui Pass of Baocang Tulongzui (also known as Shilongzui), passed Tianxi Bridge, Qingguo Lane, Xinfang Bridge and Yuanfeng Bridge. As a city with a long history and culture, Changzhou contains a variety of local cultures. Which cultures are suitable to be incorporated into classrooms and can be used as cultural elements to cultivate students' craftsmanship spirit is hereby analyzed as follows.

2.1 Elements of canal cultural block

The Changzhou section of the Grand Canal is abundant in cultural resources. In the historic city area, there are three historical and cultural blocks: Qingguo Lane, Nanshihe River and the north bank of the front and back, and four historical sections: Tianning Temple - Iron Zhouting, Suoqiao Wan - Xizhi Street, Sanbao Street and Nanheyuan.

2.2 Intangible cultural elements of arts and crafts

The intangible cultural heritage of Changzhou is quite abundant, but the focus of curriculum practice for higher vocational students is traditional art, such as Jintan Paper Carving, Chaotic Embroidery, Liuqing-style Bamboo Carving, Changzhou Comb etc.

2.3 Cultural elements of canal historical relics

The cultural resources in Changzhou section of the Grand Canal are also sole and unique, such as Tianning Tower, the first tower in China, Tianning Temple, the first jungle in Southeast China, Qingguo Lane, the first lane of celebrities in South China, the first stage of canals in South China, Yangsu Pavilion, the first Pavilion in Zhongwu. Baiyunjian, the first point of Baiyunxi, Land Temple of Zhongwu Head Society, Writing Tower, etc. Piling post, Ming city wall, the city wall ruins of in the Five Dynasties, the Dongpo Park.

2.3.1 Changzhou ancient streets and lanes cultural elements

Shanji Lane, Qingguo Lane, Yangliu Lane, Hualong Lane, Front and back north bank, Shunyi Lane, slanting Bridge lane, Tianjing Lane, Xinjie Lane, Oolong Nunn, Quan Lane, Boai Road, Yu'dai Road, Ma Yuan Lane, etc.

2.3.2 Changzhou Old Bridge cultural elements

The old Bridges in Changzhou bear witness to the historical changes of Changzhou. In the process of urban development, some of them have been dismantled, but their historical and cultural significance has been forever. There are dozens of ancient bridges. The name of each old bridge has its origin and carries the corresponding cultural story.

Xiacheng Bridge is located at the south end of Lihua Road. Sui Dynasty, Emperor Yang built Summer Palace here. It is also named as Piling Palace.

Zhenglu Bridge is located on the Beitang River. It was already there in the Southern Song Dynasty. the wooden bridge was rebuilt into a stone arch bridge in the Ming Dynasty, and the stone arch bridge was rebuilt in the Qing Dynasty. the name of the bridge comes from the surnames of "Zheng" and "Lu" who initiated the initiative and contributed more money in the memorial fundraising.

Buyi Bridge was built in the early Yuan Dynasty. There is a beautiful legend of Buyi Wangxian. So it was also called Wangxian Bridge during the Yuan Dynasty.

Zhaiqiao is in Zhaiqiao Township, the bridge name is the same as the town's. At the beginning of the Ming Dynasty, Xu Da led troops to attack Changzhou, Unable to win for a long time. then he had set up camp here, so

rename the bridge. the original village bridge two north and south, in the late Qing Dynasty, the North Village Bridge was abandoned, with the South Bridge as the village bridge, the town name continues to this day.

Hengshan Bridge is an arch shaped ring hole stone bridge, originally built in the Ming Dynasty, the bridge was transformed into a single hole stone arch bridge in the Qing Dynasty.

Helu Bridge is the oldest bridge recorded in Changwu area. It is said that it was built by King Lu of Wu during the Spring and Autumn period and named after it. It is also believed that the people of King Helu built it in memory of their predecessors. the bridge is located in the Xueyan town.

Bo 'ai Bridge is located at Bo 'ai Gate, Bo 'ai Road, across the Zicheng River. Is was built in 1932. the bridge's name comes from Sun Yat-sen's idea of equality, freedom and fraternity.

Guanghua Bridge is located between Guanghua Street and Carpenter Street, across the South Canal and it is outside Guanghua Gate, Guanghua Bridge was originally named Weishi Bridge, where Weishi Yamen of Jinling County was located in Song Dynasty, and got its name. It was rebuilt Ming Dynasty.

Tongji Bridge is located at the west end of De 'an Bridge. Because De 'an Bridge is high and very inconvenient, in the spring of 23 years of the Republic of China (1934), on the west side of De 'an Bridge, Tongji bridge was built. After completion, the two Bridges were named with the meaning of "sailing in the same boat".

Xiao Dongmen Bridge is located in the small east Gate section, across the Guan River. the name of the bridge comes from the small East Gate here. the bridge was built in the Five Dynasties and rebuilt in the seventh year of Ming Dynasty (1442).

The Midu Bridge was first built in the eighth year of the Zhengde reign of the Ming Dynasty (1513) by the Governor of Changzhou, Li Song. Originally it is named Shunyi Bridge, it was named after the Shunyi Lane to the north of the bridge, commonly known as Miedu Bridge, crossing the Zicheng River. There are no bridges or rivers left today, except for the Guanying Primary School built in the 31st year of the Guangxu reign (1905), which still uses the name of Maiduqiao Primary School to this day.

2.4 Specific Analysis of Cultural Elements of Celebrities Changzhou, as a city with a long history, has seen the emergence of many famous figures. Representatives include Ji Zha, Xiao Tong, Su Dongpo, Yun Nantian, Sheng Xuanhuai, Tang Shunzhi, Feng Xu, Cao Dazhang, Zhao Yi, Cai Xu, Liu Guojun, Li Gongfu, Qu Qiubai, Zhang Tailei, Yun Daiying, Hua Luogeng, Zhou Youguang, Liu Haisu, Wang Zheng, Shi Liang, Hong Liangji, Yuen Ren Chao, Lu Xiaoman, Gao Xiaosheng, etc. These celebrities use their character and deeds to inspire the younger generation today. For example:

Ji Zha was the fourth son of King Shoumeng of Wu in the late Spring and Autumn period, known as Gongzi Zha. In 547 BC, he was granted the title of Yanling and

was known as the "Yanling Jizi". It is said that he made three concessions to avoid the throne. Ji Zha is a politician and diplomat with noble character and foresight.

Qu Qiubai is from Changzhou. An early leader of the CPC, a proletarian Revolutionary and a Marxist theorist. At the same time, he is a writer, a critic of Literary theory, and a poet. Qu Qiubai established his lofty position in the history of modern Chinese literature with his essay "Surplus Words", and his posthumous work is Qu Qiubai's Collected Works.

Zhou Youguang was a famous economist and linguist. the original name was Zhou Yaoping, and "Youguang" is the pen name. He is the main drafter of the Pinyin scheme, and presided over the formulation of the Basic Rules of Pinyin Orthography.

2.5 Cultural Elements of Museums

Changzhou Museum is a local comprehensive museum integrating history, art and nature. the Changzhou Museum has a collection of more than 30000 pieces. Liangzhu jade, primitive blue porcelain of the Spring and Autumn Period and the Warring States Period, lacquerware and porcelain of the Song and Yuan Dynasties, and calligraphy and painting of the Ming and Qing Dynasties are all characteristics of the museum.

The Changzhou section of the Grand Canal has its rich historical and cultural heritage, as well as its unique traditional cultural elements. This article provides a brief analysis from multiple perspectives on the cultural elements of Elements of canal cultural block, intangible cultural elements of arts and crafts, cultural elements of Canal historical relics, cultural elements of celebrities and cultural elements of museums. It explores the traditional cultural elements suitable for the cultivation of craftsmanship spirit in the Changzhou section, providing basic cultural exploration ideas and examples for cultivation.

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New Thoughts on the International Communication of Chinese Culture in the Context of International Chinese Education

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Abstract: With the rapid development of international Chinese education, the spread of Chinese culture in the world has also attracted increasing attention. International Chinese education undertakes the important task of international communication of Chinese culture, and plays an important role in promoting cross-cultural communication, promoting economic and educational development, enhancing China's soft power, and enriching global cultural diversity. International Chinese education should be guided by innovation with a high sense of mission, open up international communication paths from language teaching, cultural interaction, industrial promotion, academic exchanges and other aspects, and contribute to the building of a community with a shared future for mankind.

Keywords: International Chinese education; Chinese culture; International communication; New thinking

1. INTRODUCTION

With the deepening of globalization, international Chinese education, as an important way of cultural communication, plays an important role in promoting the international communication of Chinese culture. However, in the context of international Chinese education, the spread of Chinese culture still faces some challenges and problems, and new thinking is needed to further improve the influence and sustainability of Chinese culture in international communication.

2. THE SIGNIFICANCE OF INTERNATIONAL COMMUNICATION OF CHINESE CULTURE IN THE CONTEXT OF INTERNATIONAL CHINESE EDUCATION

2.1 Deepen cross-cultural communication

Chinese culture has a long history and contains rich and diverse traditional values, philosophical thoughts, literature, art and traditional customs. Through the promotion of Chinese language education and the dissemination of Chinese culture, the international community can better understand the history, culture and values of China, and thus enhance the awareness and respect of China and its people. The international dissemination of Chinese culture helps to promote dialogue and sharing of values in cross-cultural communication. Different countries and regions have different values and humanistic concepts, and Chinese

culture is famous for its unique values and ways of thinking.

Through Chinese education, international students are exposed to and learn the core values of Chinese culture, such as respect for elders, valuing the family, and pursuing harmony. These values are not only important to Chinese culture, but also provide new ideas and lessons for the international community. By learning Chinese culture, international students can have in-depth dialogue and exchanges with the Chinese people, share the values of their respective cultures, and find a common value basis, thus promoting the integration and development of cross-cultural exchanges.

In addition, with the rise of Chinese education, more and more foreign students choose to learn Chinese, and schools around the world have begun to introduce Chinese teaching programs, educational cooperation and exchange provide a platform for Chinese and foreign students to interact and exchange, and promote mutual understanding and cooperation between different cultures. Through Chinese education, international students can not only learn the Chinese language, but also have a deeper understanding of China's cultural background and social development. Educational cooperation helps to cultivate talents with cross-cultural communication skills, and promote the diversified development and common prosperity of the international community.

2.2 Promote economic development

Through the promotion of international Chinese education, people can learn and experience the knowledge of Chinese language, Chinese characters, traditional culture and values, which helps to break down cultural barriers and enhance mutual understanding and friendship between people of different countries. When people in different countries have a deeper understanding and recognition of Chinese culture, the interest in China will further increase, which will create favorable conditions for promoting economic development.

Secondly, by learning Chinese and understanding Chinese culture, international students and scholars can communicate and interact with Chinese people more directly. They can participate in Chinese academic seminars, cultural exchange activities and field trips, etc., and discuss knowledge and experience in various fields with Chinese people. Cross-cultural exchanges and

cooperation are conducive to promoting the development of science and technology, education, art, economy and other fields. To provide a broader space for economic cooperation and business opportunities.

In addition, by providing high-quality Chinese education resources and high-quality teaching environment, attracting more foreign students to study in China will help cultivate more talents with Chinese language and Chinese cultural background, international students can play a role in Chinese enterprises, institutions and organizations to promote economic innovation and development, and at the same time can become a window to understand the Chinese market and business opportunities. More foreign investors invest in China and promote economic prosperity.

2.3 Enhance China's soft power

Chinese culture is the spirit and cultural gene of the Chinese people, which contains rich philosophical thoughts, artistic expressions and moral concepts. Through the promotion of international Chinese education, foreign students can learn Chinese language and understand Chinese culture, and then have a deeper understanding of the way of thinking, way of life and values of the Chinese people. Such understanding and recognition can promote the international community's recognition and respect for China, enhance China's voice and influence in international affairs, and further enhance China's soft power.

Chinese culture has a long history and profound cultural heritage, and its unique values and way of thinking can provide new thinking and inspiration for the world. Through cultural exchanges and cooperation, countries can learn from each other and promote the progress and development of human civilization, while cooperation can promote mutual trust and friendship in the international community, help solve global problems, and thus enhance China's influence and status in the international arena and enhance soft power.

In addition, as a country with profound cultural heritage, China has rich and diverse historical sites, traditional arts and folk culture. Through the promotion of international Chinese education and the spread of Chinese culture, foreigners' interest and curiosity will be stimulated, and they will be more willing to come to China to travel, learn and experience Chinese culture, which will drive the development of China's tourism industry, increase tourism income and promote economic growth. At the same time, the international dissemination of Chinese culture will also promote China's cultural industry to the world, and Chinese cultural products such as films, music and traditional handicrafts will be more widely recognized and marketed, enhancing the international competitiveness of China's cultural industry and further enhancing China's soft power.

2.4 Promoting cooperation in education

Through the international dissemination of Chinese culture, foreign students can be exposed to ways of thinking and life that are different from their own cultural traditions, so as to cultivate the ability of cross-

cultural communication and understanding, which is crucial for cultivating talents in the era of globalization, enabling students to better adapt to the cross-cultural environment and promoting educational cooperation and exchanges between different countries and regions.

In addition, the international dissemination of Chinese culture can promote the complementarity and sharing of educational resources and improve the diversity and quality of education. As a country with profound cultural heritage, China has abundant educational resources, including excellent teachers, teaching materials and teaching techniques.

2.5 Enriching global cultural diversity

First of all, with the popularization of Chinese education, more and more people are exposed to all aspects of Chinese culture while learning Chinese. Chinese education courses usually include the teaching of cultural elements, such as traditional Chinese festivals, history, literature, art, etc. By learning Chinese, students can have a deeper understanding of the connotation and characteristics of Chinese culture, thus forming respect and appreciation for traditional Chinese culture.

Secondly, the promotion of Chinese education makes it easier for people around the world to communicate and communicate. When learners use Chinese to communicate, they are not only learning a language, but also passing on and sharing the values, ways of thinking and social customs of Chinese culture.

In addition, the international spread of Chinese culture promotes cross-cultural art and innovation. Chinese culture has a long history and unique aesthetic concept, and its art forms and creative methods are often different from Western culture. Through Chinese education and cultural exchanges, the art and innovative ideas of Chinese culture can be disseminated and shared [1].

2.6 Cultivate global talents

By promoting Chinese culture and attracting more people to learn Chinese, it can not only provide more job opportunities and communication opportunities, but also promote the global development of the Chinese language. Those who master Chinese will become a bridge connecting Chinese and Western cultures, be able to better carry out cross-cultural communication, and contribute to cooperation and development in the era of globalization.

In addition, through the promotion of Chinese culture, more countries and people can have a more comprehensive and in-depth understanding of China, enhance their sense of identity and favorable impression of China, help enhance China's influence and competitiveness on the international stage, and provide more opportunities and platforms for international cooperation. For the cultivation of global talents, such international image and soft power improvement are very important, which can provide better conditions and opportunities for participation and development in international affairs.

3. PATH OF INTERNATIONAL TRANSMISSION OF CHINESE CULTURE IN THE CONTEXT OF INTERNATIONAL CHINESE EDUCATION

3.1 Chinese teaching and learning

The traditional Chinese teaching mainly focuses on teaching grammar and vocabulary, but with the changes of the Times, students' demands for language learning have also changed. Therefore, teachers should introduce innovative teaching methods and textbooks in teaching, such as using multimedia technology and Internet resources to design interesting and interactive teaching activities to improve students' learning enthusiasm and interest. At the same time, special Chinese learning classes and cultural experience activities can be set up to provide students with more diversified learning opportunities [2].

3.2 Cultural exchanges and activities

First, cultural exchange activities can attract the interest of foreigners by displaying artistic expressions of Chinese culture. Art exhibitions are a common cultural exchange activity that can display traditional Chinese painting, calligraphy, paper-cutting and other art forms, as well as the works of contemporary artists. These exhibitions can introduce the background, techniques and meaning of the works to the audience through images, words and narration, so that foreigners can have a deep understanding of the broad and profound Chinese art.

Music performance is also an effective cultural exchange activity. Traditional Chinese music is known for its unique tones, instruments and playing techniques, which can be showcased through concerts, recitals and performances by folk ensembles. At the same time, it is also possible to invite internationally renowned musicians to cooperate with Chinese musicians to create new works that integrate Chinese and Western musical elements and increase the diverse experience of the audience [3].

In addition to art exhibitions, musical performances and film festivals, traditional festival celebrations such as the Spring Festival and Mid-Autumn Festival can also be held to introduce traditional customs, food and folk art to foreigners. In addition, it can also organize Chinese martial arts performances, tea art performances, traditional Chinese opera performances, so that foreigners can experience the charm of Chinese culture. These cultural exchange activities can not only attract the interest of foreigners, but also provide opportunities to learn more about Chinese culture. Through personal participation and observation, foreigners can gain a deeper understanding of China's history, values and way of life, which helps to enhance mutual understanding and friendship among different countries and cultures, and promote peace and cooperation among countries around the world.

3.3 Promotion of cultural industry

First of all, film is an important form of cultural industry, which can serve as one of the important channels for the international dissemination of Chinese culture. By

shooting films with Chinese cultural characteristics, we can show the unique charm and profound heritage of Chinese culture to the global audience. These films can show the unique features of Chinese culture in many aspects, such as story plot, character image, costume and architecture. For example, in recent years, Chinese cultural films such as the Great Protector Law and the Wandering Earth have achieved great success in the international market, making positive contributions to the international dissemination of Chinese culture.

Secondly, by producing TV dramas with Chinese cultural characteristics, the essence of Chinese culture can be shown to the global audience. TV dramas can vividly present the values, traditional customs and historical background of Chinese culture through vivid story plots, exquisite scene layout, traditional costumes and in-depth characterization, etc. TV dramas can attract the attention of global audiences, enhance their interest in Chinese culture, and encourage more people to learn and understand Chinese culture. For example, the TV series Legend of Zhen Huan has achieved great success in the international market and has become one of the masterpieces of Chinese costume dramas on a global scale, making a positive contribution to the international dissemination of Chinese culture.

In addition, through the translation and promotion of classical literary works of Chinese culture, more people can understand the unique features of Chinese culture. Classical literary works can be introduced to the international market through publishing, translation, literary festivals and other ways to attract the attention of global readers. Literary works can convey the thoughts and values of Chinese culture to international readers through accurate translation and good publishing quality And aesthetic concepts.

By reading these works, international readers can have a deeper understanding of Chinese culture and develop interest and respect for Chinese culture. For example, works such as Mo Yan's Red Sorghum Family and Yu Hua's To Live have successfully gained wide recognition in the international market, setting a good example for the international spread of Chinese culture.

3.4 Internet and social media

In the context of international Chinese language education, the Internet and social media have become powerful tools to effectively spread Chinese culture. Through the power of the Internet and social media, information and content of Chinese culture can be published on online platforms, and the communication and interaction with global users can break through the limitations of time and space and spread Chinese culture to all parts of the world [4].

The interactivity and speed of communication of the Internet and social media have also promoted the international spread of Chinese culture. Through the Internet and social media, users can interact and communicate with publishers in real time, and express their views and emotions through comments, shares, likes, etc., which greatly promotes the dissemination

effect of Chinese culture. At the same time, the Internet and social media have a very fast speed of information dissemination, which can spread the information of Chinese culture to all parts of the world in a short time, so that more people can understand and pay attention to Chinese culture [5].

3.5 Academic research and cultural scholar exchanges

In order to actively support academic research, research funds and awards can be set up to fund important research projects on Chinese culture, encourage scholars to conduct in-depth academic exploration, and expand people's understanding and knowledge of Chinese culture. Research funds can be used to support scholars' field trips, literature translation, and academic conference participation [6].

Secondly, special research institutes or centers can be set up to gather cultural scholars from various fields to jointly study and discuss important issues of Chinese culture. In addition, it can establish cooperative relations with domestic and foreign universities and research institutions to jointly carry out research projects on Chinese culture and promote exchanges and cooperation among scholars.

Finally, scholar exchange is an important way to promote the international spread of Chinese culture. International academic conferences and scholar visit programs can be organized to invite scholars from different countries and regions to China for exchange and cooperation, which can promote the mutual understanding and academic complementarity among scholars from different cultural backgrounds, and further expand the international spread channels of Chinese culture. In addition, domestic scholars should also be encouraged to carry out academic exchanges abroad, learn from the experience and achievements of other countries, and provide more innovative ideas for the international dissemination of Chinese culture.

4. CONCLUSION

The international spread of Chinese culture is a long and complicated process, which requires people's joint

efforts. By improving the ways and methods of international Chinese education, focusing on cultural inclusiveness and innovation, strengthening international cooperation can open up a new way for the international spread of Chinese culture.

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Research On the Path of Network Education for Higher Vocational College Students

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Abstract: With the continuous progress and development of the Times, education and teaching in China has entered the era of big data information. In recent years, due to the influence of many factors, some changes have taken place in the class mode of higher vocational college students. Teachers are no longer confined to the form of face-to-face teaching, but adopt the network education mode which can effectively expand the learning space. With mobile devices such as computers, students can study anytime and anywhere, and even the learning time, they can find the courses recorded and broadcast by teachers on the Internet, so that the location and time can be relaxed. In the past, traditional education needs a specific time and place, but the mode of online education can enrich the campus network culture life of students while expanding the learning space, promote the improvement of the educational environment of online learning, and enable vocational students to achieve self-learning and self-management, and form the ability to actively learn. Based on this, this paper discusses how to better carry out network education for higher vocational students and explores the path of network education for higher vocational students.

Keywords: Higher vocational college students; Online education; Path study

1. INTRODUCTION

The emergence of online education has changed the teaching method and teaching pattern of traditional education, has a revolutionary impact on the entire field of education and teaching, and gives education a new connotation. Online education can play a role in establishing a curriculum system for vocational college students that runs through the purpose of whole-course education, covers all subject areas and provides full participation. It is an important network media education born in the Internet information age.

2. THE DIFFERENCE BETWEEN ONLINE EDUCATION AND TRADITIONAL EDUCATION

2.1 Different teaching methods:

Network education is online Internet distance teaching, not limited to the location of practice. Traditional education is face-to-face teaching, which needs to have a unified and fixed time and place.

2.2 Different teaching resources:

Network education takes massive Internet resources as its main teaching resources. Traditional education takes teaching materials as the main teaching resources, and teaching resources are single.

2.3 Different teaching modes:

Online education takes higher vocational college students' autonomous and active learning as the main teaching mode, and exercises students' self-management and autonomous learning ability. Traditional education is mainly based on teachers' lectures and students' lectures.

2.4 Different learning styles:

Network education can enable higher vocational students to choose their own weak subjects to learn, so as to achieve targeted learning. Traditional education requires unified and holistic learning according to the curriculum schedule.

3. THE ADVANTAGES OF NETWORK EDUCATION FOR HIGHER VOCATIONAL STUDENTS

Network education is a kind of long-distance education and a new form of education produced with the development of modern information technology. Network education can use Internet devices such as television, mobile phones and computers to teach vocational students online. The advantage of network education is that it can break through the boundaries of time and space, which is different from the teaching mode of traditional education in school. Through the use of network education, students can use TV broadcast, Internet, tutoring line, scientific research association and other different channels to study, providing more and wider educational resources for higher vocational students to choose freely, providing strong support for the education quality of various disciplines, and providing more convenience for different students with different subject weaknesses. More convenient and extensive educational services [1].

4. USE THE ADVANTAGES OF NETWORK EDUCATION TO APPLY TO THE EDUCATION OF HIGHER VOCATIONAL STUDENTS

Online education is a form of interactive teaching that spans time, space and region, and can be broadcast live or not in real time. Compared with traditional education, online education has not been on the rise for a long time, but it has achieved some unique advantages in the education industry, which are mainly applied to the education of higher vocational students as follows:

4.1 Network education has good interactivity

Network education has good interactivity, some people may question, network education can not see the real teacher, how can have good teacher-student interaction? In fact, there is a model of live education in the mode of online education. Through teachers' use of mobile

devices to broadcast live, students can watch teachers' lectures in real time. By using the functions of "raise your hand" and "open mic" of online education software, teachers can click on the student's avatar to conduct real-time dialogue and form a good interaction between teachers and students. Students can leave a message below the video or send a private message to the teacher to write down the questions they don't understand. They can also form interactive learning through discussion with classmates. Online teaching is no longer teacher-centered in traditional education, but student-centered [2].

4.2 Online education is flexible and convenient, with massive educational resources

Another advantage of online education is that it is flexible and convenient, unlimited space and location for learning. At the same time, because online education has a large number of educational resources, vocational students can watch the subject knowledge they are interested in. If English is not good, they can find some English video teaching resources, and if math is not good, they can find some math video teaching resources. In short, vocational students can grasp their own learning progress and learning stage through online learning. Clear their own advantages and disadvantages, to carry out targeted learning, it is more convenient to improve their own knowledge reserves and learning ability.

Through the advantages of flexibility and abundant resources, online education can also bring full development space for the development of personal interests and hobbies of vocational students. Focusing on cultivating personal interests and hobbies of vocational students is also an important part of education. Due to the rich educational resources, students can freely choose subjects according to their own hobbies, interests and specialties, such as the study of minority languages. Computer learning and so on, through their different interests to achieve their own development goals.

4.3 Network education is easy for teachers to manage

Network education relies on the Internet. Teachers can make use of the advantages of strong information processing ability and storage ability of the Internet to operate most of the teaching management of students on the network, and establish the file of each student, which is easy to query and manage. For example, students' course selection, registration, tuition fees, study time and homework can be carried out in online education, reducing paper waste, and also in line with the current concept of green environmental protection and paperless office.

Teachers can use the network database to record the files of each student, such as name, age, class, etc., which can make the learning of vocational students concrete. Students will record the class time when they complete the study of a subject, and each homework and exam can form data, so that teachers can intuitively watch the data of students at the end of the term, so as to understand the development of students. Compared with traditional education, this management mode of online education can make teachers efficient management, so that more time can be invested in education, saving a lot of time for teachers, and reducing management costs and resource waste.

4.4 Using online education to carry out teaching forums

Teachers can use network teaching to build a forum for teachers and students to exchange, in such a forum is not limited to local vocational college teachers and students, can be different majors across the country, different batches of students integration, through the national vocational teachers and students exchange, to promote the better development of students. For example, in the online education forum, there are teachers from all over the country online guidance, students can post information at will in it, there are questions about the process of learning and examination, can be solved in the forum, teachers see, can be answered in a timely manner, establish a good relationship between teachers and students, and jointly promote the development of higher vocational students online education.

5. CONCLUSION

It is the general trend of the Times for higher vocational students to carry out network education. Network education has the advantages and characteristics of flexibility and convenience, spatial extensibility, rich teaching resources and easy management. Through the use of network education teaching mode, higher vocational students can better exercise themselves and cultivate the ability of independent learning.

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Research On Improving Computer Network Security with Data Encryption Technology

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Abstract: With the advent of the Internet and information age, a lot of information data has emerged in the market, which poses a great threat to data security and faces many problems. In order to fully ensure data security, we can flexibly use data encryption technology. As one of the more common methods to protect data, it has strong stability and security to ensure the integrity of data information and reduce the occurrence of influential factors. Based on this, this paper expounds the related concepts of data encryption technology, carefully analyzes the problems existing in its specific application, and formulates corresponding optimization countermeasures to give full play to the advantages of data encryption technology and greatly improve computer network security.

Keywords: Data encryption technology; Improvement; Computer network security

1. INTRODUCTION

The means of information technology research and development are becoming increasingly mature, so that its replacement speed continues to increase. In the market environment of a large number of science and technology, data encryption technology, as one of the modern advanced data technologies, realizes effective transformation of data encryption functions with the help of data encryption keys, uses the data conversion function of the computer network, converts it into worthless ciphertext in time, and ensures the integrity and authenticity of the overall data through encryption protection. Data encryption technology is one of the common technologies in computer network construction at present, and it provides great help to improve the security of computer network. the development and upgrade of data encryption technology has continuously expanded its application range, and it is flexibly applied in RFID cards, bank cards and other products. In addition, data encryption technology includes private key encryption technology, symmetric key encryption technology and public key technology.

2. APPLICATION OF SOFTWARE ENCRYPTION TECHNOLOGY

Software encryption technology belongs to a kind of data encryption technology, which plays a great value in specific applications. It specifically uses software to enhance the security and stability of computer networks, greatly improves the level of computer network security protection, ensures its safe operation, avoids virus attacks from the root cause, and ensures the orderly operation of computer systems. Under normal

circumstances, the application of virus detection software and anti-virus software can achieve the ideal computer security protection effect to a certain extent, so that the overall system is in a safe operation state. the use of software encryption technology generally requires virus software, anti-virus software, etc., to protect computer data security, so that the operation of the software system is not affected. In this way, in addition to truly ensuring the security of computer network data and information, hidden loopholes in the system can also be detected in time, prompting the security of computer network systems to show a significant upward trend [1].

3. THE APPLICATION OF LINK ENCRYPTION TECHNOLOGY

On the basis of ensuring the security of computer network, the application of link encryption technology should be emphasized. With the more mature information technology in China in recent years, the promotion and application efforts are increased in different industries, the application value of data encryption technology is played, and the direction of automation and networking is increasingly developing. In practical application, it is found that China's computer network data encryption technology can achieve the ideal encryption effect. With the multiple technical support in the later stage, the technology is further strengthened to lay the foundation for computer network data security. In the application of link encryption technology, relying solely on point-to-point encryption technology effectively realizes differentiated encryption processing, Narrows the data application gap, and fully guarantees the quality of data encryption. Flexible use of link encryption technology, in the transmission of computer network data in time to improve the specific development of the way to ensure the integrity and comprehensiveness of data encryption. At the same time, link encryption technology itself contains important advantages, such as hidden processing, computer network data transmission and reception, and comprehensive defense against network attacks, which is conducive to maximizing the role of link encryption technology and creating conditions for the safe operation of computers.

4. THE APPLICATION OF DATABASE ENCRYPTION TECHNOLOGY

When protecting computer network security, with the advantage of data encryption technology, it is fully played in specific applications to effectively protect the integrity and comprehensiveness of data information. In the daily operation of the computer, the communication

channel of the data transmission link lacks security management, so that many criminals invade the computer to quickly crack the password, steal a large number of valuable data, so that many users' information and privacy are violated, and their property security is seriously threatened. This situation emphasizes that relevant personnel should pay attention to computer network data control, introduce data encryption technology in a timely manner, and ensure the orderly conduct of various work activities. In reality, there are a lot of data information stored in the database for a long time, the purpose is to ensure the integrity and security of the data, then it is necessary to consider the reality, choose the appropriate data encryption technology, and optimize and improve it. In the operation, it is generally carried out around the password setting, password setting and permission access setting, etc., to discover and make up for the deficiency in time to ensure the security and effectiveness of the entire database data. It is thus known that the use of encryption to process the internal data information of the database can truly ensure the security of personal information, enhance the security of accounts, and prevent private theft of personal privacy [2].

5. THE APPLICATION OF KEY ENCRYPTION TECHNOLOGY

In order to reflect the security and stability of computer network operation, the reasonable use of key encryption technology is particularly critical. As a type of data encryption technology, key encryption technology can promote the orderly operation of network transmission encryption service on the basis of ensuring the security of the current situation by creating an open environment. Flexible use of key encryption technology, take targeted data processing work, extract valuable computer network data, so that the data encryption technology has shown a significant growth trend. Public and private use are two kinds of key encryption techniques used daily. For the public key encryption technology, is to obtain valuable data encryption method, the purpose is to obtain the private key of the data party to open the data key, comprehensive protection of data security and integrity; With the help of key encryption technology, the hidden data can also be closely linked, the key is set in a unified manner, and the two parties can jointly open the key to ensure the integrity of data preservation and enhance its overall security. Compared with the actual, the most common nature is the public key, compared with the private key, its protective effect is more real and ideal, to

achieve the expected protection purpose. Thus, in the selection of data encryption technology, usually consider the real situation, reasonable use of encryption methods, effectively improve the security of computer network data, to ensure the stable operation of the system.

6. APPLICATION OF NODE DATA ENCRYPTION TECHNOLOGY

Node data encryption technology can effectively protect data security, with the help of node data encryption method, it is widely used in computers and gives play to its own advantages and value. Under normal circumstances, node data encryption technology is often used in the processing of plaintext data, using different devices to achieve key conversion, encryption and decryption. the advantage of this technology is that it will not pose a threat to encryption security due to network instability. Therefore, with the rapid development of information technology today, its application scope continues to expand and it has a good development prospect [3].

7. CONCLUSION

The daily data encryption technology can avoid database problems from the root cause, eliminate threat factors in time, and prevent data tampering. Comprehensive protection of valuable data through inter-end encryption, node encryption, data signature, and chain-link data encryption. According to the characteristics and advantages of different data encryption technologies, it truly realizes multiple protection in computer network security, ensures the accuracy and integrity of its data, reduces the various impacts caused by the network, greatly improves people's living and production levels, and presents a new development situation.

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Regional Culture Is Integrated into the Exploration and Practice of Ideology and Politics in Animation Courses- Introduce the Image and Deeds of Jiao Yulu into the "Original Art Design" Course

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Abstract: At present, there are serious homogenization of animation characters and cases in animation creation in China, weak humanistic ideas in the content of works, and lack of humanistic literacy of creators, which is not unrelated to the lack of humanistic literacy education in animation course teaching. This paper specifically explains the exploration and practice of integrating ideology and politics into animation courses in regional culture, introduces the teaching design scheme of the project "Jiao Yulu Celebrity Image and Deeds", analyzes the necessity and superiority of this scheme, and summarizes the curriculum teaching reform methods that promote the integration of ideological and political education and professional knowledge teaching in practice.

Keywords: Animation; Original Art Design; Regional culture

1. INTRODUCTION

Excellent traditional culture is the foundation of a country's and nation's inheritance and development, and if it is lost, it will cut off the spiritual vein. "Using the platform of higher vocational colleges and universities to effectively do a good job in the fundamental task of cultivating morality and cultivating people is the foundation of ideological and political courses in higher vocational colleges. " the curriculum system of vocational colleges and universities should closely follow the requirements of the times and closely focus on the national education development concept. Implement the goal of teaching and educating people, emphasize ideological and political teaching to attract people to the study of professional courses, and realize teachers' attitude of knowledge and emotion and people first in the process of teaching. the values resonate with students, so as to realize the high degree of knowledge transfer and values, and realize the foundation of school teaching and education.

"Original Art Design" course is a compulsory course for animation design majors in colleges and universities, the course mainly explains the use of Animate CC software to design corresponding actions, complete the creation of film and television works, (original Wu design) course

accumulates ideology and politics to attract Haibo local city culture, with Jiao Gelu's celebrity image as the modeling setting, Jiao Yulu's deeds as the creation script of the story. Combined with the professional characteristics of movement, the action design is carried out, and the dungeon culture and curriculum ideology and politics are organically combined through the use of period information technology.

Selection of materials for the "Original Art Design" course. Integrate Jiao Yulu's image with the ideological and political aspects of the course from the cable: the course "Original Design" requires a large number of case materials, and the materials are classified into static materials, dynamic materials, film materials, etc. In the selection process of the original design course, we selected the image and story of Jiao Yulu from the filial piety culture and red culture through the local underground city culture of Zibo, and also coincided with the concept of promoting Chinese traditional culture and building ideological and political construction of the curriculum. For example, when talking about "character action design", this part will involve the knowledge of character image, character key posture, character personality embodiment, etc., we show Jiao Yulu's great achievements and simple cadre image at each stage by selecting relevant photos and film and television materials. In the process of watching the materials and action ideas, Comrade Jiao Yulu was introduced to show the students the ideal and belief connotation of the party members who did not forget their original intention and dedicated themselves to the people, and perfectly integrated the red culture education of the dungeon city with professional teaching and curriculum ideology and politics, and realized the integration of value guidance and professional teaching. The design of works that bring the essence of regional culture to life is the focus of the course (Original Design). In the process of guiding students in the creative process, teachers help students complete action design from the professional city and value guidance of script writing, and encourage students to complete action design around the transmission of red positive energy and dungeon culture. Through the design of the teaching link, the

students are subtly infected, so as to achieve the purpose of ideological and political teaching.

While improving their professional knowledge, teachers should always pay attention to the teacher's morality and teaching style, continuously improve their own cultural quality, and establish the educational concept of cultivating people with culture. Teachers of vocational colleges and universities should make good use of the teaching expression in the teaching process and transform their own subject resources and professional resources into educational resources.

The teaching of ideological and political courses is not simply to teach cultural knowledge, but to guide students to establish a sense of belonging, establish a sense of ownership, establish a sense of master, and identify with the value orientation advocated by ideological and political courses on the premise of being able to enter the ground.

2. PAY ATTENTION TO THE RESONANCE OF STUDENTS' EMOTIONS.

In the teaching of ideological and political courses, integrating the culture of the city is a new way and not a new teaching mode. The images and stories introduced into the curriculum should make students feel emotionally and get emotional windows from the psychological perspective, rather than listening to them on the surface, so it is necessary to strictly screen in the process of selecting ideological and political teaching cases, and do not apply rigid rules.

3. PAY ATTENTION TO THE USE OF CURRICULUM RESOURCES.

The resources reflected in the ideological and political curriculum of dungeon culture are insufficient, and the student achievements produced in the process of integrating regional culture are even more valuable. We can use the positive deeds of our classmates as a case study. These role models can also add ideological and political classes, and use the classroom to tell students

about their personal experiences and transmit positive energy.

4. PAY ATTENTION TO THE CURRICULUM IMPLEMENTATION ENVIRONMENT.

A good atmosphere is an important guarantee for the integration of dungeon culture into the teaching of ideological and political courses and plays an active role, making good use of students' preference channels, such as short videos, H5, etc., to present classroom results in a centralized manner, and creating ideological and political columns on the school-level platform, using these methods to play a good role in the accumulation of classroom teaching materials and the design of actions.

The practice of integrating the culture of the dungeon is not a subversion of the traditional teaching mode of ideological and political courses, but a long-term proposal for the teaching innovation of ideological and political courses. In today's diversified values, excavating the dungeon culture and integrating it into the teaching of ideological and political courses can enhance students' sense of belonging and identity, guide students to truly transform from learning knowledge to identity value, and put it into action.

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On the Application of Computer Technology in College Student Management

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Abstract: Under the background of the rapid improvement of science and technology level, information technology has been widely used in various industries, and the current university education management has also begun to pay attention to the application of computer technology, which has effectively improved the management level of university students. With the continuous improvement of network facilities construction in colleges and universities, the application of computer technology in student management has improved the efficiency of management work. Therefore, college student management should be aware of the opportunities brought by the application of computer technology, and increase the application of computer technology in college student management. Based on this, this paper discusses the application of computer technology in college student management.

Keywords: Computer technology; Higher education; Student management

1. INTRODUCTION

According to the actual situation, the application of information technology in college education promotes the construction and development of colleges and universities, and also promotes the development of college student management. With the rapid development of computer technology, network technology has been applied more and more widely, which has improved people's life style, learning mode and communication mode, and also affected people's thoughts and values. At present, the application of computer technology in college student management has brought great convenience, and the application of computer technology has brought new opportunities and challenges to the development of college education. In this case, if we want to improve the efficiency and level of college student management, we need to pay more attention to the application of computer technology, so as to provide a good learning atmosphere for college students.

2. OPPORTUNITIES BROUGHT BY COMPUTER TECHNOLOGY FOR STUDENT MANAGEMENT

2.1 Expanding the scope of management

The lack of the concept of elective system and credit system in the original college student management work leads to some obstacles in the development of management work. the traditional student management mainly takes the students in the class as the unit of management, this management mode is not suitable for

the current needs of college student management. Therefore, computer technology can be applied during the development of student management in colleges and universities to break through the time and space restrictions in traditional management and provide new space for the development of student management. Through the application of computer technology, college student management can realize the management of students' ideology, study and life. At the same time, it can also carry out education work through family, school and society to realize the comprehensive management of students. Through the application of computer technology, the scope of student management can be expanded, and the characteristics of comprehensive and informatization in student management can be brought into play, so that the comprehensive level and management quality of college student management can be significantly optimized.

2.2 Improving management efficiency

Computer technology in the application period has the characteristics of large storage and fast speed, but also has the advantages of accurate information recording. the application of computer technology in college student management can effectively improve management efficiency and management quality. Through the application of computer technology, information, documents and other contents can be published and transmitted in the network, effectively improving the efficiency of information transmission in colleges and universities, realizing the effective integration and collection of relevant materials, and ensuring that information can be quickly transmitted, so that resources can be shared in college student management. the application of computer technology can also transform traditional paper materials into electronic materials, promote the development of student management towards the direction of electronization and automation, and improve the efficiency of student management [1].

3. THE APPLICATION STRATEGY OF COMPUTER TECHNOLOGY IN COLLEGE STUDENT MANAGEMENT

3.1 Establish an interactive platform for teachers and students

At present, with the rapid development of computer technology, college student management has begun to realize the full application of computer technology. During the teaching period, it is not only necessary to supervise and manage students' learning, but also to guide students to establish correct values, so that they

can promote the development of students' quality and ensure that students' comprehensive quality level can be significantly optimized. Based on the analysis of the current college students' social circle, it can be seen that counselors are the main link between parents, students and teachers, which requires counselors to pay more attention to their work. However, the time and energy of counselors are limited, and they cannot fully understand the learning situation of students, which will affect the management efficiency and quality of student management. However, computer technology can effectively solve this problem during the application period. Through computer technology, communication platforms can be created, and students can communicate with counselors through social platforms such as wechat, Weibo and QQ. During this period, the network information platform can also be constructed, and college students can express their opinions and inner thoughts at will on the platform, so that counselors can understand the actual situation of students and improve the original student management mode. It can be seen that the application of computer technology in student management improves the work efficiency of counselors, can clarify the actual ideas of students, and can promote the high-quality ideological education of college students while improving the management level.

3.2 Establish an information-based student management system

According to the actual situation, during the development of university management work, it is necessary to build the educational administration management system based on the current campus network according to the actual situation of students, and the system needs to clarify the characteristics of students' majors, learning and development. During the operation of the education management system, it is necessary to strengthen the management of the database, and refine the content of the system after the construction of the system, dividing the content of student management, teaching content management and teaching teacher management into different modules. the student management module is one of the important contents in the educational administration system. It is necessary to ensure that the student management system can be connected with the campus network. the age, major and gender of students are the basic conditions for the operation of the system and provide accurate data basis for the follow-up management of the system [2]. During the construction of the database, it is necessary to collect, analyze, store and transmit all kinds of information of students. In this case, the construction of students' electronic files is realized, so that the school and the

society can have a comprehensive understanding of students' behavior and information during school, so as to improve the level of student management.

3.3 Actively carry out online cultural activities

Under the background of the network era, colleges and universities need to strengthen the control of the application of computer technology. the information in the current network environment is becoming more and more complex, including some bad information spread in the network, which will not only affect the values of students, but also affect the growth and development of students. In the development of college management work, it is necessary to carry out positive ideological guidance for students, and carry out quality education for students through various publicity methods and means, so that students can accurately distinguish positive information when applying computer technology and other information technology, and help students establish correct values. Colleges and universities can release positive energy information through a variety of network forums, realize the propaganda of positive energy on the basis of the network, and guide students to establish correct values, so as to improve the management level of college students.

4. CONCLUSION

To sum up, under the background of the rapid development of computer technology, university student management has also realized the application of computer technology, which can effectively improve the level and quality of student management. At present, the application of computer technology in student management can build the interactive platform between teachers and students. At the same time, it is also necessary to establish an information management system, increase the publicity of network culture, so that college students can learn more positive information, enhance the communication among students, teachers, parents and counselors, and optimize the management level of college students on this basis.

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Research On the Cultivation of Preschool Teachers' Music Teaching Ability Under the Background of Vocational Needs

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Abstract: In the development process of modern education, early childhood education belongs to the basic and enlightenment stage, and its teaching level has a great impact on the growth and development of children themselves. Before the implementation of early childhood education, relevant teachers need to go through systematic and professional training and education, master sufficient professional and vocational abilities, such as music teaching ability, etc., to ensure that they can formulate the most reasonable teaching plan according to the teaching objectives and task requirements, select appropriate technical methods and equipment and facilities, and effectively complete the teaching work. Improve children's comprehensive literacy level and lay a solid foundation for the healthy development of early childhood education. the following mainly analyzes and explores the cultivation of preschool teachers' music teaching ability under the background of vocational needs.

Keywords: Occupational demand; Preschool teachers; Music teaching ability

1. BACKGROUND OF PROFESSIONAL NEEDS OF PRESCHOOL TEACHERS

Under normal circumstances, preschool education has been greatly enhanced in the society, which has driven the improvement of the professional quality and professional ability of preschool teachers. Therefore, preschool education majors in colleges and universities need to adjust the teaching content and objectives. While cultivating basic theoretical knowledge and professional skills, they also need to train the vocational skills of preschool teachers, so that preschool students can quickly adapt to the job after entering the job, meet the job requirements, and conduct professional and efficient training and education for children [1].

2. THE STRATEGIES AND MEASURES TO STRENGTHEN THE CULTIVATION OF PRESCHOOL TEACHERS' MUSIC TEACHING ABILITY

2.1 Strengthen the change of music teaching concept

At present, in order to strengthen the cultivation and improvement of preschool teachers' music teaching ability, relevant teachers need to change their own teaching ideas first; In practical work, as children are young, have a strong curiosity about external things, and are energetic and active themselves, preschool teachers can play their role of example and guidance, attract

children's attention, and make them carefully observe the teacher's behavior in the process of music teaching, and teachers need to give play to their own professional knowledge and skills. Carefully analyze the children's interest and attitude in learning music, formulate the most scientific and reasonable teaching objectives, and standardize and guide the later teaching process.

In essence, music teaching is a kind of art education. While teaching basic knowledge, it can also cultivate students' emotions, aesthetic ability and moral quality, fully demonstrating the diversified characteristics of music education. Therefore, when preschool teachers carry out teaching, they need to make children fully feel the charm and fun of music art to ensure the smooth progress of classroom teaching. In order to improve the efficiency and quality of actual teaching, teachers of preschool education in colleges and universities need to cultivate their developmental and forward-looking ideas when cultivating the music teacher ability of preschool teachers, so that they can fully take into account the requirements of the overall development of children's physical and mental quality and comprehensive quality when formulating teaching concepts.

2.2 Strengthen the consolidation of the theoretical foundation of music

When pre-school education is carried out in colleges and universities, the basic level of students in this major is different, and in the teaching of basic music theory, quite a part of students do not learn the knowledge content of music in advance, and lack relevant skills. Therefore, relevant teachers need to train students with a large amount of basic music knowledge according to the requirements of professional needs and backgrounds, consolidate their theoretical foundation of music, and ensure that they can flexibly use these basic knowledge in music teaching for children to fully meet the requirements of education. At the same time, college teachers can also increase the teaching of music theory, music history and solfeggio to help preschool teachers establish a sound and rich music theoretical system and further improve their later work level [2].

2.3 Strengthen the mastery of comprehensive music teaching skills

Early childhood education belongs to the enlightenment stage of education work, and early childhood teachers can be regarded as the enlightenment teachers of early childhood learning and growth. Therefore, the professional quality and professional ability of early

childhood teachers have a great impact on the later learning and growth of young children. Therefore, in the preschool education work in colleges and universities, relevant teachers need to adjust the teaching objectives and contents according to the professional needs of preschool teachers, and conduct comprehensive music skills training for them, so that they can complete the teaching according to the requirements of teaching tasks, objectives and syllabuses in the later stage of preschool teaching, and can also integrate some modern teaching techniques. Create a lively and interesting classroom atmosphere, mobilize the enthusiasm and initiative of children, and improve the overall level of classroom teaching.

For example, some children's music teaching will involve some dance content. Therefore, teachers of preschool education in colleges and universities can cultivate students' creative skills in children's dance, so that they can deeply analyze children's physical and mental characteristics, body movements and expression ability in practical work, create some dance movements suitable for children, and combine some children's songs, singing and music games. Fully meet the requirements of children's music teaching.

2.4 Strengthen the training of professional children's singing ability

Under normal circumstances, children's song playing and singing is an important content in the process of children's music teaching, which leads to the ability of children's song playing and singing also belongs to the music teaching ability of children's teachers; Therefore, preschool teachers in colleges and universities need to cultivate students' ability to improve their musical literacy. For example, they need to organize training activities on children's singing and playing skills, so that they can fully master the specific characteristics of children's singing and playing at different stages, ensure that they can maintain a good state and habit when teaching children music, and deeply analyze the contents of children's songs. Accurately master the types and style characteristics of different children's songs, so as to organize children to sing, improve the level of children's own music literacy, ensure that children's teachers give full play to their professional literacy in the process of music teaching, and further improve the level and quality of children's music education.

2.5 Strengthen the cultivation of children's organizing ability of music activities

In addition to the above measures, in order to enhance the improvement of preschool teachers' music teaching ability, relevant teachers also need to master the ability

to organize children's music activities, mainly because the ability to organize children's music activities is affected by teachers' own professional skills. Teachers can organize some diversified and rich music activities to encourage children to actively participate in them. Through various activities to improve their own music literacy level, so as to improve the effectiveness of classroom teaching; Therefore, preschool teachers in colleges and universities need to adjust teaching objectives and contents, exercise preschool teachers' ability to organize music activities, and cultivate their expansive and innovative thinking, so as to facilitate the organization of diversified music activities in the later period [3].

3. CONCLUSION

To sum up, early childhood education, as the basic link of education work, requires high standards for the professional ability of preschool teachers. Therefore, in daily work and life, education departments need to cooperate with a large number of preschool education majors in colleges and universities, change the teaching mode, follow the requirements of vocational needs and background, and strengthen the cultivation of music teaching ability for students majoring in preschool teachers. Enrich their basic theoretical knowledge, and adjust the teaching content according to the development trend of the field of early childhood education, so as to enable early childhood teachers to quickly adapt to the work requirements after entering the job, and give full play to their professional quality and professional ability to teach; For example, in music teaching, preschool teachers need to actively change their teaching concepts, master comprehensive music teaching skills, professional children's song playing and singing ability, and organize children's music activities after training and learning, so as to ensure the smooth progress of daily teaching work, so as to promote the healthy development of modern preschool education industry.

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Value Orientation and Path Choice of Honesty Education for Higher Vocational College Students

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Abstract: Integrity is the basic quality that everyone must have, especially for college students who are about to enter the society, having integrity can have wealth and contacts, which is of great significance for future development. With the continuous advancement of quality education, many higher vocational colleges take ideological and political courses as the carrier to penetrate integrity education. From the connotation of honesty education, it has moral value, social responsibility and happiness. If the integrity education is infiltrated into the ideological and political education, it will not only cultivate students' integrity quality, but also stick to their promises and put an end to breaking promises. It can also help students establish good moral character and have a positive impact on the healthy development of the future. Based on this, this paper expounds the value orientation of higher vocational college students' honesty education, and carefully discusses its path selection for reference.

Keywords: Higher vocational colleges; College students; Integrity education; Value orientation; Path choice

1. INTRODUCTION

As an educator in a higher vocational college, it is of great significance for the future development of college students to cultivate the noble quality of honesty and trustworthiness. With the rapid changes of the Times and society, and the long-term impact of information technology, many people's thinking and values have undergone earth-shaking changes, coupled with the worsening competition in the job market, leading to the ideological crisis of some people's psychology and ideals, causing a series of integrity collapse events. the appearance of this situation will not only damage the good image of college students in higher vocational colleges, but also bring disadvantages to higher education in a short time because of the problem of broken trust. This matter has aroused the high attention of higher vocational education workers, timely set up integrity education, as far as possible to change the bad psychology of college students, form a positive learning attitude, and yearn for the future life.

2. THE VALUE ORIENTATION OF HONESTY EDUCATION IN HIGHER VOCATIONAL COLLEGES

2.1 Moral education value

Moral education value is the essential role of moral education activities on society and individuals, which

fully reflects the function and nature of moral education activities and the accurate relationship between society and individuals. In particular, society and individuals make decisions on moral education needs. the moral value of honesty education in higher vocational colleges is to cultivate their honesty and cultural literacy and ensure their healthy development after entering the society [1]. At this stage, the dishonesty of college students is particularly prominent, such as cheating in exams, falsification of resumes, malicious default on tuition fees, and non-repayment of online credit. These cheating behaviors have a great impact on the establishment of ideological and moral qualities of college students, which is also a manifestation of the inability to achieve healthy development, so it is easy to accumulate a large number of negative effects and accumulate a lot of negative emotions. Integrity education is a kind of ideological and political education in higher vocational colleges, but also belongs to ethics education. It guides college students to develop the moral character of honesty and trustworthiness, and the ability to distinguish right from wrong, resist corruption and reflect on themselves in a timely manner under special circumstances, laying the foundation for healthy development.

2.2 Social responsibility

The cultivation of college students' sense of social responsibility is one of the goals of the development of socialist market economy and the value orientation of promoting the transformation of higher education. the sense of social responsibility is the important embodiment of moral education and quality education for college students in the new era, and it is also the core requirement of the modern society for the cultivation of talents' quality. In order to achieve the goal of education, higher vocational colleges actively cooperate with local enterprises, run through the school-enterprise cooperative education model in the talent training system, and better exercise students' sense of social responsibility and be responsible for their future posts. Combined with the current situation of college students, we should constantly promote the integrity education of college students in vocational colleges, so that students can clearly understand the importance of integrity to society, and how to keep promises and abide by the principle of integrity in society, so as to enhance their sense of social responsibility and mission. Through practice, it is found that college students' sense of social

responsibility is generally concentrated in college students, especially in cognition and conscious consciousness. Only by allowing students to clearly understand the honest relationship between individuals and society can they demonstrate their own value under specific circumstances, tap their development potential, inject new vitality into the realization of social responsibility, and have the courage to assume relevant responsibilities.

2.3 Happiness

Happiness is a kind of spiritual and material satisfaction that people find the value of life through personal experience in social practice. Happiness is not only a subjective experience, but also a manifestation of ability and value. Therefore, the formation of happiness mainly depends on whether individuals are satisfied with material and spiritual. This is also the eternal topic of human pursuit of happiness and the main driving force of social development. Education analyzes value orientation from the perspective of integrity education, which not only requires students to master basic knowledge and skills, but also requires theoretical education to understand what is happiness and how to achieve happiness. At this time, higher vocational colleges actively carried out integrity education, combined with ideological and political courses, and jointly analyzed practical cases with students to understand the true meaning of the pursuit of happiness [2].

3. THE PATH CHOICE OF HIGHER VOCATIONAL COLLEGE STUDENTS' HONESTY EDUCATION

3.1 Create a good atmosphere of social integrity

The cultivation of college students' honesty consciousness and moral quality cannot be separated from the influence of social environment. In this case, only the world to create "honesty and trustworthiness for glory, to profit as shame" to create a good social atmosphere, college students can independently pursue "true, good, beautiful", give up "false, ugly, evil". the construction of social integrity atmosphere needs hardware and software integrated means to achieve its effect. Soft aspects, concentrated in the government, enterprises and institutions, individuals, etc., require them to autonomously abide by the integrity, especially in the government integrity, must be strictly regulated and standardized. the relevant documents implemented by the central government of China emphasize: actively enhance the awareness of credit in the whole society, and take honesty and trustworthiness as the basic code of conduct by the government, enterprises and public institutions as well as individuals. Therefore, the government must set an example, play a good government department that is honest and trustworthy, and take the initiative to do things for the people. Enterprises in the production and management of integrity as the fundamental, truly achieve the first to create excellence. On the hard side: improve the integrity

laws and regulations system, so that the inner integrity of the social population presents a significant upward trend, and the law restricts the social people.

3.2 Intensify ideological and political education

Teachers pay more attention to ideological and political education in higher vocational colleges, infiltrate integrity education into all aspects of education, and use rich teaching cases to continuously enhance the influence and appeal of students' integrity education. In addition, during the concrete implementation of integrity education, college students are regularly organized to carry out diversified community activities with the theme of honesty and trustworthiness, encourage students to take initiative and enthusiasm, and participate in debates, speeches and social practice activities, effectively cultivate students' sense of social responsibility and mission, experience the fun of participation in activities, and virtually establish good integrity and moral quality. Establish correct values and lay a foundation for the healthy development of college students [3].

4. CONCLUSION

Is the so-called "learning without trust is not talented, people without credit is not established, the country without credit is not strong." the purpose of honesty education in higher vocational colleges is to enable college students to play a noble moral character and understand the importance of trust and honesty in their employment. the reason why integrity education relies on the implementation of ideological and political courses in higher vocational colleges and can have a favorable impact on the healthy development of students requires the mutual assistance of families, schools, society and other parties, so that students can develop a positive character of honesty and trustworthiness and lofty aspirations, exert their own intelligence and wisdom, take integrity as the moral benchmark, and understand the principle of "adult first, then become talented". Shape correct values and strive to make great contributions to the motherland.

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The Concept of socially Vulnerable Groups In the Legal Sense

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Abstract: Under the rapid development of society, the quality of life of the people has been greatly improved. Our country takes the road of socialism and tries to narrow the wealth gap of various strata during the development period, but it will still lead to the living standard gap of the people due to the differences of regions and industries, among which there are certain vulnerable groups. From the legal perspective, vulnerable groups are not just a sociological concept, but also a key content in the field of law worthy of in-depth discussion and research, so as to continuously promote the legal protection policy for vulnerable groups in society. Based on this, this paper explores the concept of social vulnerable groups in the legal sense.

Keywords: Law; Socially vulnerable groups; Legal protection

1. VULNERABLE GROUPS IN THE LEGAL SENSE

The concept of vulnerable groups is mainly put forward in the field of sociology. In this field, vulnerable groups refer to those who have difficulties in living and economic conditions in the society. the marginalization of such groups is very serious and has affected their normal life and work. As for the concept of vulnerable groups, sociology divides them into different types according to different reasons, namely physiologic and social. Each type of group has different shortcomings. Physiologically vulnerable groups are mainly groups with obvious physiological defects, such as physical diseases and physical inability to take care of themselves. Social vulnerable groups refer to those who lose their jobs due to unemployment, layoff and other reasons, lose their economic sources, and become vulnerable groups in terms of social status, such as the disabled, the mentally ill, the elderly, children, and so on, which hinder development. In the legal sense, the concept of vulnerable groups is very different, mainly from the rights and obligations of the analysis, in the law, people are a collection of rights and obligations, but because of the different occupation, age, social status, their own rights are also different. In order to explore the concept of vulnerable groups in society, we must first understand the relevant basic rights in the Constitution, and then conduct a comprehensive analysis of them. Upholding the principles of more than ten basic rights, such as equality before the law, political rights and freedom, personal rights and social and economic freedom, we should provide appropriate legal assistance to vulnerable groups to make them believe in the country and the Party.

Contribute to society. Although every citizen of our country enjoys these rights, not all rights will be realized in citizens, such as: the state gives every citizen the right to vote and the right to be elected, but minors under the age of 18 can not enjoy the right, which is the influence of internal and external factors, and ultimately lead to the right can not be fully implemented, implemented, and become a mere formality. This requires the state to pay attention to this issue, help these vulnerable groups who cannot realize their basic rights, provide them with legal aid, and ensure the fairness of their social life [1].

2. THE EXTENSION OF THE CONCEPT OF SOCIAL VULNERABLE GROUPS

In terms of the extension of social vulnerable groups, they are limited by the basic rights of Chinese citizens, but they also have defects and uncertainties, and will change with the change of basic rights, and will also vary due to the public's different cognition of basic rights, which needs the attention of the state. the main purpose of this work is to define the scope of protection for vulnerable groups, but it is important to adjust to changes in basic rights, so as to provide citizens with the best quality services. In addition, we must protect citizens' right to education, because any citizen has the right to enjoy the education provided by the state, which is a right that no one can deprive. Therefore, our country has implemented compulsory education, which reflects the fairness of education in the real sense, so that every young person has access to education, so that they can acquire survival and development skills and constantly improve themselves. This is one of the rights that citizens must enjoy.

3. LEGAL PROTECTION OF SOCIALLY VULNERABLE GROUPS

3.1 Special protection for vulnerable groups

As mentioned above, the vulnerable groups in the legal sense are mainly reflected in the rights and obligations, so the legal protection of the vulnerable groups in our country can proceed from the actual situation and implement the special protection in the legal sense. It is reported that although with the rapid development of society, the basic rights of the broad masses of people are more diversified and perfected, there are still problems in the concrete implementation, and the vulnerable groups have few channels to obtain such information, or even have no way to know, so they often cannot enjoy their due rights. In view of this, local authorities should set up specialized support groups to provide vulnerable groups with information dissemination channels, so that they can more quickly obtain the corresponding basic

rights. Moreover, relevant departments should attach importance to the smooth implementation of the rights of vulnerable groups in the process of implementation, and strictly prevent the harm of power to vulnerable groups [2].

3.2 Slight deviation in the exercise of rights

With the gradual clarity of the concept of social vulnerable groups in the legal sense, it also provides the direction for the formulation of relevant protection measures and corrects the deficiencies in the protection of social vulnerable groups in the past. In fact, in recent years, China has introduced corresponding countermeasures in the protection of vulnerable groups, such as rural revitalization strategy is an important strategy to promote the development of vulnerable groups. From a social point of view, compared with urban residents, rural residents have less income and relatively inferior social status, but currently there are still a large part of rural residents in China, through strengthening rural revitalization, education, health care, economy and other aspects of the same time to give greater investment, can help rural poverty alleviation, enjoy more favorable national policies and subsidies. In general, the slight bias in the exercise of rights has become an important way to care for vulnerable groups, but the specific implementation must be based on the actual situation, and relevant policies must be dynamically adjusted to ensure their pertinency and scientific.

3.3 Improving the legal and humanistic moral quality of law enforcement officers

Everyone is equal before the law, in the context of our socialist development, we pay great attention to human rights, and continue to promote the concept of equality for all people. As law enforcers, they have the power conferred by law, and they need to have the due legal quality and humanistic moral accomplishment when exercising legal power, which is closely related to the fairness of law enforcement and has been supervised by the masses. In recent years, China has paid great attention to the anti-crime campaign of "fighting flies and tigers", but there are still some people and gangs who take risks, not even willing to trample on the law and harm the interests of vulnerable groups, and a

considerable number of law enforcement officers are blinded by their interests, and there are errors in law enforcement. Based on this, it is imperative to improve the legal quality of law enforcement officers. We should continue to pay attention to this issue, conduct in-depth optimization in terms of rules, regulations, laws and regulations, and continuously improve the legal quality and humanistic moral quality of law enforcement officers, so as to make law enforcement more in-depth and warmer [3].

4. CONCLUSION

In our Constitution, the main emphasis is the principle of equality, everyone is equal before the law, and every citizen in society enjoys absolutely fair rights, equally performs responsibilities and duties, and becomes an indispensable part of society. Here, equality is not absolute equality, but relative equality for vulnerable groups in society, because in a certain environment, the quality of citizens themselves is different, even if they are high-quality groups, there will still be vulnerable groups, such groups always feel inferior, over time, their psychology will also change, which is not conducive to healthy development. Therefore, our country must focus on the vulnerable groups, provide them with more legal protection, and give them the same rights as other citizens, maintain social harmony and improve economic efficiency.

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Exploring the Reform of Vocational Attributes of Ideological and Political Course in Higher Vocational Colleges from the Perspective of Type Education

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Abstract: From the perspective of type education, higher vocational ideological and political courses have important vocational attributes, aiming at cultivating students' professional quality and employment competitiveness. However, there are some problems in the current vocational attributes teaching of higher vocational ideological and political courses, such as the disconnection between theory and practice, the unclear career orientation, the lack of contact with the actual industry and the lack of career development guidance. In this regard, this paper mainly discusses the reform of vocational attributes of ideological and political courses in higher vocational colleges from the perspective of type education, in order to ensure the smooth promotion of students' career development education.

Keywords: Type education; Higher vocational education; Ideological and political lessons; Occupational attribute; Reformation

1. INTRODUCTION

The vocational attribute of ideological and political courses in higher vocational colleges means that the teaching should not only impart Marxist theoretical knowledge, but also cultivate students' professional quality, professional ethics and professional development ability. From the perspective of type education, higher vocational colleges should realize that vocational education is not only to impart theoretical knowledge, but more importantly to cultivate students' practical application ability and professional quality. the goal of the reform is to combine the vocational attributes of ideological and political courses with actual occupational needs, so that it can really play a role and provide strong support for students' career development.

2. CHARACTERISTICS OF VOCATIONAL ATTRIBUTES OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF TYPE EDUCATION

2.1 Practicability Oriented

The core task of higher vocational education is to train students to have vocational ability and employment competitiveness. Therefore, the ideological and political course of higher vocational education focuses on combining the basic principles of Marxism with

vocational practice, integrating theoretical knowledge with practical problems, and cultivating students' ability to solve vocational problems with practical application of ideological and political knowledge.

2.2 Professional ethics training

Through teaching professional ethics theory and practical cases, ideological and political course of higher vocational education guides students to establish correct concepts of professional ethics, cultivates students' professional ethics, encourages students to uphold professional ethics standards such as integrity, dedication and responsibility in their career, and enhances professional literacy and professional image.

2.3 Career development guidance

The Ideological and political course of higher vocational education effectively helps students to achieve employment and career development, and provides students with forward-looking guidance and planning for career development by analyzing the social and economic situation and the demand of the job market in teaching. Teachers can guide students to understand the employment prospects, career characteristics and development trends of different industries, help students recognize their own strengths and weaknesses, formulate personalized career planning, cultivate students' career selection ability and career development ability, and improve employment satisfaction and career achievement [1].

3. PROBLEMS EXISTING IN VOCATIONAL ATTRIBUTE TEACHING OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES

3.1 Disconnect between theory and practice

Although in some higher vocational colleges, ideological and political courses pay attention to practical teaching, but the teaching content is too much emphasis on theory, so it can not meet the actual vocational needs. If the ideological and political courses fail to effectively combine theoretical knowledge and practical knowledge, students can not use ideological and political knowledge to solve practical vocational problems.

3.2 Unclear career orientation

In the vocational attribute teaching of ideological and political courses in higher vocational colleges, students fail to make clear career goals and plans in the process

of career development, so the ideological and political courses can not provide suitable career guidance and guidance for students, which leads to the confusion of their career development direction and affects their career planning and development.

3.3 Lack of connection with the actual industry

With the continuous development and changes in the professional field, ideological and political courses fail to adjust and update the teaching content in time, and the connection with the actual industry is not close enough. Teachers also fail to integrate actual cases and problems in teaching, and students find it difficult to solve challenges and dilemmas in professional practice.

3.4 Insufficient career development guidance

In the process of career development, vocational schools cannot provide students with personalized career guidance and planning, and ideological and political courses lack targeted career development guidance. Teachers ignore students' individual differences and cannot carry out targeted career development consultation and guidance, which has an impact on students' career planning and development.

4. INNOVATIVE STRATEGIES OF VOCATIONAL ATTRIBUTES OF IDEOLOGICAL AND POLITICAL COURSES IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF TYPES OF EDUCATION

4.1 Strengthen practice-oriented

The ideological and political course in higher vocational colleges can introduce practical cases and career scenarios, so that students can carry out practical operations in the ideological and political course, and cultivate their ability to solve professional problems. For example, students face career challenges and make decisions in simulated scenarios. It can also establish cooperative relations with relevant industries, enterprises and institutions to carry out internship or practical training projects, so that students can personally participate in practical work and improve professional ability and professionalism [2].

4.2 Interdisciplinary Integration

In order to improve students' comprehensive ability, the contents and methods of ideological and political courses can be enriched through interdisciplinary integration. For example, in ideological and political courses, knowledge and concepts of different disciplines can be organically integrated to form a comprehensive teaching content. While teaching professional ethics and professional ethics, knowledge of law, management, human resources and other disciplines can be introduced, so that students can acquire a wider range of knowledge and skills in ideological and political courses.

4.3 Create an open platform

In order to promote students' active participation and independent development, higher vocational ideological and political courses can provide students with more diversified learning and communication opportunities by setting up online learning platforms, establishing learning communities or setting up student scientific

research projects. Through the open platform, students can choose learning resources and participate in activities according to their own needs, and take the initiative to carry out learning and communication. Through the creation of an open platform, stimulate students' learning interest and innovation ability, improve their competitiveness and adaptability in the career field.

4.4 Strengthen the professional type education awareness of the teaching team

Vocational colleges may set up vocational development training programs in professional ethics, professional ethics, career development guidance, etc., aimed at helping teachers deeply understand the requirements of career development and students' career needs, and improving their awareness and understanding of vocational education. Vocational colleges can also improve their professionalism in the field of vocational education by recruiting teachers with relevant background and experience, or organizing teachers to participate in professional training and academic exchange activities for vocational type education.

4.5 Innovate ideological and political classroom teaching in higher vocational colleges

In order to reflect the attributes of vocational education, ideological and political classroom teaching in higher vocational colleges can strengthen the content of practical teaching and case analysis. Through case analysis, students can be guided to analyze and solve the ethical, moral and legal problems in professional practice, and improve professional quality and professional moral awareness.

In addition, students can be organized to cooperate with relevant enterprises or social organizations to give students an in-depth understanding of practical problems in vocational practice and provide concrete solutions. Through the combination of practical teaching and case analysis, ideological and political classroom teaching in higher vocational colleges can better reflect the attributes of vocational education and help students accumulate practical experience and problem-solving ability in career development.

Ideological and political classroom teaching in higher vocational colleges can set up relevant courses or modules to help students understand the employment prospects, development trends and requirements of different career fields, and guide students to develop personalized career development plans. Teachers can organize students to conduct vocational interest tests and vocational ability assessments, help students recognize their strengths and weaknesses, and provide corresponding career selection suggestions and development guidance [2].

5. CONCLUSION

From the perspective of type education, through strengthening practical teaching and case analysis, introducing career development planning and employment guidance, vocational ideological and political courses can cultivate students' practical

application ability, professional quality and career planning ability, and improve their competitiveness and adaptability in career development. the reform of vocational attributes of ideological and political courses in higher vocational colleges needs the joint efforts of teachers and schools, as well as close cooperation with industries and enterprises to ensure the close combination of teaching content and vocational practice, and provide support for students' all-round development and career success.

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Building A System for Cultivating Information-Based Teaching Ability of College Teachers Under the Environment of Big Data

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Abstract: With the continuous development and application of big data technology, the informatization teaching ability of college teachers has become an increasingly important issue. Only by continuously taking corresponding measures to continuously improve the overall ability of teachers can we lay a solid foundation for the later development of informatization teaching work, and in this case, colleges and universities also need to optimize the actual ways and means of cultivation work to ensure that it has the characteristics of conformity and diversity, so as to fundamentally bring into play the greatest utility value in promoting the improvement of informatization teaching ability of college teachers.

Keywords: Big data; College teachers; Informatization; Cultivation

1. CONNOTATION OF INFORMATIZATION TEACHING ABILITY OF COLLEGE TEACHERS IN THE ERA OF BIG DATA

Through sorting out and organizing the relevant researches in the academic and practical fields of informatization teaching ability, and combining with the characteristics of college education under the current background of big data, this paper analyzes and summarizes the connotation of informatization teaching ability of college teachers. Specifically, this paper draws the following conclusions:

First of all, teaching ability contains not only content explanation, but its main manifestation is in technology, education, innovation and other aspects. Technical ability mainly refers to mastering modern information technology and its application, such as the Internet, computers, multimedia, etc., and can be flexibly applied to teaching; educational teaching ability means that teachers should abandon the traditional teaching concept, break through its limitations, timely master and be able to fully apply the current modern theory and methods, and pay attention to make good adjustments, so as to ensure that they can effectively complete their teaching work; and teaching innovation means that in order to keep up with the development of the times, we should constantly accept new things and achieve innovative development.

Secondly, because the information content covered by big data has diversified characteristics, teachers also need to have the ability to collect and analyze, so that they can effectively extract valuable data. the application

of big data technology makes college teachers need to master data management and analysis skills so as to achieve more effective management and evaluation of teaching process and effect. Teachers need to use data mining and intelligent technology to discover information about students' learning characteristics, tendencies and needs to improve teaching effectiveness and satisfaction.

Finally, the development of teaching skills should not be too one-sided, but should also focus on its comprehensive nature. Colleges and universities need to train teachers in several aspects, including training of technical skills, training of education and teaching theories, training of innovative thinking in teaching and training of data analysis skills, etc., so as to improve the level of information-based teaching of college teachers and thus improve the quality of college education [1].

2. THE NECESSITY OF CONSTRUCTING THE INFORMATIZED TEACHING ABILITY TRAINING SYSTEM FOR COLLEGE TEACHERS

First of all, the big data environment has put forward higher requirements for college education. With the popularization and development of big data technology, higher education is still in the process of continuous change. In this new era and the future trend, college education requires more efficient and accurate teaching contents, teaching methods and teaching evaluation, which requires college teachers to have stronger informatization teaching ability and build informatization teaching system.

Secondly, the traditional teaching mode mostly takes the way of lecture, which will make it more boring. Therefore, to improve the interestingness under the premise of ensuring the quality, information technology can also be effectively introduced into it, so that the teaching mode has diversified characteristics. Under such circumstances, the teaching methods of college teachers need to be more flexible and pay more attention to the discovery and excavation of information resources. the use of information technology can improve the effect of modern education and enhance the teachers' personalized management ability and teaching level.

Finally, as participants and implementers of teaching work, teachers' professional ability is closely related to teaching quality, and it also directly affects students' learning enthusiasm and practical effect. In order to

adapt to new learning forms and the trend of technological development, colleges and universities need to pay attention to the application of information technology and the training of teachers' information technology teaching ability to improve the quality of school education services.

3. THE CONSTRUCTION STRATEGY OF INFORMATION-BASED TEACHING ABILITY CULTIVATION SYSTEM OF COLLEGE TEACHERS UNDER THE ENVIRONMENT OF BIG DATA

3.1 Construction of teaching environment

3.1.1 Improve teaching hardware facilities and management system

Colleges and universities should be equipped with advanced computers, projectors, multimedia players and other hardware equipment to provide teachers with a better teaching environment. The hardware equipment in teaching should be able to effectively collaborate with the software facilities such as digital teaching resource platform and meet the needs of teaching different subjects in colleges and universities. The application of information system can also make the teaching work more orderly and can realize the comprehensive management of students, teachers and courses, which should be built according to the actual teaching needs.

3.1.2 Promote online education

Colleges and universities should actively promote the establishment of online education platforms to provide students with richer educational resources. Online education can provide students with a more free and flexible, interactive and repeatable way of learning, and enable them to fully enjoy the advantages of digital education, so as to better adapt to the development of education in the new era.

3.2 Construction of informatization teaching platform

The construction of informatization teaching platform is one of the effective ways to improve the informatization teaching ability of college teachers. The informatization teaching platform includes online learning platform for students, online teaching platform for teachers and school teaching management system, etc. Teachers can release relevant learning resources to students and schools through the informatization platform. As each student's learning situation, cognition and understanding level are very different, the application of this platform will make students' learning content more targeted and can effectively demonstrate the overall learning effectiveness. When teachers are teaching in the classroom, they can present the teaching process in real time through the platform, making it easier for teachers to provide targeted tutoring.

In the management of the school, the information platform can also do a good job of monitoring the relevant work. At the same time, the information technology teaching platform can also integrate and share various resources of the school, which is convenient for students, parents and other social sectors to understand and monitor the school.

3.3 Ways to improve teachers' information literacy

Due to the influence of traditional concepts, most old teachers may not be able to effectively accept the information content of the new era, including information technology, and because the technical means has a certain utility value for teaching, universities should also regularly carry out training, including theoretical knowledge and practical techniques, to effectively improve their information literacy. In the process of training, individualized training plans are developed for each teacher's specific situation, and further learning opportunities are provided by using modern educational technology [2].

Second, work and research that is compatible with the information technology environment is also one of the most important ways to improve information literacy. Universities can expand the direction of work and research on information literacy of university teachers by expanding cooperation with other universities, enterprises and governments, such as research projects, practical experience exchange and other activities to further improve teachers' academic level and information technology application ability.

Finally, colleges and universities can cooperate with enterprises and governments to introduce advanced information technology and equipment to improve teachers' information literacy. Universities can give priority to establishing and improving information communication and exchange channels with equipment and software suppliers, actively carry out information technology training and promote the application of information technology in teaching, so as to improve the information literacy and technology application ability of university teachers.

4. CONCLUSION

In summary, the current application of information technology in the context of the big data era also provides greater convenience for people, including work and life, and certainly in teaching, as its content is significantly different from traditional teaching methods, and this also tests the overall ability level of teachers, and only in the continuous updating, learning and innovation can we improve the information technology teaching ability of college teachers to meet modern higher education requirements and the actual needs of students.

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On the Cultivation and Promotion of College Students' Entrepreneurial Ability

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Abstract: Entrepreneurship education is an important content of current higher education. It is a very urgent and important strategic task to cultivate and enhance the entrepreneurial ability of contemporary college students. There are many factors and ways to cultivate and enhance the entrepreneurial ability of contemporary college students. Chinese colleges and universities and all walks of life should create a good environment and atmosphere to cultivate and enhance the entrepreneurial ability of contemporary college students.

Keywords: Entrepreneurship education; College students; Entrepreneurial ability; Higher education; Socialist market economy; Innovate.

1. INTRODUCTION

As we all know, with the continuous expansion of colleges and universities and the continuous increase of the number of college students, our higher education model has changed from former elite education to today's mass education. This has led to a sharp increase in the number of college graduates every year, and the number of jobs provided by social organizations, enterprises and institutions cannot grow in direct proportion to the number of college graduates, which is bound to make the employment situation of college students more and more urgent. Therefore, all colleges and universities in China have listed the cultivation and improvement of college students' entrepreneurial ability as the top priority of college students' education at present and in the future. This paper makes the following brief analysis on cultivating and improving the entrepreneurial ability of contemporary college students.

2. THE CONCEPT AND SIGNIFICANCE OF COLLEGE STUDENTS' ENTREPRENEURIAL ABILITY

2.1 The Concept Of College Students' Entrepreneurial Ability

The ability of college students to use the professional knowledge they learn in class and their own ability to turn their own aspirations into reality through creative labor is entrepreneurial ability. Entrepreneurial ability is also the ability of college students to find and seize opportunities and integrate resources to create value [1]. The creative ability is also the ability of college students to contribute to the society and realize their own value through hard work.

2.2 The Significance Of Cultivating And Improving College Students' Entrepreneurial Ability

To cultivate and improve the entrepreneurial ability of college students is the social need to reduce the sharp rise

of employment pressure in our country. Up to now, China's society provides about 13 million jobs a year, and every year China will be about 5 million college graduates into the construction of the socialist market economy, in addition to a large number of rural surplus workers and large, small and medium-sized enterprises and institutions laid-off workers need employment placement. In the face of this huge employment pressure, it is particularly important to train and improve college students' employability and entrepreneurial ability. If a considerable part of the approximately 5 million college graduates in this year participate in entrepreneurial activities to promote employment, it will significantly weaken the current employment pressure in our society [2].

To cultivate and improve college students' entrepreneurial ability is in line with the needs of socialist economic development at the present stage. Since the reform and opening up, China's market economy with socialist characteristics has presented a healthy, stable and rapid development trend. To sustain this development requires a large number of college graduates to devote themselves to the entrepreneurial activities of the socialist market economy.

To cultivate and improve the entrepreneurial ability of contemporary college students is an important part of higher education in our country, and it is a guarantee to improve the quality of higher education in our country. Since 1990, with the rapid development of market economy, the whole nation colleges and universities have expanded enrollment, the scale of running a school of higher education was unprecedented, which led our higher education to become a mass education. In order to ensure and improve the quality of higher education in our country, universities should attach great importance to the entrepreneurship and innovation education of contemporary college students.

3. INFLUENCING FACTORS OF COLLEGE STUDENTS' ENTREPRENEURIAL ABILITY

At present, there are many factors affecting the cultivation and improvement of the entrepreneurial ability of contemporary college students. Due to the limited space of this paper, this paper mainly discusses the following factors:

3.1 Innovation Awareness And Entrepreneurship

The inner driving force of forming and promoting entrepreneurial behavior is innovation consciousness and entrepreneurial spirit. Innovation consciousness and entrepreneurial spirit are the premise and foundation of entrepreneurial behavior, and are the focus of

entrepreneurship education in colleges and universities. Colleges and universities should educate and guide contemporary college students to enhance their sense of innovation and entrepreneurial spirit, so that contemporary college students can create careers that can show their own strengths through their knowledge, wisdom and courage, which is in line with the development requirements under the new historical conditions. And to publicize the emergence of self-employment models on campus, is to enhance the confidence and courage of contemporary college students to innovate and start businesses, and then encourage and support college students with self-employment ability, so that they stand out.

3.2 Professional Knowledge And Ability

The foundation of contemporary college students' entrepreneurial ability is professional knowledge ability. During the school period, college students should consolidate their professional consciousness, and make unremitting efforts to learn professional knowledge. We should not only have a deep theoretical foundation, but also have excellent practical ability, Only in this way can we give full play to our advantages in the process of entrepreneurship.

3.3 Management Capability

Contemporary college students entrepreneurship mainly refers to the establishment of companies. No matter what the size of the company, what form of enterprise, it needs people to manage, so contemporary college students need to have this management ability. In campus life, college students can continuously strengthen their ability in this aspect through various forms of campus cultural activities and various practical opportunities.

3.4 Market Expansion Ability

The ability of market expansion is very important to the entrepreneurship of contemporary college students. It is a decisive factor in the growth of a startup. Market development ability includes the ability to capture market opportunities, marketing ability and other aspects, due to the limited space of this article, here is not listed. The following is to explore the ways and methods of cultivating and improving the entrepreneurial ability of contemporary college students.

4. WAYS AND METHODS TO CULTIVATE AND ENHANCE THE ENTREPRENEURIAL ABILITY OF CONTEMPORARY COLLEGE STUDENTS

4.1 Curriculum

In order to continuously improve the quality of entrepreneurship education and the quality and quantity of higher education, all colleges and universities should attach great importance to the curriculum of entrepreneurship education. For example, "Career Planning and Employment Guidance Course for College Students" should be set up in compulsory courses, and "Business Management", "Public Relations", "Law and taxation" and other courses related to entrepreneurship should be set up in elective courses [3].

4.2 Reform the Existing Traditional Teaching Methods

The traditional teaching method is that teachers teach knowledge carefully in class and students listen carefully and take notes. [4] This traditional teaching method has no obvious effect on the cultivation of college students' entrepreneurial ability. College teachers should make more efforts to reform the original teaching mode, and on the basis of teaching basic knowledge, they should use teacher-student interaction and games to improve students' ability of active thinking, language expression and teamwork. Only in this way can they cultivate and enhance the entrepreneurial ability of contemporary college students.

4.3 Strengthen Practical Teaching And Training

Therefore, we should vigorously carry out the school-enterprise cooperation model, invite the technical backbone of the enterprise to the school to explain to the students face to face, and then bring the students into the enterprise for internship, to achieve the full cooperation between the school and the enterprise, only in this way can we cultivate and greatly improve the entrepreneurial ability of contemporary college students.

4.4 Regularly Hold "College Students Entrepreneurial Skills Competition"

Colleges and universities should regularly hold skills competitions related to college students' entrepreneurship. This kind of competition can promote the development of innovative thinking of contemporary college students, and can make talents with special talents in entrepreneurship stand out, can promote college students to transform knowledge into products, and may produce college students entrepreneurial entities. In Europe and the United States, there are many well-known undergraduate entrepreneurial entities were born in such competitions.

4.5 Create a Good Environment And Atmosphere

Colleges and universities and all sectors of society should further create a good environment and atmosphere to promote the improvement of the entrepreneurial ability of contemporary college students. Institutions of higher learning should further improve the school system and policies, and have cooperated with and encouraged college students to start a business in school or leave school to start a business. Schools should increase capital investment in entrepreneurship education, increase cooperation with enterprises, and provide suitable platforms for the cultivation and improvement of college students' entrepreneurial ability, such as self-construction or co-construction of college students' entrepreneurial practice bases, or allowing students to contract some of the school's practice bases, or contracting part of the school's logistics support service facilities to students. All sectors of society should also encourage college students to start their own businesses in terms of policies and systems, so as to create favorable conditions for the cultivation and improvement of college students' entrepreneurial ability.

5. CONCLUSION

In conclusion, cultivating and improving the entrepreneurial ability of contemporary college students

is the requirement of the development of the Times under the new historical conditions. We believe that: As long as the national colleges and universities and all sectors of society attach great importance to entrepreneurship education, and the policies and measures are appropriate, it will certainly stimulate the entrepreneurial passion of contemporary college students, improve their entrepreneurial ability, and they will be full of enthusiasm and tenacity of entrepreneurial spirit, and join the great flood of entrepreneurship in the motherland. It will make great contributions to the construction of a prosperous, democratic and civilized modern socialist power.

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Research on Strategies for Improving the Professional Quality of Female Physical Education Teachers in Colleges and Universities

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Abstract: In the modern higher education system, female physical education teachers are the backbone of physical education in colleges and universities, and their professional quality directly affects the comprehensive quality of physical education in colleges and universities and the development of students' comprehensive quality. This paper adopts the literature data method, expert interview method, and logic analysis method, discusses the concept, connotation, and external performance of female physical education teachers in colleges and universities, analyzes the factors affecting the professional quality of female physical education teachers in universities, study the strategy of promoting female physical education teachers professional quality, to improve the quality of physical education and promote gender equality, optimize the physical education management and support system, and provide theoretical support and practical guidance to promote physical education reform and practice innovation.

Key words: Colleges and Universities; Female Physical Education Teachers; Professional Quality

1. INTRODUCTION

In the modern higher education system, female physical education teachers play an important and unique role. They are the imparters of knowledge and skills in the field of physical education, the educators of students' physical and mental health and complete personality, the transmitters of social values and good moral character, the advocates of promoting gender equality, and the influencers of sports culture and social progress. The professional quality of female PE teachers in colleges and universities directly affects the integration of physical education, the quality, and the development of students' comprehensive quality. The professional knowledge, educational concepts, moral quality, and teaching skills of female PE teachers directly shape the teaching environment and affect the growth of students and the development of their comprehensive quality. Therefore, clear the concept of female physical education teachers' professionalism, connotation, and external performance, analysis of the strategy of promoting female physical education teachers' professionalism, to improve the quality of physical education in colleges and universities, promote gender

equality, optimize the physical education management and support system, promote physical education reform and practice innovation has long-term and far-reaching significance.

2. STUDY RESULTS AND ANALYSIS

Research object: Professional quality of female PE teachers in colleges and universities.

Research methods: literature and data method, expert interview method, logical analysis method.

2.1 The concept and connotation of professional quality

By consulting a large number of literature combined with expert interviews, logical analysis, and summary, this paper on the concept of professional quality and connotation is as follows: professional quality is a comprehensive concept, is the inherent requirement of social work to laborer personal quality training, is the individual in the process of career, but also individual in the workplace, development and the key to success.

Professional quality is manifested in the professional ethics, occupation, knowledge, occupation, skills, professional attitude, and professional behavior needed in a specific occupational field. It is a unified and organic whole. Professional quality is not only related to the performance of individuals in the profession but also related to the sense of responsibility and influence on the profession, industry, and society.

2.2 Performance of professional quality of female PE teachers in colleges and universities

According to the general definition of professional quality, combined with the characteristics of female sports teachers' professional attributes and colleges and universities, college female PE teachers' professional performance is with advanced education concept, noble ethics, master professional sports education knowledge, and skills, advocating gender equality, promote multiple sports, scientific research, and development innovation ability.

2.2.1 With advanced educational concepts

In accordance with the guiding principles of the Opinions on Comprehensively Strengthening and Improving School Sports Work in the New Era, issued by the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council, school physical education is a

fundamental project to realize the fundamental task of cultivating morality and enhancing the comprehensive quality of students, and it is an important work to accelerate the modernization of education and build a strong education and sports country. Physical education teachers should be guided by Xi Jinping's thought of socialism with Chinese characteristics in the new era, fully implement the Party's education policy, adhere to the direction of socialism in running schools, take the fundamental task of establishing morality as the basis for education, take the socialist core values as the leading role, take the goal of serving the all-around development of students and enhancing their overall quality, adhere to the education concept of health first, promote the coordinated development of young people's cultural learning and physical exercise, and help students enjoy fun, enhance physical fitness, and improve their comprehensive quality. It promotes the coordinated development of young people's cultural learning and physical exercise, helps students to enjoy fun, strengthen their physical fitness, improve their personality and refine their will in physical exercise, and cultivates socialist builders and successors who are all-rounded in morality, intelligence, physical fitness, aesthetics and labor.

Female physical education teachers in colleges and universities should take the guiding ideology of the Opinions as the basis for organically combining physical education and human education, giving full play to the unique advantages of physical education in human education, and making a contribution to the development of morality and the development of people through physical education. For the physical education of female students in colleges and universities, female physical education teachers should also advocate for female students to eliminate gender stereotypes, encourage female students to actively participate in sports activities, help students establish the concept of lifelong sports through physical education courses and extracurricular sports activities, establish a positive and healthy lifestyle, cultivate students' ability to work in a team and leadership qualities, educate students to respect their opponents and referees in sports competitions, abide by the principle of fairness and impartiality, and to establish a sense of rules, to promote the physical and mental health development of students, to cultivate their sound personality, and to advocate that students apply what they have learned and make their due contribution to social services.

2.2.2 Possessing a high level of moral integrity

The construction of teacher ethics is an important initiative to implement the spirit of the 20th Party Congress and accelerate the construction of a strong educational country. Good teacher ethics is the embodiment of the spirit and excellent traits of teachers in the new era. According to the Ten Guidelines for the Professional Behavior of College Teachers in the New Era issued by the Ministry of Education, female physical education teachers in colleges and universities should

have a firm political orientation, consciously love the country and abide by the law, disseminate excellent culture, dedicate themselves to teaching and educating people, care for and love their students, insist on the elegance of speech and behavior, abide by academic norms, uphold fairness and honesty, uphold integrity and self-discipline, and actively dedicate themselves to society.

2.2.3 Master professional physical education knowledge and teaching skills

The mastery of professional sports knowledge and skills by female physical education teachers in colleges and universities plays a crucial role in improving the quality of teaching, promoting the all-around development of students, and pushing forward the reform and development of physical education in colleges and universities. Female physical education teachers in colleges and universities need to have solid physical education professional knowledge, such as sports physiology, sports psychology, sports training, physical education, sports nutrition, and health, sports injury and rehabilitation, and other basic theories, to ensure that teachers can provide students with scientific and effective teaching and training activities. Professional sports knowledge helps female teachers fully understand the physical and psychological characteristics of female college students, according to different sports combined with the characteristics of women design scientific and reasonable teaching plans, use different teaching methods, stimulate students' interest in learning and motivation, adjust measures to local conditions, according to their aptitude, encourage students to complete learning tasks step by step, achieve individual learning goals and collective learning goals, in sports activities for confidence, happiness, a sense of achievement and happiness.

In addition to having professional physical education knowledge, female physical education teachers are also important to master physical education teaching skills skillfully. The physical education teaching skills here not only refer to the various movement skills required to complete the physical education teaching but also include the various abilities transformed into mental skills through analysis, summary, and induction on the basis of the sports professional knowledge. PE teaching skills are composed of mental skills and action skills. Among them, mental skills include physical education plan design skills, physical education content preparation skills, physical education load control skills, physical education load regulation skills, physical education learning guidance skills, and physical education protection and assistance skills.

In the mental skills, the PE teaching plan design skills are mainly reflected in the overall teaching design, specific teaching objectives, operational evaluation, clear teaching contents, scientific and reasonable teaching activities, properly organized teaching methods, and diversified evaluation methods; PE teaching introspection skills are mainly reflected in teachers'

feedback, reflection and analysis of teaching information. For example, after-class reflection on whether the time control of each teaching link meets the expectation, whether it needs to be adjusted, whether the teaching effect meets the expectation, whether the classroom, interaction, and feedback are positive and effective; the preparation skills of physical education teaching content are mainly reflected in the selection, design, and arrangement of teaching content. The corresponding teaching contents should be selected from the reference physical education materials and supplemented according to the preferences of female students. The teaching contents should be reasonably arranged according to the average level of students, and timely adjusted to achieve the best teaching effect. The load control skills are mainly reflected in the monitoring and adjustment of exercise intensity, exercise time, and fatigue degree. Generally, by testing the immediate heart rate, observing students' exercise performance, or through students' immediate feedback. For example, by observing the students' breathing rate, sweating degree, facial expression, and verbal communication, so as to maintain the existing exercise intensity or make adjustments to the exercise intensity in time.

Among the movement skills, the organizing skills of physical education activities are mainly reflected in the implementation of classroom routine, scheduling formation, class management, venue, and equipment layout, which facilitate the safety specification and orderly of teaching activities; The learning guidance skills are mainly reflected in concise explanation, standard demonstration, beautiful correct correction, praise, continuous encouragement, objective and pertinent evaluation. These teaching skills can help students quickly and accurately understand the concept of movement, master the movement technology, stimulate students' interest in learning, improve students' enthusiasm for learning, and make students understand their own strengths or weaknesses through positive feedback, so as to strengthen the correct movement, correct the wrong movement and improve the quality of the movement in a targeted manner. These skills help students to participate in sports activities safely and healthily without distractions, and at the same time gain comprehensive physical and psychological experience and development.

2.2.4 Advocacy for gender equality and promotion of diversified sports

As advocates of gender equality, female physical education teachers in colleges and universities should eliminate gender stereotypes through their teaching and words and deeds, encourage female college students to actively choose and participate in different types of sports activities they like, and convey the educational concepts of equality and inclusiveness. For example, female students are encouraged to participate in sports activities traditionally regarded as men's activities such as basketball, soccer, martial arts, taekwondo, dragon boat, etc., to discover their inherent potential, give full

play to their strengths and specialties, and provide positive guidance, support, and encouragement, and help them solve practical difficulties, so as to enable them to build up a sense of gender equality in sports activities, to build up a strong sense of self-confidence, to recognize their own unique values and influences They should believe that they can try to succeed in different sports through their own love and efforts. As female physical education teachers, they should play the role of a model and role model, actively displaying their outstanding achievements in the field of physical education, leading female college students to establish an awareness of gender equality, promoting the spread of the concept of gender equality, and advancing the progress of society.

2.2.5 Ability of teaching, research and development, and innovation

Female physical education teachers in colleges and universities should start from their daily work in teaching, training, groups and clubs, and promote students' physical and mental health and overall development by exploring modern curriculum design, teaching mode, teaching methods, teaching organization, teaching management, curriculum evaluation, etc., and combining the strategy of Healthy China, modern informatization means, achievements of sports science and technology, and the concept of healthy life with the process of physical education teaching. ; through researching the contents of sports training, training methods, sports process and monitoring, and sports recovery, combining sports image analysis technology, sports skills and ability diagnosis technology, sports emotion and psychological analysis technology, computer information processing technology, high-tech training equipment and testing technology with the sports training process, and promoting the wisdom, precision and meticulousness of sports training, so as to improve the students' athletic performance and level; through studying the organization and management methods, personnel allocation, and operation mechanism of group and club work, combining scientific fitness concepts and methods, campus sports culture and information on the latest development of the program with group and club work, enriching the content of campus sports and cultural activities, and promoting the development of national fitness and the implementation of the strategy of Healthy China.

3. STRATEGIES TO IMPROVE THE PROFESSIONAL QUALITY OF FEMALE PE TEACHERS IN COLLEGES AND UNIVERSITIES

3.1 Strengthen professional ethics

The professional ethics of physical education teachers is the sum of moral concepts, behavioral norms and moral qualities formed by physical education teachers in the process of engaging in physical education, and it is the code of conduct for the mutual relationship between physical education teachers and students. The management of physical education teachers in colleges and universities should organize teachers to seriously study and implement the important theses of General

Secretary Xi Jinping on education and sports, clarify the responsibilities and obligations of physical education teachers and their mission, cultivate the love and loyalty of physical education teachers to physical education work, and strengthen the ideals and beliefs of the teachers through different forms of activities such as study and discussion, publicity and lectures, exemplary deeds, and appraisal of excellence and selection of leaders, so as to make the female teachers realize they are the promoters of the development of sports in colleges and universities, the builders of a healthy China and a strong sports country, as well as the advocates and disseminators of gender equality and sports culture. To strengthen the education of teacher ethics and conduct the construction of teacher morality, we can consider linking the assessment of teacher morality with the whole process of management and career development of the teaching staff, as an important basis for recruitment into the profession, post-employment, title evaluation, job promotion, study, and further training, evaluation of prizes and merits, and other work. Teachers' morality and ethics are being promoted, education on discipline is being strengthened, and the Code of Professional Conduct for Teachers is being promoted as a necessary learning program for new teachers, so as to effectively improve the professional ethics of female physical education teachers in colleges and universities.

3.2 Strengthen continuing education and training

Participating in continuing education training is an important means to update knowledge and concept thinking, improve teaching and scientific research ability, and enhance personal development space. Meanwhile, it is also an urgent requirement for social development and education progress for PE teachers under the background of the new era.

The form of ordinary college physical education teachers participating in continuing education can be generally divided into academic education and non-academic education. Academic education mainly refers to the continuing education of master's and doctor's degrees, while non-academic education includes professional training, comprehensive training, visiting scholars, graduate courses, etc. Schools should strengthen the propaganda and the importance and necessity of continuing education, in support and encourage teachers to participate in continuing education principles, on the basis of the nature of continuing education, time, content, form, examination of clear rules, plan, and requirements, provide corresponding funds support and system guarantee, to the greatest extent stimulate teachers' learning enthusiasm and learning intention. In terms of system guarantee, it is necessary to formulate the curriculum adjustment plan during teachers' continuing education, evaluate the achievements of continuing education, and combine the results of continuing education with the comprehensive assessment, so as to affect the results of comprehensive assessment within a

certain proportion, and strengthen the institutionalized management of continuing education. Female teachers should also set up the correct concept of continuing education, actively participate in education and training, reasonably solve the contradiction between family affairs and training time, and obtain the improvement of thought, knowledge, technology, and ability through personal efforts.

3.3 Strengthen the support for teaching and scientific research

Strengthening the support of university sports management departments for sports teaching and research can improve the teaching and scientific research abilities of female physical education teachers, thereby improving their professionalism. Colleges and universities should strengthen the cultivation of female physical education teachers' awareness of scientific research, actively organize and carry out exchanges of scientific research activities within and outside the school, the province and at home and abroad, and encourage teachers to participate in training to improve their teaching ability of scientific research, so as to stimulate teachers' interest in teaching and research and improve their own level of teaching and research; colleges and universities should provide the appropriate financial support for teaching and scientific research, and actively organize to declare the project of teaching and research and to plan for the establishment of a team of teaching and research, so as to ensure that Colleges and universities should set up a service platform for teaching and research, providing services such as transferring information on teaching and research, searching and downloading literature, sharing experience in applying for projects, and guiding and revising thesis writing, so as to improve the convenience and effectiveness of teachers' work in teaching and research; colleges and universities should set up a system of assessment for teaching and research, which can make the workload of teaching and research one of the indicators of the appointment assessment, and provide a comprehensive assessment of different teaching and research projects, textbook publication, and the quality of teaching and research work. Universities should establish a teaching and research assessment system, which can make the workload of teaching and research one of the indicators for appointment assessment, and formulate corresponding scoring standards for different teaching and research projects, textbook publications, book publications, thesis publications, and competition awards to form the assessment rules for teaching and research achievements, so as to promote female teachers to improve their ability of teaching and research. Individual female teachers should also reasonably balance the relationship between family and work, establish a sense of teaching and research, build up an interest in teaching and research, pay close attention to the latest developments in their own fields of study, actively participate in academic exchanges and lectures, continually engage in the cross-fertilization of

disciplines, carry out domestic and international exchanges and cooperation in due course, summarize and explore problems in a timely manner, actively declare relevant teaching and research projects, write books and theses in earnest, and continue to accumulate experience and reform and innovation, so as to improve their teaching and research abilities. experience and reform and innovation and improve the comprehensive ability of teaching and research.

4. CONCLUSION

Professional quality is a comprehensive concept, is the internal requirement of social work for the cultivation of workers' personal qualities, and is the comprehensive quality of individuals in the process of their careers. The professional qualities of female physical education teachers in colleges and universities are shown as follows: having advanced educational concepts, possessing a high level of moral integrity, mastering professional sports knowledge and skills, advocating gender equality, promoting diversified sports, and having the ability of teaching, research, development, and innovation.

There are various strategies to improve the professional quality of female physical education teachers in colleges and universities. Strengthening professional ethics, strengthening continuing education and training, and strengthening teaching research and research support can effectively improve the professional quality of female physical education teachers in colleges and universities.

5. SUGGESTIONS

Suggestions for sports management departments of colleges and universities on female physical education teachers' professional quality development present situation, take positive and effective measures to strengthen teachers' professional ethics accomplishment, strengthen continuing education training, intensify scientific research support, efforts to improve the female physical education teachers' professional quality, improve female physical education teachers' career development space, so as to improve the quality of female college students physical education, promote the reform and development of physical education.

Female physical education teachers in colleges and universities should be aware of their important role in higher physical education, clarify their responsibilities, obligations, and missions, and constantly improve themselves. They should train female college students to become women with healthy bodies, healthy images, and

sound personalities in the new era through physical education teaching, training, groups, and associations.

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Study on the Influence of Short Video on Art Education Under New Media Visual Threshold

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Abstract: With the development of the Times, new media is rising rapidly. Especially the media form represented by short video attracts the audience with its characteristics of low production cost, fragmented acceptance, low entry threshold and wide dissemination, which also affects all aspects of art education. the new integration of short video and art education has changed the traditional educational thinking of art education and diversified the forms of art education. the training of art talents has begun to be carried out both online and offline. Art education can also share resources on short video platforms, and the functions of short video comments, private messages and bullet screens have also enriched the teaching evaluation methods and art education in the field of art education with the advent of the short video era, it has become unprecedented innovation. the emergence of new media is an opportunity for art education, but also a challenge brought by the Times.

Key words: New Media; Art Education; Short Video

1. INTRODUCTION

In recent years, with the rapid development of Internet technology, the revolution of information technology has brought earth-shaking impact on all aspects of society. Education, as a subsystem of society, is subject to the influence of comprehensive social factors on the one hand and has interactive impact on society on the other. Therefore, education, as a social behavior, is bound to change. Once the concept of "Internet+education" was put forward, it was quickly recognized by the education circle, and the traditional education concept and education mode also showed many new characteristics under the wave of information technology change. the global outbreak of the new coronavirus epidemic in 2020 has directly prompted the education industry to open a distance teaching model, accelerating the pace of Internet+education practice in the context of information technology, and art education has also been developed and promoted in such a new media background.

2. NEW MEDIA ERA AND THE DEVELOPMENT AND CHANGE OF ART EDUCATION

The status of art education in education is becoming clearer and clearer, and it is considered as the main channel and means of aesthetic quality education, so it has irreplaceable significance and value in the whole teaching. With the development of the Times, people gradually pay more attention to quality education, and more and more people begin to contact art education. the traditional campus art education model can no longer meet the pursuit of art learning by the general public, and social art education represented by private art training institutions

has begun to flourish, such as school gardening the curriculum of art education also continues to promote curriculum reform. On the one hand, it explores and cultivates students who have interest or talent in art; on the other hand, it is more targeted for art examination and employment training. In the process of art education being separated from exam-oriented education, the educational model has been changed and the educational concept has been updated. In the process of application of short video in the field of art education, there is a high frequency of interaction, and teaching evaluation is also presented in new ways such as bullet screen and comment. In this context, we prefer to see different art creators express their different artistic concepts and artistic works. Therefore, the public with requirements for innovation determines that the short video art education in the new media era needs to be personalized. the development of new media brings not only opportunities for the development of art education, but also challenges. the emergence of short video in the environment of new media has an impact on the development of art education. It is difficult for art education to fully penetrate the "new" of integrating media, and art education is also faced with problems such as weakening artistry, too strong commerciality, and insufficient innovation. Such a dilemma is reflected in major short video platforms. "Douyin", as the head platform of short videos, also reflects the characteristics of fast replacement pace of short videos and large demand for content output. Under such characteristics, the development and integration of art education needs to be changed Development has had an impact. In addition to the setting of art education content on campus, art education also exists widely in society. With the development of the Times, the education system has gradually improved, in which the proportion of quality-oriented education in education disciplines has gradually increased, and the training goals of students have become increasingly comprehensive. Meanwhile, with the refinement of the social division of labor, more and more majors and positions have put forward requirements for workers' artistic aesthetic ability and artistic practical ability. With the deepening of art education and training, traditional school curriculum reform and art curriculum have been introduced the opening of art education has been unable to meet the needs of students for art learning, and social art education has developed rapidly. the forms of social art education are mostly art skill training institutions, mostly private education institutions, which undertake students' learning of professional art skills and the establishment of art majors. Overview of the current art education market for business education institutions:

2.1 Market Conditions

Under the background of the growing demand for art education in society, the relevant state departments have issued policies to increase the proportion of art education in quality education, and the opening rate of art classes shall not be less than 80% in the compulsory education stage. The high school art curriculum should also be fully opened in line with the principle of meeting the development needs of students. Constantly deepen the curriculum reform of art education, perfect the means of art education, and raise the level of art education. It has become an urgent need to build a high level of teachers in art education. At the same time, it has become a large-scale, institutionalized and normalized task to enable all students to regularly participate in rich extracurricular art activities and fully receive art education. In recent years, private educational institutions have achieved leapfrog development both in quantity and quality. According to the 2017 China Education Finance Family survey data, the market size of the subject tutoring class is about 360.13-billion-yuan, accounting for about 72% of the off-campus training market. The market size of interest expansion training is about 14.45-billion-yuan, accounting for about 28% of the off-campus training market.

2.2 Market impact

Private art education is a fresh blood in art education. It has become an important way for the society to cultivate artistic talents. The expansion of the scale of education and the cost of social art education are also reflected in this. At present, all kinds of art education institutions at all levels are emerging. The establishment of private art education institutions has become an upsurge. The rise of this enterprise has increased the power of art education in general. It has greatly promoted the development of art education in our country. Thus we also see the advantages of private art education. Private art education institutions have more flexible education methods and can provide more colorful art courses and training programs according to the needs and interests of students, so that students can carry out more targeted learning and training. At the same time, because most private art education institutions implement the appointment system, they will not limit the region and age of art education talents, nor will there be compulsory allocation. Relatively speaking, educational talents are more mobile. In terms of teaching resources, private art education institutions can rely on their own development plans and education models to allocate educational resources, to a certain extent avoiding the waste of public art education resources caused by administrative intervention. At the same time, since the resources of private art education are taken from the society and directly fed back to the society, they should bear the direct consequences and fulfill the obligation of art education and training. Accepting direct supervision and teaching feedback from social talents and recipients of art education, this form has promoted a good and strong competition in the private art education market, and social education has gradually developed in such competition.

3. THE IMPACT OF SHORT VIDEOS ON ART EDUCATION

The development of new media is a symbol of technological progress, and short video is one of the information technologies in the era of big data. Short video platforms represented by Tiktok have emerged one after another. Tiktok users have two identities at the same time, one is a content creator and the other is an audience, which shows that Tiktok users can receive and feedback information at the same time, and there is a lot of art in Tiktok. Creators invest time and experience to use common details and events in life as shooting materials to get people's resonance. Similarly, art creators also use such a way to popularize art knowledge, and such a two-way interactive platform has an impact on all aspects of art education.

3.1 Change of concept

3.1.1 Short videos provide a display platform for artistic practice

With the development of new media technology, cross-media art forms such as video and digital art are constantly emerging, and are increasingly sought after by young people. Therefore, art education needs to pay more attention to students' practical abilities to satisfy their creativity and curiosity and help them achieve self-expression. In the Douyin app, one of the main ways for art creators to gain traffic is to invest a large amount of appealing content in video creation to attract more audiences to imitate and publish their works, so as to achieve traffic increase by relying on the video push mode and push characteristics of the Douyin app. Therefore, the concept of short video art education has changed from focusing on concept to focusing more on practice. The mode of learning while watching is widely used by the public, and it relies on action expression and the creation of artistic works to complete the understanding of artistic concepts behind art education. With the intervention of short video, art education takes practice as an important link. After understanding a certain idea or knowing a certain artistic style, short video art education guides the public to carry out artistic thinking and artistic creation with unique self-consciousness.

3.1.2 Aesthetic communication

Under the application of Douyin, art education pays more attention to the integration of language and culture, and Douyin provides more opportunities for the exchange and integration between different cultures. In the comments section of numerous artistic works, audiences with different artistic understandings of the works speak freely. For issues such as "domestic violence, campus violence | gender equality", different short video art creators are also making progress. The emergence of short videos with different forms of artistic creation, such as ironic short videos, social evaluation of direct output views, and heated debate modes, not only represents the diversified social thinking and expression of art creators in society, but also enables the audience to understand the influence behind these social hot spots in a new way. The different aesthetics of different artistic works determine that the discussion on art on Douyin platform will not stop. Therefore, art education on Douyin platform pays more attention to the integration of language and culture,

emphasizes cross-border communication, and enhances students' global consciousness and multi-cultural cognition ability.

3.2 Technological progress

3.2.1 Application of teaching

With the development of the Times and the advent of the short video era, the mode of art education has begun to change. With the establishment of the concept of "Internet+education", the development of new media technology has changed the mode of education, and art education has begun to update and develop simultaneously from two different directions, online and offline. Artificial intelligence technologies based on deep learning algorithms, such as image recognition, speech recognition and intelligent recommendation, can allow students to get objective art materials in their minds in advance, as a reference for materials and creation. Tiktok app will also use big data algorithms to accurately and frequently push the required content according to customers who have needs for art education. At the same time, the development of live broadcasting technology is also making rapid progress. After the era of knowledge payment was opened, major live broadcasting platforms began to sell the courses carefully prepared by art education creators. Meanwhile, the way of live teaching also emerged one after another. Live broadcasting allows the audience to observe the movements, skills and styles of teachers or performers closely, and live interaction allows students or audiences to communicate with teachers, actors and actresses. Other audiences can communicate and interact with each other, and the comment section and bullet screen can provide immediate feedback on art education and show audiences' different thoughts on art aesthetics.

3.2.2 Allocation of educational resources

On the short video platform, the public can obtain educational resources in a more convenient way. For example, some cultural bloggers will edit and explain cultural programs promoting Chinese culture such as "Chinese Poetry Conference", "Chinese Idiom Conference" and "Chinese Character Dictation Conference". At the same time, some bloggers will broadcast live explanations on professional art disciplines such as broadcasting and hosting, photography and videography. These phenomena constitute the concept of "micro-classroom". Compared with the offline art course trial and the art course arrangement in campus education, such short micro-classroom videos that can be watched repeatedly undoubtedly change the previous distribution of educational resources. Education can not be limited to immediate face-to-face communication with students and instant feedback, but can upload resources on the platform to share, through the creation and upload of short video works to complete the re-integration and redistribution of educational resources.

3.2.3 Teaching evaluation

Art works and interactive ways such as comments and likes on the Douyin platform make art education more rich, diverse and interactive. Artists and enthusiasts can get feedback and suggestions from tutors or learners through

comments, and carry out their own creation and cultivation in time. The interaction of art education through technology such as "like" and "comment" is the interaction that traditional art education does not have. Audiences can also use memes or various bullet screens to output their views and evaluate their teaching. Under the powerful inclusive background of the Internet, short videos naturally form a mode of high interactive frequency, from phased teaching evaluation and feedback to feedback and evaluation at all times, which improves the concentration of art scholars and further promotes the development of art. People's thinking and evaluation of educational content.

3.3 Changes in teaching methods

3.3.1 Content output of art education creators

In July 2019, the number of daily active users of Douyin was 320 million, and the total number of short videos in 8 art categories of the platform, including music, dance, film and television, architecture, calligraphy, opera, sculpture and painting, was 109 million. Over 608.1 billion views, over 20.1 billion likes, over 390 million shares and over 770 million comments. These short videos with artistic and artistic educational significance have become an important part of the short video platform. In 2022, the overall scale of Tiktok education creators increased by more than 90%, and ordinary creators with less than 10,000 fans continued to emerge, with sustained rapid growth. As one of the core contents of the short video platform, education bears the demand of the short video audience for knowledge acquisition and thinking innovation. Art lovers and professionals can share their own experiences, knowledge and experience through short videos to disseminate art knowledge to the public. The application of short videos in the field of art education is different from the previous offline education, the mode of "direct implementation and direct feedback". In this new platform, the communication and popularization of art education is produced through creativity, and the platform uses big data algorithm to promote Send to get feedback. Due to the development and innovation of technology, art education reduces the cost of construction in content creation. Due to the brevity and interest of short video itself, users can complete artistic expression that is difficult to realize or more creative through interesting clips or shooting props when using short video for art education expression.

3.3.2 Characteristics of short video art education

Tiktok platform provides convenient and fast video uploading and sharing functions, art creators can easily upload their creative works, art lovers can also obtain the required art resources from the platform anytime and anywhere, which facilitates the dissemination and learning of art education. The convenience, inclusiveness and diversity of short video platforms also make art education more popular, and many ordinary people can obtain relevant art resources and experience on short video platforms, which makes the traditional art threshold lower and better adapt to the development of the Times and society. Some intangible cultural heritage can survive by the dissemination of short videos, and some minority art

and culture can also be resonated by the audience on short video platforms. the lowered threshold of art education not only means that people can hear more educational content of people with different social identities and status, but also means that the popularization of art education has been improved. Art can be understood by the public or personalized art. From the perspective of creativity, Tiktok platform is a social platform with video as the main means of communication, which can provide the audience with intuitive, direct and immersive artistic experience, enrich the public's artistic aesthetics and landscape recognition ability, and better stimulate their creative desire and imagination. More art creators are not limited to using words to express short video creation, but also have many expressions Art performance, such as walking body, sound and animation, drives the development of art education with the development of technology. With the development and popularization of short video platforms, art education can transcend the barriers of time and space and is not restricted by time and space. Artists and enthusiasts can share and learn from all over the world anytime and anywhere, realizing art exchange across regions and cultures. Different nationalities and races can use the same platform for cultural exchange and dissemination, as well as cultural evaluation and communication.

With the development of information technology, the new media era has come, which has a great impact on art education. the application of new media enables art education to be carried out simultaneously online and offline. With the help of new media technology, the artistic concepts that are difficult to understand can be

more abstract artistic expression, and the demonstration with short and concise short videos is no longer a rigid concept output. the emergence of short videos has obviously changed the traditional teaching methods, and the vivid expression shows the integration of art education and short videos. Educated people who grow up in the information age are more inclined to accept new forms of expression because of their background and environment. Art performance, art shooting, art propaganda and other content in short videos can inspire learners. Under the influence of short videos, art education not only cultivates students' art professional skills, but also guides learners to express their personality in art creation and show their learning more freely and truthfully through short videos.

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