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# Analysis and Emergency Treatment of Cracks in the Cylinder Liner of a Certain Ship's Main Engine

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**Abstract:** Due to improper management and technical defects, the cylinder liner of a ship's main engine may crack. This article analyzes the causes of cylinder liner cracks through a case study, proposes management measures and emergency handling measures for main engine operation to ensure the safety of ship navigation.

**Keywords:** Emergency Response; Cracks; Main Engine; Cylinder Liner

## 1 FAULT PHENOMENON

A certain ship (26000 deadweight tons, general cargo ship, manufactured in 2003) was sailing from Australia to South Africa on July 20, 2007. At 22:15, the main engine's NO3 cylinder scavenging box gave a high temperature alarm, and the main engine automatically slowed down. the engineer quickly touched the temperature of each cylinder door and found no abnormalities, thinking it was a false alarm. Then, the alarm was reset and the main engine automatically accelerated. At 22:30, when the main engine accelerated to 76RPM, a sudden explosion sound was emitted. Subsequently, the cylinder liner water low pressure alarm was triggered, the cylinder liner backup water pump was turned on, and the main turbine emitted black smoke and a "hissing" sound. the main engine slowed down again. the engineer immediately inspected the cylinder liner and found that there was water flowing out of the NO3 cylinder. There were about 100mm longitudinal cracks distributed along the upper edge of the cylinder liner on the turbine side of the cylinder liner. After further inspection, it was found that other cylinders had varying degrees of cracks, Immediately after arriving at the port, the NO3 cylinder liner was replaced, and the company was contacted for urgent orders. All other cylinder liners were also replaced. In the end, the crack fault of the main engine cylinder liner was resolved, and the main engine resumed normal operation. the cracking of the cylinder liner mainly occurs at the flange, and the crack location and acceptance analysis at the flange are shown in Figures 1 and 2.

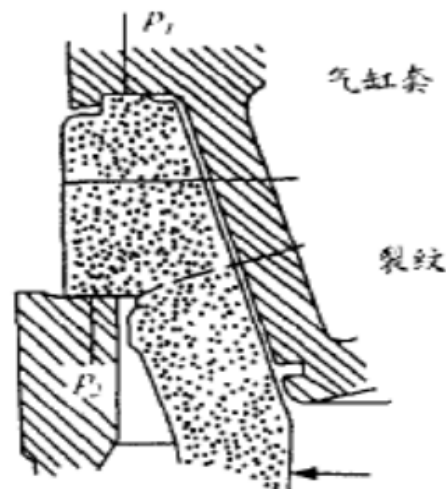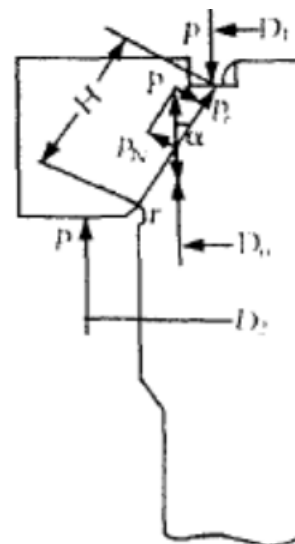

Figure 1 Crack location



Figure 2. Force analysis

## 2. REASON ANALYSIS

(1) Reasons for the cylinder liner cooling water system: excessive temperature changes in the cooling water, unsuitable cooling water quality, uneven cylinder liner cooling, insufficient cooling water volume, etc.

(2) Causes of human error: Excessive acceleration, violation of operating procedures, misoperation, etc.

(such as forgetting to open the valve after maintenance, water pump failure, or temperature loss), improper adjustment, resulting in rapid cooling of the host.

(3) Reasons for thermal load: such as insufficient quality of scavenging air, overload of the main engine, insufficient warm-up of the standby vehicle, rapid acceleration in the port, gas downflow, and repeated load changes caused by secondary engine power failure.

(4) Defects in component design, as well as material and installation reasons: if the manufacturing quality of the cylinder liner is lower than the standard requirements, the cylinder liner does not have sufficient extension strength, and the cylinder liner does not have sufficient extension space.

The above are the reasons for cracks in the main engine cylinder liner in daily work. Cracks usually start from the water chamber (including cylinder liner, cylinder head, exhaust valve, etc.). Therefore, when cracks appear in the combustion chamber, it is likely that there is already a large crack on one side of the water chamber.

## 3 EMERGENCY RESPONSE

### 3.1 When emergency sea conditions prevent parking

Reduce the speed of the main engine to reduce its load, and at the same time, strengthen personnel duty to timely replenish water for the expansion tank to prevent fluctuations in the fresh water eye of the main engine caused by low water level in the expansion tank. the cylinder oil consumption can be increased according to the actual situation. the main engine of this ship has been reduced from 86 rpm to 84 rpm for 60 hours of sailing. If the situation allows, the operating time of the main engine should be minimized as much as possible to avoid the rapid development of cylinder liner cracks, leading to serious consequences.

### 3.2 When the main engine needs to change speed and cannot stop

Immediately transfer to the centralized control room or machine side, and assign a dedicated person to inspect the faulty cylinder on duty in case of emergency response in case of danger. When parking, the indicator valve of the cylinder should be opened. When starting, the water should be flushed out first and then closed to avoid water damage to the cylinder head accessories. If the start is not working properly, it should be quickly reversed and then turned to start as required to ensure the use of the vehicle.

### 3.3 When the spare parts are incomplete or in a state where only short-term parking is allowed

(1) Firstly, close the cooling water inlet and outlet valves of the cylinder, and then completely drain the water in the cooling chamber of the cylinder according to the actual situation.

(2) Lift the fuel roller of the chamber to stop the high-pressure oil pump from working.

(3) Remove the hydraulic oil pipe at the outlet of the exhaust valve driver (oil pump) of the cylinder, install a special tool on the driver, lift the piston and exhaust roller, and then seal the control air and sealing air of the exhaust valve of the cylinder; Remove the operating indicator rod of the exhaust valve of the cylinder and install a special tool to keep the valve in the open position; Remove the exhaust valve driver inlet oil pipe of the cylinder and close it.

(4) Disassemble the starting air pipe of the cylinder, close the starting main air pipe, close the starting main air pipe, and control air pipe.

(5) Increase the oil volume of the cylinder according to the actual situation.

(6) the engine speed should not exceed 55% of the MCR corresponding speed. In case of emergency, it can be quickly increased to 80% of the MCR corresponding speed, and the overspeed limit should be adjusted to be lower than 83% of the MCR corresponding speed.

### 3.4 When the spare parts are complete and available for parking

Timely stop the vehicle for inspection, replace the cylinder liner, and first close the fresh water inlet and outlet valves, fuel valves, and air valves of the cylinder. Prepare all special tools, required spare parts, sealing rings, etc. before lifting the cylinder. Disassembly and assembly should be carried out in sequence, and the areas that need to be marked must be marked. When testing or running at low speed with a new cylinder liner, it is important to closely monitor the various parameters of the cylinder to ensure safe operation of the main engine.

## 4. KEY POINTS FOR DAILY MANAGEMENT OF CYLINDER LINERS

### 4.1 Ensuring the quality of fuel atomization

The quality of fuel atomization is closely related to high-pressure fuel pumps, injectors, fuel impurity content, fuel temperature, etc. It is necessary to improve the quality of fuel centrifugal purification, avoid mixing as much as possible, and determine whether to separate water or impurities based on the fuel quality. If necessary, two fuel separators can be connected in series. According to the temperature of the fuel entering the engine, controlling the viscosity during fuel atomization can improve the atomization quality, reduce cylinder liner cracks, and also reduce fuel consumption.

Regular maintenance of the high-pressure oil pump and inspection of the VIT structure of the main engine should be carried out to prevent excessive explosion pressure. If the main engine experiences excessive pressure for a long time, the cylinder liner may crack due to excessive thermal stress.

Regular cleaning of the scavenging duct to ensure good combustion quality and smooth flow of the scavenging duct and scavenging port is an effective measure to reduce abrasive wear.

**4.2 Strictly control changes in water temperature**

Correctly controlling the temperature of cylinder liner cooling water is an effective way to prevent cylinder liner cracking. Excessive temperature changes in the cooling water and low water temperature can increase the thermal stress of the cylinder liner. Low water temperature can also exacerbate low-temperature corrosion. Therefore, whether it is berthing, changing speed, or sailing at a constant speed, it is necessary to control and adjust the water temperature reasonably. Generally, the water temperature change is controlled within the range of 3-5 °C, and the temperature difference between the inlet and outlet of the cooling water is generally not greater than 18 °C.

Before starting the main engine, it is necessary to ensure that the warm-up temperature is within the range of 50-70 °C. It is important not to start the main engine below 20 °C. When starting the cold engine, excessive changes in water temperature can result in excessive thermal stress. At the same time, regular water quality testing should be conducted to strictly control the various indicators of cooling water. If the cooling water is not properly treated, it can cause local scaling, corrosion, and also cause local overheating.

**4.3 Correct operation of the main engine to prevent overload**

Proper control of the main engine to avoid excessive mechanical and thermal loads is an important measure to prevent cylinder liner cracks. When the ship experiences significant changes in external loads such as strong winds, narrow waterways, and upwind currents, the engine personnel should adjust the throttle of the main engine in a timely manner according to the current situation to avoid overloading the main engine. Whether the host is overloaded is generally calculated using an indicator diagram for power.

**4.4 Reasonable adjustment of cylinder oil lubrication**

Excessive cylinder oil can easily lead to excessive carbon accumulation in the piston. If there is too little lubrication between the piston and the cylinder liner, it can lead to cracks in the cylinder liner; At the same time, during the operation of the main engine, it is necessary to ensure that the total fuel supply and quality of the cylinder oil meet the requirements, and the fuel supply at all points should be the same.

## 5 CONCLUSIONS

After encountering a cylinder liner crack on the ship, it is necessary to calmly analyze the cause. In short, regardless of the situation of the crack, it should be observed first, and then calmly judge and handle according to the on-site situation to minimize losses. Under the premise of ensuring maritime safety, parking for inspection and handling, and replacing cylinder liners are the preferred solutions. Regular cylinder liner maintenance work should be done to avoid cracks, extend the service life of the main engine, and ensure navigation safety.

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# Exploration on the Integration of College Students' Career Planning and Mental Health Education

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**Abstract:** The current severe employment situation causes college graduates employment confusion, career confusion, difficult choice, thus stimulating a series of psychological troubles, how to let college students have a clear understanding of their career planning, employment direction, and promote college students to consciously perceive their anxiety, pressure, confusion and other emotions, and solve it, so that they can be healthy. Better adapt to the society and move towards the future. Introduce mental health education into career education, that is, combine the two, and put forward suggestions for reform of education mode, such as instilling the concept of career planning in advance, awakening the consciousness of career planning, combining relevant theories with China's national conditions, and carrying out localized application, so as to help college students develop their physical and mental health education.

**Keywords:** College students; Career planning; Mental health education; Fusion path exploration

## 1 THE NECESSITY OF COMBINING MENTAL HEALTH EDUCATION WITH CAREER PLANNING EDUCATION

### 1.1 THE INTERNAL RELATIONSHIP BETWEEN CAREER PLANNING AND MENTAL HEALTH EDUCATION

By summarizing the connotation of career planning education and mental health education, as well as their educational content, educational methods and educational forms, it is found that they have intrinsic unity. In terms of educational means, they are both universal and individual. Career planning education is the process of guiding students to plan their future career development and put it into action. Mental health education is to help students adjust their physical and mental health and better adapt to social life. Unclear career planning will affect students' mental health; the psychological health of students also affects the cognition of students in the process of career planning, and even affects the scientific and reasonable planning and practical action of students. [1]

### 1.2 COMPLEMENTARITY IN ACTION

Career planning education is a powerful supplement to physical health education, which can solve students' career confusion and avoid more psychological problems. At the same time, mental health education is an important guarantee for career planning education. When students are troubled by self-cognition and emotions in the career planning stage, it will seriously affect scientific and reasonable planning. Only by helping students eliminate psychological troubles through psychological counseling can they better make career planning. Therefore, mental health and career planning complement each other and promote each other.

### 1.3 CONSISTENCY OF EDUCATIONAL CONCEPT

The basic idea behind mental health and career planning is the same: whole-person education. Both of them are tools to implement whole-person education, both emphasize that the educatees have various development potentials, and the educational goal is to enable individuals to fully and completely develop their potentials. In the principle of education, the integrity of the educated person must be fully respected. In terms of educational content, personal learning content must be integrated, taking into account cognitive and emotional, humanistic and technological, professional and basic, and individuals need to know all the educational content from the beginning of life to the last stage of growth. In terms of educational methods, educators must provide students with opportunities to fully explore their physical and mental potential, emphasizing thinking and operation, concept and practice, division of labor and cooperation, appreciation and creation.

## 2 CONSTRUCTIVE SUGGESTIONS AND COUNTERMEASURES COMBINING THE TWO

### 2.1 INSTILL THE CONCEPT OF CAREER PLANNING IN ADVANCE AND AWAKEN THE CONSCIOUSNESS OF CAREER PLANNING

In junior and senior high schools, vocational classification and college entrance examination should be set up to help students choose their future college majors according to their interests, hobbies,

abilities and values. At the same time, it helps students to explore external career information, so that students have a clear understanding of their careers, so that they will not blindly fill in the volunteer, and when they get to the university, they will change their major or study or employment, or even have psychological problems due to the environment or professional adaptation.

## 2.2 COMBINE RELEVANT THEORIES WITH CHINA'S NATIONAL CONDITIONS FOR LOCAL APPLICATION

When the theoretical basis in the theoretical system and career guidance is applied in our classroom, it should be combined with the socialist core values, leading the collectivist values, putting the interests of the country first, giving up the small and becoming the big one; At the same time, when consulting or counseling students, combined with the current national conditions, employment environment, etc., encourage college students to build a career in places where the country needs.

## 2.3 CAREER GUIDANCE, SINGLE FORM

The essential connotation of career development education is rich, dynamic and developmental. Therefore, diversified services should be provided for students when carrying out career development education. For example, when setting up relevant courses, it is necessary to take the goal of school talent training as the starting point and foothold; According to the characteristics of cognitive ability and development level of students in different stages from enrollment to graduation, we should carry out whole-process, stage-to-stage and multi-path career education activities; According to the needs of students before entering the job, carry out a series of professional quality training camp activities; Do a good job of college students' entry-level post competency survey, and build the corresponding professional post competency digital model; Carry out personal career counseling; Carry out career ability related training activities.

## 2.4 ACTIVELY BUILD A CAREER PLANNING SERVICE SYSTEM, STRENGTHEN VOCATIONAL PSYCHOLOGICAL COUNSELING, AND IMPROVE SERVICE AWARENESS

Career counseling is the pre-prevention stage of psychological problems, and the establishment of college students' physical and mental development planning center. Strengthening professional psychological counseling and solving students' career problems can reduce many mental health problems caused by career confusion, so as to stifle psychological problems in the bud. At the same time, we should improve the service of employment service departments in colleges and universities in China, according to the characteristics of students in different stages, and carry out practical help to students in stages.

## 2.5 IMPROVE THE COMPREHENSIVE ABILITY OF PROFESSIONAL AND PSYCHOLOGICAL COUNSELING TEACHERS

First, improve the recruitment requirements for career or psychology teachers. At present, most of the teachers are from both the counsellors and the teachers in the employment system, which has two effects. First, the professionalism of the teaching staff cannot be guaranteed; Second, the team is unstable, resulting in the quality of teaching can not be guaranteed.

Second, the lack of institutional guarantee for long-term development of the teaching staff causes teachers to be unwilling to work deeply in this position, and it is difficult to form the systematic discipline and professional service. It is suggested that colleges and universities set up career psychological development centers or colleges for college students to set up long-term development mechanisms for career guidance teachers, so that teachers engaged in relevant positions have a sense of belonging and promotion space. At the same time, it can take full-time, part-time as a supplement, combined with experts inside and outside the school to carry out career consulting services. [2]

## 2.6 INTEGRATE CAREER GUIDANCE AND PSYCHOLOGICAL COUNSELING CENTERS TO IMPROVE THE PRACTICALITY AND CONTINUITY OF WORK

First, make our work more realistic. Through classroom teaching or regular career planning activities; By introducing enterprise specialists to arrange various special lectures and training activities to help students collect industry and enterprise information, understand the employment background, employment policies and systems, and the current social supply and demand situation; We can also cooperate with relevant enterprises to provide graduates with timely visits, research, volunteer services, internships, internships, part-time and other practical positions; We can also carry out a series of returning alumni experience sharing activities, so that they can better understand their careers and make reasonable career planning. Through psychological counseling services to help students to channel emotions, promote personality development, enhance employability.

Second, integrate the career and employment guidance center and the psychological counseling center, and set up the college students' physical and mental development counseling center. the faculty team can cooperate with counselors inside and outside the school to carry out online and offline consulting services, provide personalized services in the whole process, and guide students to do scientific self-cognition, reasonable planning, and accurate positioning. For students timely emotional sorting, post competency analysis, workplace psychological adjustment, so as to improve the adaptability of students.

Third, provide continuous, whole-process service. Schools should serve students throughout the whole process. the integration of career education and mental

health education provides continuous services, and students of all grades can get professional psychological counseling and employment guidance from the school, no matter what stage of career development they are in, so that students have corresponding service programs when they encounter problems at different stages.

## 3 CONCLUSIONS

To sum up, in the face of the grim employment situation, the employment guidance department should not only provide comprehensive employment guidance services, but also take into account the construction of students' mental health, and run both through the whole process of talent training and education. Career planning is a dynamic process, and mental health construction also needs to adjust the method as the individual's stage changes, so we should keep an open mind to do a good job in these two aspects of work, and combine them scientifically.

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# The Application of Incentive Theory in Enterprise Management

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**Abstract:** With the continuous development of the times, the basic form of market economy is also constantly changing. At present, the competition among modern enterprises in China is still very fierce. In order to survive in the fiercely competitive market, enterprises must mobilize their employees' work enthusiasm and maximize their value. In this regard, enterprises can optimize their internal management work by using incentive theory. Incentive theory is an important tool in enterprise management, which can help managers understand employees' motivation and behavior, and design effective incentive measures to improve employees' work performance and satisfaction. Based on this, this article focuses on the application of incentive theory in enterprise management, conducts discussions and research, briefly describes the concept of incentive theory in enterprise management, and explores the practical application strategies of incentive theory in enterprise management.

**Keywords:** Motivation Theory; Enterprise Management; Apply

## INTRODUCTION

In modern enterprise management, motivation is a key task. Motivation can stimulate employees' enthusiasm and creativity, improve work efficiency and quality, and thus promote the development of the enterprise. the motivation theory provides managers with a scientific method to understand the motivation and behavior of employees, which can strengthen the comprehensive competitiveness of modern enterprises, enhance employee cohesion within enterprises, and is a management system that must be implemented to promote sustainable development of enterprises.

## 1. THE APPLICATION CONCEPT OF INCENTIVE THEORY IN ENTERPRISE MANAGEMENT

In the process of implementing the management system of incentive theory, enterprises first need to understand the goals of incentive theory and how to carry out the enterprise management work of incentive theory. In this regard, enterprises can refer to Maslow's hierarchy of needs theory, expectation theory, and reward theory to merge and unify the three, and find incentive theoretical systems that their own enterprises can achieve.

### 1.1 Maslow's Hierarchy of Needs Theory

Maslow's hierarchy of needs theory suggests that human needs can be divided into five levels: physiological needs, safety needs, social needs, respect needs, and self actualization needs. Managers can motivate employees by meeting their different needs. For example, providing good working conditions and compensation can meet the physiological and safety needs of employees; Encouraging cooperation and communication among employees can meet social needs; Giving employees appropriate authority and responsibility can meet the need for respect; Providing training and promotion opportunities can help employees achieve their self actualization needs [1].

### 1.2 expectancy theory

The expectation theory holds that the job performance of employees in a company depends on their expectations for work outcomes and their expectations for work effort. Managers can motivate employees through the following aspects: first, clarify their work goals and expectations, so that they know that their efforts will be recognized and rewarded; Secondly, provide appropriate training and support to help employees improve their abilities and confidence; Finally, establish a fair performance evaluation and reward mechanism to make employees feel that hard work will bring fair returns.

### 1.3 reward theory

The reward theory suggests that the behavior of employees in a company is influenced by rewards. Managers can motivate employees' work performance by giving them appropriate rewards. Rewards can be material rewards, such as salary and benefits; It can also be non material rewards, such as praise and promotion. It is important to match rewards with employees' work performance and provide them in a timely manner to enhance the effectiveness of incentives. Enhance employees' work enthusiasm.

## 2. THE APPLICATION VALUE OF INCENTIVE THEORY IN ENTERPRISE MANAGEMENT

### 2.1 Strengthening the Quality of Enterprise Employees

The implementation of incentive theory and system can stimulate the work enthusiasm of enterprise

employees and strengthen their sense of work responsibility. At the same time, as motivation theory can also strengthen employee training, through training, employees can improve their professional level and ability. Whether they can work efficiently also includes their expectations for their career and their desire for better rewards. Therefore, employees can work down-to-earth and fully utilize their abilities, which significantly improves the overall quality of enterprise employees.

2.2 Strengthen the cohesion and competitiveness of enterprises

High quality talents determine whether an enterprise can go further and further. Through the application of incentive theory in enterprise management, enterprises can improve management system standards, strengthen personnel management of enterprise employees, which directly enhances the work enthusiasm and professional compliance of internal employees. At the same time, it can also enhance the cooperation between departments of the enterprise, establish a collaborative linkage mechanism, and strengthen the cohesion of the enterprise and market competitiveness.

## 3. THE APPLICATION OF INCENTIVE THEORY IN ENTERPRISE MANAGEMENT

3.1 Optimize the management system of the enterprise and set clear goals

Incentive theory can help enterprises optimize management systems and set clear goals for employees' work. Without systems, no square can be formed. Enterprises can develop internal management systems tailored to local conditions based on Maslow's theory, expectation theory, and motivation theory, strengthen the management system of the enterprise, and improve the obedience of employees. For example, enterprises can improve their internal reward and punishment systems, production manager systems, set clear goals for employees, assign job responsibilities to positions, let them know the importance of their work to the enterprise, and be able to see their own work results [2].

3.2 Improving the Comprehensive Ability of Enterprise Employees

Enterprises can provide training and development opportunities for employees, allowing them to continuously learn and improve their skills, thereby increasing work motivation. In this regard, enterprises can regularly carry out comprehensive business training activities to enhance employees' comprehensive professional abilities through training. At the same time, companies can also provide free vocational certificate exams for some outstanding employees to enrich their professional skills. Finally, enterprises can conduct internal exams and assessments based on the current responsibilities of employees and the content of training. the exam results can be included in the performance standards

of the enterprise's reward and punishment system to reward employees for their strengths and weaknesses and motivate them to continuously strive for learning and progress. When some outstanding employees perform outstandingly in their work and achieve excellent exam results, they receive rewards and recognition, such as employee bonuses, promotions, commendations, etc., which can enhance their sense of honor and pride. At the same time, other employees who did not receive this honor can also increase their work enthusiasm in order to receive rewards, thereby motivating them to work hard and achieve results [3].

3.3 Creating a Good Work Environment

Enterprises can stimulate their work enthusiasm by creating a positive, supportive, and cooperative work environment that makes employees feel happy and satisfied. For example, companies can provide flexible work arrangements for individual employees in special departments. If marketing department employees need to visit various places, flexible working hours, remote work, etc. can be set up to meet their personal needs and improve job satisfaction. At the same time, it can also strengthen the democracy of the enterprise management system, encourage employees to participate in the decision-making process of departments and companies, make them feel that their opinions and contributions are valued, and increase their sense of participation and responsibility.

3.4 Establish good communication channels

Enterprises can strengthen the efficiency and effectiveness of their office work by establishing good communication channels, allowing employees to communicate and provide feedback effectively with management and colleagues, and increasing transparency and interactivity in their work. At the same time, enterprises can encourage teamwork and collaboration among employees, allowing them to achieve cross departmental collaboration and communication, mutual support and assistance, and jointly achieve the goals of the enterprise.

## 4. CONCLUSION

Incentive theory has important application value in enterprise management. Managers can design incentive strategies suitable for their own enterprises based on different incentive theories to improve employee performance and satisfaction. However, motivation is not a one-time task, and managers need to constantly pay attention to changes in employees' needs and motivations, and adjust incentive strategies in a timely manner to maintain the effectiveness of motivation.

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# Discussion on the Content of Chinese Culture Textbooks Suitable for Teaching Chinese as a Foreign Language

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**Abstract:** With the continuous development of the times and the increasing level of the national economy, China is becoming increasingly powerful, and Chinese has become the most widely used language in the world. At least 1.5 billion people in the world speak Chinese. Therefore, as foreign friends studying abroad, working, and traveling come to China, the responsibility of teaching Chinese as a foreign language in China is also increasing. Language is the carrier of a nation's cultural dissemination and the spirit of a country's national culture. In the process of teaching Chinese as a foreign language, it is necessary to fully integrate the excellent traditional culture of the Chinese nation, subtly deepen the Chinese understanding ability of foreign students, and enable foreign friends to easily understand the language knowledge and language application skills of Chinese. Based on this, this article focuses on teaching Chinese as a foreign language and conducts discussions and research to analyze how teaching Chinese as a foreign language can be combined with Chinese cultural textbooks for better language teaching.

**Keywords:** Teaching Chinese As A Foreign Language; China; Culture; Textbooks; Content; Discuss

## INTRODUCTION

The content of Chinese culture covers a wide range, including but not limited to Chinese knowledge, Chinese spirit, Chinese beliefs, Chinese morality, Chinese customs, Chinese nation, Chinese language, etc. These Chinese cultures are the crystallization of China's 5000 year history and culture, and are the inheritance of Chinese children for thousands of years. the inheritance of these cultures is an important component of Chinese language. Therefore, teaching Chinese as a foreign language alone cannot only impart language knowledge. It is necessary to educate Chinese culture so that foreigners can empathize with it and enhance their ability to use the Chinese language.

## 1. TEXTBOOKS FOR TEACHING CHINESE AS A FOREIGN LANGUAGE CAN BE VIEWED FROM THE PERSPECTIVE OF CHINA'S HISTORY AND CULTURE

In the selection of Chinese cultural textbooks for teaching Chinese as a foreign language, one can start from the perspective of China's historical relics and culture. By introducing China's long history and rich and diverse cultural traditions, foreign friends can first understand Chinese culture, thereby enhancing their interest in learning Chinese and improving the effectiveness of teaching Chinese as a foreign language. For example, the content of Chinese cultural textbooks for teaching Chinese as a foreign language can include ancient Chinese civilization, feudal society, revolutionary history, and so on. Foreign learners can better learn the Chinese language by first understanding ancient Chinese civilization and social composition, understanding the way Chinese people think and values [1].

## 2. TEACHING CHINESE AS A FOREIGN LANGUAGE CAN BE APPROACHED FROM THE PERSPECTIVE OF CHINA'S GEOGRAPHY AND HUMANITIES

In the content selection of Chinese culture textbooks for teaching Chinese as a foreign language, it is also possible to start from the perspective of China's geography and humanities. By introducing China's geographical location, terrain, climate characteristics, etc. in the content of the Chinese language textbooks, it can enhance foreigners' understanding of China's historical and cultural cities and tourism resources, and enhance the practicality of Chinese language learners' learning. For example, the textbook can introduce China's famous places of interest, such as the Great Wall, the Forbidden City, the Terra Cotta Warriors, as well as China's natural scenery and tourism resources. Through these methods, the functionality of Chinese language can be strengthened in a targeted manner, as many foreigners who learn Chinese come to China's famous landmarks. By strengthening the functionality of practical Chinese language, it can be well adapted to reality, allowing foreign tourists to apply what they have learned and make it useful. For example, commonly used travel phrases can be cited in textbooks, such as: "How do I

get to the restroom?" "What transportation do I need to take to go to a certain scenic spot?" "How much is this?" and so on. Through these functional Chinese languages, China's geography and humanities can be well combined, which not only enhances the Chinese language skills of foreign learners, but also enables them to fully enjoy their journey and learning in China.

## 3. TEXTBOOKS FOR TEACHING CHINESE AS A FOREIGN LANGUAGE CAN BE VIEWED FROM THE PERSPECTIVE OF TRADITIONAL CHINESE FESTIVALS AND CUSTOMS

Chinese traditional festivals are an important carrier of the material and spiritual civilization of the Chinese nation, and an important component of the Chinese nation's long history and culture. Therefore, the content of teaching Chinese as a foreign language can be approached from the perspective of traditional Chinese festivals and customs. By introducing traditional Chinese festivals in the textbook, foreign learners can understand Chinese traditional culture, follow the customs when in Rome, and enhance their ability to learn Chinese language. For example, the textbooks can reflect the calendar of the Spring Festival, Tomb sweeping Day, Dragon Boat Festival, Mid-Autumn Festival, or introduce the traditional customs of these traditional festivals. For example, paying New Year's greetings, making dumplings, admiring the moon, dragon boat races, and so on. In addition, textbooks for teaching Chinese as a foreign language can also start with China's holiday food culture, introducing China's unique holiday food culture, including traditional Chinese cuisine, dietary habits, table manners, and so on. By combining traditional Chinese holiday culture with textbooks for teaching Chinese as a foreign language, foreign learners can experience the purest festivals in China and understand the charm of Chinese festivals. At the same time, it can also bring foreign friends closer to us and promote the excellent traditional culture of the Chinese nation [2].

## 4. TEACHING CHINESE AS A FOREIGN LANGUAGE CAN BE APPROACHED FROM THE PERSPECTIVE OF CHINESE ART AND LITERATURE

Chinese traditional art and culture originated from the Stone Age and have a profound historical and cultural heritage spanning thousands of years. Therefore, in the content of teaching Chinese as a foreign language, it is possible to start from the perspective of Chinese art and literature, and deepen foreign learners' understanding of Chinese art by introducing traditional art forms such as Chinese painting, Peking Opera, folk music, calligraphy works, etc. This can help them learn unique art forms and language expressions. For example, in actual Chinese language textbooks for foreigners, some classic Chinese literary works can be involved, such as "Dream of the Red Chamber", "Journey to the West", "Romance of the Three Kingdoms", "Water Margin", and so on. Enhance the enthusiasm of foreign learners to learn Chinese through the classic stories of the four great masterpieces. At the same time, Chinese language textbooks for foreigners can also introduce calligraphy works. By learning different calligraphy fonts, we can understand the inheritance and development characteristics of the Chinese nation's characters over the centuries, such as seal script, official script, regular script, running script, cursive script, and so on [3].

## 5. TEACHING CHINESE AS A FOREIGN LANGUAGE CAN BE APPROACHED FROM THE PERSPECTIVE OF CHINA'S TRADITIONAL CULTURAL VALUES

In addition, teaching Chinese as a foreign language can also incorporate the excellent traditional virtues of the Chinese nation into teaching Chinese as a foreign language. From the perspective of China's traditional cultural values, the excellent traditional virtues of the Chinese nation can be combined with teaching Chinese as a foreign language. For example, in actual Chinese language textbooks for foreigners, traditional Chinese cultural values such as filial piety, etiquette, loyalty, integrity, and other excellent traditional Chinese virtues can be introduced to enable foreign learners to experience the charm of Chinese traditional culture. In textbooks for teaching Chinese as a foreign language, the stories of Kong Rongrang Li, Yang Zhi rejecting Jin, and Cheng Men Lixue can be told to promote the excellent traditional culture of the Chinese nation, as well as China's traditional moral concepts and codes of conduct.

## 6. TEXTBOOKS FOR TEACHING CHINESE AS A FOREIGN LANGUAGE CAN BE VIEWED FROM THE PERSPECTIVE OF MODERN CHINESE SOCIETY AND CULTURE

Finally, textbooks for teaching Chinese as a foreign language can also start from the perspective of China's modern social construction and culture. By introducing China's modern social development, including economic development, technological progress, education system, as well as modern cultural phenomena such as movies, music, fashion, etc., foreign learners can experience the charm of socialist modernization with Chinese characteristics, thereby improving their Chinese language learning ability.

## 7. CONCLUSION

In summary, the content of Chinese culture textbooks for teaching Chinese as a foreign language can be approached from multiple perspectives, comprehensively reflecting the history and culture of Chinese characteristics, geography and humanities, festivals and customs, art and literature, so that students can better understand and experience Chinese culture. At the same time, Chinese as a foreign

language textbook can also design exercises and activities related to Chinese culture to help students consolidate their knowledge and cultivate interest and understanding of Chinese culture.

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# Clinical Observation on the Treatment of 50 Cases of Poststroke Depression with Twelve Well Point Da Jie Jing Mai Granule Moxibustion

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**Abstract:** Objective: To explore the efficacy and value of the twelve well point big wheat grain moxibustion method in the treatment of post stroke depression. Method: In this experiment, a total of 50 patients were selected for research and analysis, all of whom were diagnosed with depression after stroke. They were randomly divided into two groups using blind sampling. the control group and the observation group each had 25 patients. the former continued to use conventional Western medicine treatment methods, while the latter received twelve well points connected to wheat grain moxibustion. the clinical application effects of the two groups were evaluated. Result: the experimental results showed that the SAS, SDS, and daily living ability scores of the two groups of patients were relatively balanced before treatment (P>0.05); After treatment, compared with the control group, the SAS and SDS scores of the observation group patients were significantly reduced (P<0.05), while the Barther score of the observation group was higher than that of the control group and before treatment (P<0.05). Conclusion: For patients with post-stroke depression, implementing the twelve well acupoint big connection with wheat grain moxibustion during treatment can effectively reduce negative emotions and improve their daily living ability.

**Keywords:** Twelve Well Acupoints Meridian Wheat Grain Moxibustion Method; Stroke; depressed

## INTRODUCTION

After stroke, patients may experience significant emotional changes after experiencing functional impairments, mainly due to concerns about prognosis or increased pressure on their families. This can also directly affect the patient's recovery, and timely treatment and nursing interventions are needed. This article mainly discusses the clinical value of the twelve well acupoint big connection meridian wheat grain moxibustion method in treating post stroke depression, as follows::

## 1 MATERIALS AND METHODS

### 1.1 GENERAL

The 50 subjects included in the experiment are all post-stroke depression patients who received treatment in the hospital from August 2021 to July 2022. Due to the need for later comparative work, they can be divided into groups. During this process, the principle of randomness should be followed, and it is necessary to ensure that the members of each group meet the characteristics of equality. All patients were aged between 41 and 65 years old, with a median age of 14 and 11 cases (52.79 ± 3.55) and 13 and 12 cases (53.06 ± 4.17) in the control and observation groups, respectively. Inclusion criteria: After clinical symptom diagnosis and evaluation, all patients met the criteria for post stroke depression. They were informed and agreed to cooperate with this experiment. the content, process, operational details, protocol formulation, and related precautions of this study have been reviewed by the hospital's ethics committee; Exclusion criteria: Patients with poor communication, comorbidities with other organic diseases, mental disorders, and poor compliance. the clinical linear data of the two groups of patients showed homogeneity (P>0.05).

### 1.2 method

The control group was treated with Western medicine and given escitalopram (production unit: Shandong Jingwei Pharmaceutical Co., Ltd., approval number: Guoyao Zhunzi H20103327, specification: 10mg) × 7 tablets) of medication, administered orally, with a single dose of 10mg, once a day. To ensure therapeutic efficacy, continuous medication is required for 2 months.

The observation group implemented the twelve well acupoint big connection and wheat grain moxibustion method for treatment. Firstly, it is necessary to clarify the order of wheat grain moxibustion. It is recommended to start from the Shao Shang of the hand Taiyin well acupoint and proceed in the order of twelve venous flow. At this point, both sides of the patient's limbs should also be moxibustion simultaneously, including Shao Shang, Shang Yang, Li Du, Yin Bai, Shao Chong, Shao Ze, Zhi Yin,

Yongquan, Zhong Chong, Guan Chong, Foot Qiao Yin, Da Dun, and other acupoints. the specific operation method is to take moxa velvet and make a conical moxa pillar with a height of 4mm and a bottom diameter of 3mm. Apply Wanhua Oil to the acupoints, place the moxa pillar, ignite the tip, inquire about the patient's subjective feelings, observe the skin condition of the group, and remove the moxa pillar when the patient has heat and the skin shows a damp red color. This process is 1 zhuang, and it is recommended to moxibustion 2 zhuang at each acupoint. After applying moxibustion to each acupoint as required, in order to avoid blistering at the moxibustion site, an appropriate amount of Wanhua Oil should also be applied [1].

1.3 outcome measures

① When evaluating the psychological status of patients before and after treatment, SAS and SDS scales can be used to represent anxiety and depression, respectively. the former has a score of 50, while the latter has a score of 53. If the score is higher than the median score, it indicates that the patient has adverse emotions. However, the specific comparison depends on the score. the lower the score obtained by the patient, the lighter the negative emotions such as anxiety and depression, and vice versa To understand the patient's daily living ability, a Barther scale can be used before and after treatment to evaluate the patient's daily living ability, which can be evaluated from various aspects such as eating, toileting, washing, walking, and going up and down stairs. the maximum score is 100 points, and the score is positively correlated with the patient's daily living ability.

1.4 Statistical processing

Statistical processing is required for the entire research process, and SPSS22.0 was selected as the statistical processing tool in this study. Comprehensively collect data on various observation indicators throughout the entire research process, using "(x ± s)" to represent measurement data and "%" to represent counting data. During statistical processing, use "t" and "X2" to test measurement and counting data respectively. If there is statistical significance between the data, it can be expressed as "P < 0.05", otherwise it can be expressed as "P > 0.05".

## 2 RESULT

### 2.1 Comparison of psychological status between two groups of patients before and after treatment

According to the evaluation, the psychological status scores of the two groups of patients were relatively balanced before treatment (P>0.05); After adopting different treatment methods, there was improvement, and the SAS and SDS scores of the observation group were lower than those of the control group and before treatment, with certain differences between the data (P<0.05). the specific values are shown in Table 1.

**Table 1 Comparison of SAS and SDS scores between two groups of patients before and after treatment(n/%), ( x±s)**

| group | n | SAS | | SDS 53 | |
|---|---|---|---|---|---|
| | | BEFORE | After treatment | BEFORE | After treatment |
| control group | 25 | 59.91± 4.32 | 50.21± 3.77 | 62.35± 4.93 | 53.05± 4.27 |
| Observers | 25 | 60.04± 4.44 | 42.36± 3.52 | 63.16± 4.87 | 44.17± 4.26 |
| t | | 0.379 | 10.182 | 0.156 | 7.153 |
| P value | | >0.05 | <0.05 | >0.05 | <0.05 |

### 2.2 Comparison of daily living abilities between two groups of patients before and after treatment

Before treatment, the Barther scores of the control group and the control group were (50.72 ± 3.55) and (51.26 ± 4.38) respectively, and there was no statistically significant difference after comparison (P>0.05); However, after treatment, the Barther score in the control group was (62.46 ± 3.77) points, while the observation group had a significantly higher score of (75.89 ± 3.12) points. There was a significant difference between the groups after comparison (P<0.05). As shown in Table 2.

## 3 DISCUSS

As a common cardiovascular and cerebrovascular disease in clinical practice, stroke has the characteristics of criticality and rapid development, with high mortality and disability rates. Most patients will experience varying degrees of sequelae after treatment, such as limb movement, swallowing, language, and cognitive impairment, which will directly affect the daily life of patients. Moreover, the recovery cycle is long, and patients have low anxiety and anxiety about prognosis Depression is its main clinical symptom, and in severe cases, it can develop into extreme behaviors such as self harm and suicide, directly threatening the personal safety of patients and others. Therefore, systematic intervention is necessary [2]. Usually, Western medicine treatment methods are commonly used in clinical practice, such as selective serotonin reuptake inhibitors such as oxalate escitalopram. However, this drug has the problem of slow efficacy, so patient acceptance is not high. Traditional Chinese medicine believes that post-stroke depression is based on stroke, which is caused by physical disability, mental depression, and emotional distress in patients. It belongs to the categories of "depression syndrome" and "stroke", and this disease is actually a deficiency of yang qi. Therefore, during treatment, moxibustion on well acupoints can stimulate yang qi and stimulate qi and blood. Wheat grain moxibustion has the characteristics of warming, unblocking, warming, and tonifying, and can not only activate blood circulation, unblock collaterals, and promote qi circulation, More effective in warming and

tonifying yang qi, with better therapeutic effects [3-4].
According to the results of this study, the SAS and SDS scores of the observation group patients were significantly lower than those of the control group, and their daily living ability was significantly improved (P<0.05).

In summary, the overall therapeutic effect of applying the twelve well acupoint big connected meridian wheat grain moxibustion method in the treatment of post-stroke depression patients is better, which can significantly improve the negative emotions of patients and enhance their daily living ability. Has certain promotional value.

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# Research on Library Big Data Services Based on Cloud Computing

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**Abstract:** With the continuous improvement of socio-economic level, information technology is also becoming increasingly mature and widely applied in various fields and industries. As a public service institution, libraries provide a lot of development space through cloud computing, bringing many opportunities to enterprises. In the era of the Internet, data sharing has become a new trend in current society, providing convenience for a large number of users worldwide, enabling them to obtain the necessary data information in a short period of time, and forming a high-quality service platform. Therefore, this article conducts research and analysis on library big data services based on cloud computing for reference.

**Keywords:** Cloud computing; Library; Big data services

In the era of the Internet, cloud computing and big data occupy a significant position in various industries and effectively play their important roles. With the gradual maturity of science and technology, these two technologies have been improved, continuously strengthening their functions and advantages. Nowadays, with the rapid development of network technology and the continuous acceleration of data flow speed, the increase in data production cannot guarantee the stable operation of service systems. the fundamental reason is that the system is too single and lacks advanced innovative concepts. If big data services are vigorously promoted towards high-quality and intelligent development, they will inevitably meet the diverse needs of society and usher in new opportunities. As a carrier of information resource dissemination, libraries apply big data services under the background of cloud computing to effectively improve service efficiency and satisfy groups at different levels as much as possible.

## 1. THE RELATIONSHIP BETWEEN CLOUD COMPUTING AND BIG DATA

The birth and application of cloud computing mainly rely on internet technology as a support point, providing expandable virtual resources. With the change of information resources, it is a dynamic mode of increasing and utilizing. In the current social development situation, China regards cloud computing as a new product of scientific research technology, based on the integration of computer and information technology. Cloud computing is different from other advanced technologies in that it has a large amount of traffic and scale, which can fully reflect obvious characteristics such as universality, virtuality, and efficient scalability to a certain extent. However, in the specific operation process, it is still selected based on application needs and service conditions. Although the price is easy to accept, there are still significant risks, and it should be emphasized to use it cautiously [1]. In addition, big data is an information asset generated by the development and evolution of the current new era society, characterized by massive, efficient growth, and diversification. If these data and information are collected and integrated, it is difficult to complete them at a regular speed within a fixed time, let alone use traditional software analysis and management. At the same time, there are extremely high requirements for process optimization function, observation ability, and decision-making ability. Therefore, from the current characteristics of big data, It is also possible to exhibit characteristics of plasticity, complexity, and instability.

Although cloud computing and big data have vastly different connotations and concepts, they still have a certain degree of correlation and can assist each other. If cloud computing is regarded as a computer operating system, while big data is regarded as a database, which contains a lot of data information and important resources. When cloud computing analyzes and organizes these resources, relevant personnel need to integrate their management to maximize the satisfaction of different levels of information needs, greatly improve resource utilization, and leverage their own application level. Comparing cloud computing with big data, we have a clear understanding of the strong computing capabilities inherent in cloud computing. We focus heavily on the IT organizational structure system and data intelligent computing analysis, and take the data information of cloud computing as the object. Based on actual situations, we develop comprehensive problem-solving measures to achieve fundamental solutions. We provide valuable data support for cost control in the IT department, and strive to demonstrate the value of the IT organizational structure system in practice,

Causing high attention from the industry. For big data, the biggest difference from cloud computing lies in its continuous focus on comprehensive management and analysis of data, utilizing its advantages to deeply mine valuable and high-performance data, and providing sufficient information support for enterprise business activities and project expansion. There is a close relationship between cloud computing and big data, and the advantages presented in various situations can vary greatly, resulting in significant substantive differences. According to the big data filtering process, in order to truly highlight the value of big data in practice, first of all, starting from the essence and characteristics of cloud computing, provide a large amount of expandable data resources and storable data resources for big data filtering, strengthen and promote the smooth progress of big data filtering, create favorable conditions, and provide comprehensive protection for the transformation and processing of big data information in the big data analysis process through cloud computing, Utilizing the effectiveness of data processing to showcase the most critical aspect of abundant data resources, attracting the attention of industry professionals [2]. Cloud computing plays an important role in this process, which is conducive to the smooth progress of big data analysis and processing work, ensuring that the transformation of big data resources is not affected, and thus exerting absolute application value in subsequent use, bringing new development opportunities. After the above explanation, it is emphasized that enterprises or individuals should always control the relationship between cloud computing and big data. Through in-depth analysis and understanding, cloud computing and big data can be integrated to provide technical support for intelligent innovation of library services, which can be quickly realized in the near future.

## 2. RESEARCH ON LIBRARY BIG DATA SERVICES BASED ON CLOUD COMPUTING

2.1 Build an intelligent data service platform with data management as the core

As the main body of information dissemination, libraries, especially for university libraries, provide important academic support and shoulder key responsibilities for the scientific research field. the traditional library research work is centered around services, extensively collecting a large amount of information and data, with the ultimate goal of developing research products. Researchers play an auxiliary role and effectively provide good assistance. Since the advent and advancement of the big data era, structured and semi structured data from social networks and intelligent mobile terminals have provided great help to researchers, becoming an essential and important content in this work. It helps researchers solve various work problems, which is conducive to the smooth progress of information

management, information collection, information storage, and other work. Nowadays, there are many types of libraries in China that actively participate in various research service practical projects in order to provide research and development conditions for the scientific research field, and foreign universities have taken the lead in carrying out this work, achieving significant service results and significantly improving the service level of libraries. China is in the early stages of development and still needs to actively learn from foreign countries, absorb rich scientific research experience, create conditions for libraries to build intelligent data service platforms, continuously enrich service content, and make significant contributions in the field of scientific research.

2.2 Mining knowledge and expanding subject services

Subject service is an integrated service system composed of professionals, departments, and readers, with the library as the core. In this service process, it tends to meet various resource needs that subject development needs to face, which has been developed for more than ten years in China. Knowledge discovery, as a part of expanding disciplinary services, specifically collects novel, valuable, and efficient advanced processing methods from massive data, which can be transformed into easily understandable knowledge in the final processing. the process includes information extraction, information filtering, data and resource mining, analysis and classification, etc. In the era of big data, cutting-edge data resources in disciplines are showing a linear upward trend. Readers can use intelligent search functions to obtain the information they need, but in operation, accuracy in judgment cannot be guaranteed, and there are problems such as incomplete and inadequate deep mining. As a carrier of knowledge dissemination, libraries have independent knowledge service platforms. With the help of many technologies and methods in knowledge mining, they can mine practical data information from subject big data, maximize the satisfaction of various reader needs, and invisibly improve their utilization rate [3]. For example, based on the search and recording records of users from different disciplines, widely collect and summarize the subject topics that they are very interested in to attract their attention; Adopting cutting-edge disciplines such as classification analysis, social network analysis, correlation analysis, and data mining to research hot topics, expanding subject knowledge and enriching user resources; By using citation analysis, correlation analysis, and joint analysis of subject data, we can gain a specific understanding of the actual organizational planning status of core institutions, authors, and journals in the subject field, laying the foundation for in-depth knowledge mining.

2.3 Based on user needs, providing personalized services

Personalized services are an inevitable trend in the development of modern libraries, and have achieved

good results in practice. A targeted service model targeting users, maximizing the satisfaction of different types of service needs. Since the advent of the big data era, personalized services in libraries have brought many opportunities and ushered in a new trend. In the context of the new era, libraries themselves have a lot of user data. For example, when users register for personal libraries and mobile libraries, based on various browsing records of individual users in the library, they continuously analyze and mine them as a reference basis. They can clearly grasp the basic information of users, discover their daily reading habits, resource needs, and information behavior characteristics, and provide personalized services according to their needs, Effectively meeting their actual needs, and on this basis, it is possible to make comprehensive predictions for other users and understand their future development trends. In the service role, in addition to providing targeted services, libraries should also take the initiative to communicate with users and customize service models that are suitable for them, receive feedback, and repeatedly adjust and enhance personalized and customized service levels to increase service satisfaction.

## 2.4 Implement visualization services based on key data application points

In the era of big data, a lot of data is constantly flooding into people's daily lives, work, and learning. However, the vast majority of users, for convenience, tend to visualize data and directly generate recommendation results based on their needs, effectively improving adoption efficiency and increasing library utilization. On the one hand, libraries take information technology construction as the core, using visual tools and software to visually display scientific research achievements, such as integrating with information metrology to form a satisfactory knowledge graph for authors, fully reflecting the development status and knowledge structure of a field in a visual form. Currently, library visualization software in China is represented by Citespace, Ucinet, Pajek, and VOSviewer. On the other hand, as a service system, the library is the main battlefield for spreading culture. To provide users with visual solutions, the first step is to focus on comprehensive consultation and targeted needs, and build a visual service system, such as providing visualization services for patent maps and patent information for enterprises, and providing visualization services for research project reviews for researchers. With sufficient staffing and resource supply, the library attempts to research visualization software to provide users with more needs and achieve comprehensive satisfaction.

## 3. CLOUD COMPUTING BASED LIBRARY BIG DATA SERVICE GUARANTEE MEASURES

### 3.1 Vigorously cultivate high-quality talents

Cloud computing and big data technology are new products of modern scientific research technology and representatives of current advanced science and technology. Compared with developed countries abroad, China still lags behind in the research and development of these two technologies. This requires China to focus on talent cultivation, strengthen the cultivation of outstanding technical talents, and make sufficient preparations to adapt to technological development and showcase talent value [4]. Therefore, talent cultivation is an inevitable trend. Library big data service personnel based on cloud computing emphasize that they always adhere to the people-oriented work philosophy, maintain the spirit of keeping up with the times, actively learn advanced technologies such as cloud computing and big data, proficiently master basic knowledge such as the Internet, learn to flexibly apply big data technology operation methods, and continuously improve their service capabilities and establish service literacy in practice, Provide talent support for the innovation of library service system.

### 3.2 Improve the legal system and strengthen legal protection efforts

As a country ruled by law, all new things in China must emerge and develop within the scope of legal regulations. As an emerging industry, the library big data service system based on cloud computing must strictly follow the legal protection organizational structure and relevant service requirements, and must not touch the legal bottom line, becoming the foundation for achieving sustainable development of the library service system. Nowadays, in response to the laws related to cloud computing and big data services, the legitimate rights and interests of big data service providers are often protected in the form of contracts. However, there is a serious lack of relevant laws for protecting the legitimate rights and interests of individuals, which requires the legal system to continuously strengthen and improve, to meet the needs of big data services based on cloud computing as much as possible, to ensure reliable data use, and to protect intellectual property and personal privacy, It is beneficial for both parties to protect their rights and obligations from infringement, laying the foundation for library big data services in the context of cloud computing, and gradually moving towards stable development and progress.

### 3.3 Transforming service concepts

The library big data service based on cloud computing is a representative of the advanced service system in the new era. It constantly emphasizes the timely transformation of service concepts and the integration of advanced service concepts, enabling the library to usher in new service opportunities and maintain a consistent pace with technological development, creating conditions for the improvement of library service capabilities. In addition, we should strengthen the importance of libraries' ability to accept big data

service systems, recognize the inherent advantages of big data, voluntarily provide rich resources to the library service system, bring many educational benefits to users, further enrich our own data resources, and improve library utilization. On this basis, it is also necessary to actively encourage users to extensively use big data technology, continuously strengthen their service capabilities and levels, and provide sufficient guarantees for the sustainable development of library big data systems based on cloud computing [5].

## 4. SUMMARY

In recent years, the continuous development of the big data era has provided a lot of technical support for library services, gradually moving towards informatization and efficiency. But from a practical perspective, this behavior will also face many challenges, only by leveraging the advantages of big data to assist in the development of cloud computing and provide diversified functional support. Nowadays, most enterprises actively use big data and cloud computing to build intelligent information systems in order to keep up with the times, which helps greatly enhance the level of data information management and ensure the quality of work. Libraries are no exception, applying cloud computing in their services to achieve comprehensive sharing of information resources, effectively improving resource utilization, providing high-quality services for more readers, and gradually promoting their development towards informatization.

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# Research on Innovation of Ideological and Political Education in Higher Vocational Education under the Background of New Media

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**Abstract:** As a new product of information technology, new media provides a lot of help for ideological and political education in vocational colleges. But to a certain extent, it will also face numerous challenges, attracting high attention from relevant educators. In the final analysis, the arrival of the new media era has brought many resources and created many development spaces for ideological and political education, especially in terms of teaching concepts and methods. Nevertheless, many data point resources not only interfere with students' absorption and mastery, but also have a significant impact on their ideological concepts and values. In order to ensure the noble ideological quality of students and establish correct values, vocational colleges focus on innovation in ideological and political education, actively introduce new media technology, inject impetus into ideological and political educators in vocational colleges, and usher in a new development situation.

**Keywords:** New media; Vocational education; Ideological and political education; Innovation

With the advent of the new era, the demand for talents in various industries has increased. In addition to the need for professional talents, vocational colleges also pay attention to the introduction of skilled talents. As the main battlefield for talent cultivation, vocational colleges play an important role in social talent transmission. Only by utilizing high-quality vocational education can the quality of talent cultivation be guaranteed and the demand for talents in various industries be met. In the context of new media, increasing the reform of ideological and political education in vocational colleges has become an inevitable trend. This is not only a mandatory condition for talent quality cultivation, but also the ultimate goal of vocational colleges to achieve comprehensive education. Nevertheless, the emergence of new media has various impacts on ideological and political education in vocational colleges, which is also the direct reason for strengthening innovation and laying the foundation for optimizing and improving ideological and political education in vocational colleges.

## 1. IMPLEMENT BLENDED ONLINE AND OFFLINE TEACHING, MAKING IT EASY FOR STUDENTS TO UNDERSTAND

When vocational colleges carry out ideological and political education, its scope is relatively narrow, and the difficulty of knowledge continues to increase, resulting in many students having difficulty understanding knowledge. If teachers persist in using traditional teaching methods and instill knowledge into students with themselves as the main body, it not only reduces students' understanding and understanding of ideological and political education, but also increases students' pressure on ideological and political learning, making it difficult to ensure that students truly master [1]. Nevertheless, with the rapid development and progress of information technology, new media technology has gradually flooded into vocational colleges. Teachers use the advantages of new media to achieve mixed online and offline teaching, formulate comprehensive teaching strategies, and play a role in ideological and political education in vocational colleges, demonstrating the application value of modern teaching tools and technologies. When explaining the specific content of ideological and political education, multimedia technology is used to visually present the specific learning content, gradually injecting vitality into the classroom, creating a rich and interesting teaching atmosphere, effectively mobilizing students' learning enthusiasm, and attracting their attention. Therefore, in the context of new media, teachers pay special attention to the application of multimedia teaching technology, demonstrating its practical auxiliary value, and further enhancing the ideological and political education effect of vocational colleges.

Taking "the people being the masters of the country" as an example, when explaining the knowledge points

of "state power organs", teachers flexibly use multimedia teaching technology and video playback to explain different levels of power organs and relationships to students, so that every student can be curious about each level of power organ, have a deep learning impression, and lay a solid foundation for future in-depth learning. When teachers explain complex knowledge points of state organs to students, they can use multimedia teaching technology and its diverse functions for hierarchical teaching. At the same time, they can also use video playback to increase learning effectiveness and facilitate students' understanding and mastery. In addition, using mind maps to carefully sort the teaching content of various levels of government agencies and working with students to sort out the close relationships between agencies is beneficial for students to quickly grasp and consolidate the knowledge they have learned.

## 2. MICRO COURSE TEACHING TO IMPROVE THE EFFICIENCY OF IDEOLOGICAL AND POLITICAL EDUCATION

The improvement of learning efficiency can fully guarantee the quality of ideological and political classroom teaching for teachers. Learning efficiency is a form of understanding in which teachers are the main body, explaining ideological and political knowledge points to students at a fixed time period, focusing on evaluating the learning situation and speed of the subject. If students in vocational colleges have a solid foundation and high learning efficiency, they will effectively strengthen their ideological and political learning ability through self-discipline, and devote themselves wholeheartedly to the subject learning. Micro courses, as a new product of information technology, have been widely applied in the education industry. Micro courses are different from other modern teaching modes, and their duration is relatively short, with most of the duration controlled within 5-10 minutes. This teaching mode is designed to facilitate students' understanding, utilize their spare time to preview and review, truly expand their subject knowledge, and improve their learning efficiency [2]. At the same time, micro course learning is convenient and fast, providing many conveniences for students in stages such as knowledge review, classroom learning, and consolidation. Compared with traditional teaching methods, it plays a good promoting role in mobilizing students' interest and efficiency in learning, and changes the negative learning state on the original basis to stimulate their learning enthusiasm. So, teachers usually adopt a micro lesson teaching model to help students easily grasp ideological and political knowledge.

Taking "Exploring the World and Grasping the Laws" as an example, the teacher uses micro lesson videos in this lesson to guide students to start from real life and use their spare time in life to complete tasks such as preview, learning, and consolidation, promoting the rapid sublimation of micro lessons and truly simplifying the content of ideological and political education. In addition, using tree charts or tables to visually present teaching content provides convenience for students to understand and master knowledge. In addition, students can also focus on learning a certain knowledge point through the fast forward and backward functions of micro courses until they fully understand and absorb it. Based on the above analysis, micro course teaching not only shortens teaching time and improves learning efficiency, but also enhances students' learning awareness during fixed time periods, laying a solid ideological and political foundation for students and making sufficient preparations.

## 3. INTEGRATE TEACHING RESOURCES AND BUILD A NEW MEDIA EDUCATION PLATFORM

The ideological and political education work in vocational colleges under the background of new media, through pre class arrangement and the establishment of a comprehensive classroom evaluation system, effectively plays the guiding and leading role of teachers, and provides great help for the rich curriculum teaching content. Firstly, teachers use new media to strengthen and optimize diversified teaching content, which includes elements such as politics, ideology, culture, and education. Through new media technology, it is visually presented, injecting vitality into the classroom teaching atmosphere, mobilizing students' learning interests, and enhancing the learning experience. Secondly, students in vocational colleges have active thinking and also adopt new media teaching technologies, integrate teaching resources, optimize teaching methods, and build a new media education platform to promote innovation in ideological and political education in vocational colleges as soon as possible. In this way, we can narrow the interaction distance between teachers and students and highlight the value of ideological and political education [3].

## 4. SUMMARIZE

As a key part of the education system in vocational colleges, ideological and political education is carried out in order to facilitate students' understanding of subject knowledge, reasonably penetrate current affairs and politics, introduce new media technology, and intuitively explain knowledge points. the application of new media technology in the innovation of ideological and political education in vocational colleges not only enriches the content of ideological and political education, makes students interested in classroom knowledge, but also injects vitality into ideological and political education, highlighting the importance of its education. In addition, new media technology provides fun for ideological and political education in vocational colleges, which is beneficial

for students to explore ideological and political education resources, achieve deep learning, further enhance learning experience, and achieve the expected educational effects.

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# The Influence of Service Quality on Brand Image and Patient Satisfaction at Southern University of Science and Technology Hospital in Shenzhen, China

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**Abstract:** With the rapid development of the global economy, China has made significant progress in healthcare. Since the introduction of the "Healthy China" strategy, the demand for medical services has increased, presenting both opportunities and challenges for major medical institutions. Despite the importance of service quality, brand image, and patient satisfaction for healthcare organizations, there is a lack of studies that simultaneously assess these three factors in hospitals. While some studies have investigated the relationship between service quality and patient satisfaction, or brand image and customer loyalty, few have explored how these factors interact to influence healthcare consumers' perceptions and behaviors. Therefore, this study aims to fill this research gap by examining the relative importance of service quality and brand image on patient satisfaction, and how this relationship varies across different hospital settings. the research objectives aim to guide the the hypotheses, study's methodology and data analysis. the first objective is to measure the current levels of service quality, brand image, and patient satisfaction in Southern University of Science and Technology Hospital in Shenzhen, China, which will serve as a baseline for the analysis. the second objective is to examine the effect of service quality on brand image. the third objective aims to investigate the effect of service quality on patient satisfaction. the forth objective aims to investigate the effect of brand image on patient satisfaction. the research findings indicate positive perceptions of service quality, brand image, and patient satisfaction in Southern University of Science and Technology Hospital. the high mean values across these dimensions suggest that the hospital is performing well in meeting patient expectations. However, attention should be given to areas where lower mean values and standard deviations were observed, such as reliability in service quality, knowledge in brand image, and communication in patient satisfaction. Addressing these areas could further enhance the overall experience and satisfaction of patients in the hospital.

## 1. INTRODUCTION

Since the reform and opening-up policy, the Chinese government has regarded healthcare as a top priority, placing the satisfaction of people's health needs at the forefront. Various policies and measures have been introduced to improve medical technology, enhance service quality, and effectively address the issue of "difficult and expensive medical treatment" for the populace (Liu et al., 2019). As a result, the medical technology level of public hospitals in China has significantly improved, contributing to an increase in national health levels. Thus, higher quality medical and health services have become the aspiration of the masses.

Patient satisfaction surveys have emerged as critical tools for measuring the quality of medical services and enhancing them. These surveys originated abroad and were initially used to assess the actual use of medical resources by the public. Over time, they have been utilized to determine the developmental scale and business direction of medical institutions and improve service quality (Wen et al., 2016). In China, patient satisfaction surveys have been conducted since the 1990s, adhering to standards formulated by the National Health Commission and covering various aspects of medical services (Xu et al., 2020).

The Chinese government has issued numerous policy documents on patient satisfaction assessments in hospitals in recent years. For example, the Opinions on Strengthening the Performance Appraisal of Tertiary Public Hospitals, released by the State Council in 2019, clearly identified satisfaction evaluation as an essential indicator in hospital performance appraisal. Furthermore, the National Health and Health Commission requires all third-level public hospitals in China to be connected to the satisfaction survey platform (National Health and Health Commission, 2021).

Thus, a comprehensive survey of patients' satisfaction with medical services in a public hospital in China, analyzing factors that affect satisfaction and providing targeted recommendations, would benefit the sustainable development and implementation of the new medical reform.

## 2. METHODOLOGY

The population for this study is the inpatients and outpatients of Southern University of Science and Technology Hospital in Shenzhen, China. This includes all patients who have received medical services from the department during the period of October 2023. Based on the information provided by the department, there were 9325 patients who received medical services during the period of October 2023. Thus, this is the population size for the study. To conduct the study using simple random sampling, the researcher would randomly select a sample of inpatients and outpatients from Southern University of Science and Technology Hospital in Shenzhen, China during the period of October 2023, ensuring that every individual has an equal chance of being selected for the sample.

According to Sekaran & Bougie (2016), the Yamane formula developed in 1967 is an effective method used to determine the appropriate sample size for a given population. the basic formula is as follows:

$n = N/(1+Ne^2)$

With a desired level of precision (e) of 0.05(5%). Given a population size (N) of 9325, the calculation would be as follows:

$n = 9325/(1+9325 * (0.05)^2)$

$n = 9325/(1+9325 * 0.0025)$

$n = 9325/(1+23.3125)$

$n \approx 9325/24.3125$

$n \approx 383.03$

The investigation of this study was based on quantitative descriptive research, and descriptive correlation design is adopted to determine whether there is a relationship between variables.

The questionnaire part of this study mainly included three parts: the first part was the basic information of the individual, mainly including the genders and age. the second part was about service quality. the questionnaire of this scale was based on the study of Parasuraman et al. (1985). the third part was about brand image. the questionnaire of this scale was based on the study of Luo et al. (2020). the fourth part was about patient satisfaction. the questionnaire of this scale was based on the study of Meng et al. (2019).

A random sample of patients would be selected from the Southern Hospital of Shenzhen, China to participate in the study. In the study, structured questionnaires would be used to collect data Questionnaires were distributed and collected through the Wechat online community of Southern University of Science and Technology Hospital in Shenzhen, China and by handing out paper questionnaires to patients when they attended medical service in May 2023. By collecting responses both online and in person, the research reached as many available patients as possible regardless of their demographic background.

## 3. RESEARCH FINDINGS

The survey results of the questionnaires collected from the 383 questionnaires, which were distributed to the inpatients and outpatients of Southern University of Science and Technology Hospital in Shenzhen, China, and 318 valid responses were collected, with an effective response rate of 83%.

The first demographic factor was gender. 36.5% of the respondents are male and 63.5% were female. the second demographic factor was age, it shows that 25.79% of the respondents were 25 and under. There were 17.61% of the respondents were 24-40 years old. And 24.46% of them were 41-60 years. Another 31.13% were older than 61 years. the third demographic factor was whether the patient was inpatient or outpatient. 43.08% of the respondents were inpatients and 56.92% were outpatients.

### Hypotheses Test Results

This study used linear regression to analyze the relationship between variables. These coefficients indicate the direction and magnitude of the relationship between each independent variable and the dependent variable. Positive coefficients suggest a positive relationship, while negative coefficients suggest a negative relationship. the significance of each coefficient can be assessed by looking at the p-values associated with each coefficient. the p-value indicates the probability of observing the relationship between the independent variable and the dependent variable by chance alone. A lower p-value (e. g., $p < 0.05$) suggests a statistically significant relationship. the R-squared value represents the proportion of variance in the dependent variable that can be explained by the independent variables included in the model. A higher R-squared indicates a better fit of the model to the data.

### Hypotheses Test Results of H 1

H1: Service quality has a significant positive effect on brand image in Southern University of Science and Technology Hospital in Shenzhen, China.

The statistical result shows the linear regression model between Brand Image (Dependent Variable) and the five dimensions of Service Quality (Independent Variable). It can be seen from the linear regression coefficient table that, the overall regression coefficient is 2.016 (t=13.131, p=0.000<0.05), indicating a positive and significant relationship between the two variables. Specifically, the P values for each construct is 0.888 for Assurance, 0.244 for Empathy, 0.001 for Reliability, 0.000 for responsiveness, and 0.000 for Tangible. Three out of five constructs in for Service Quality had P value <0.05, which indicated the significant correlation with Brand Image. the result

indicated that Service Quality had a positive and statistically significant impact on Brand Image. Thus, H1 was accepted.

**Hypotheses Test Results of H 2**

H2: Service quality has a significant positive effect on patient satisfaction in Southern University of Science and Technology Hospital in Shenzhen, China.

The statistical result shows the linear regression model between Patient Satisfaction (Dependent Variable) and the five dimensions of Service Quality (Independent Variable). It can be seen from the linear regression coefficient table that, the overall regression coefficient is 3.468 (t=17.243, p=0.000<0.05), indicating a positive and significant relationship between the two variables. Specifically, the P values for each construct is 0.860 for Assurance, 0.783 for Empathy, 0.140 for Reliability, 0.701 for responsiveness, and 0.000 for Tangible. One out of five constructs in for Service Quality had P value <0.05, which indicated the significant correlation with Patient Satisfaction. the result indicated that Service Quality had a positive and statistically significant impact on Patient Satisfaction. Thus, H2 was accepted.

**Hypotheses Test Results of H3**

H3: Brand image has a significant positive effect on patient satisfaction in Southern University of Science and Technology Hospital in Shenzhen, China.

The statistical result shows the linear regression model between Patient Satisfaction (Dependent Variable) and the four dimensions of Brand Image (Independent Variable). It can be seen from the linear regression coefficient table that, the overall regression coefficient is 3.076 (t=15.463, p=0.000<0.05), indicating a positive and significant relationship between the two variables. Specifically, the P values for each construct is 0.002 for Differentiation, 0.017 for Relevance, 0.251for Esteem, and 0.753 for Knowledge. Two construct in for Brand Image had P value <0.05, which indicated the significant correlation with Patient Satisfaction. The result indicated that Brand Image had a positive and statistically significant impact on Patient Satisfaction. Thus, H3 was accepted.

## 4. DISCUSSION

In this study, the independent variable is Service Quality and the dependent variable are Brand Image and Patient Satisfaction respectively. Based on the research findings, there are several important points to discuss.

**Discussion on the Findings on Demographic Factors**

Gender: the study examined the gender distribution among the respondents, and it was found that 36.5% were male, while 63.5% were female. This indicates a higher representation of female patients in the sample. Understanding the gender distribution is important as it can provide insights into potential variations in perceptions, expectations, and experiences of healthcare services between males and females. Future studies could explore whether there are any significant differences in service quality perception, brand image, and patient satisfaction based on gender.

☐ Age: the research also explored the age distribution of the respondents. the findings indicate that 25.79% of the participants were 25 years old or younger, 17.61% fell within the age range of 24-40 years, 24.46% were aged between 41-60 years, and 31.13% were older than 61 years. These results suggest a diverse age range of patients in the sample, which is valuable for understanding the varying needs and preferences of different age groups. Further analysis could investigate whether there are any age-related differences in the perception of service quality, brand image, and patient satisfaction.

☐ Inpatient vs. Outpatient: Another important demographic factor considered in the study was whether the respondents were inpatients or outpatients. the data reveals that 43.08% of the participants were inpatients, while 56.92% were outpatients. This differentiation is crucial because inpatients and outpatients have different experiences and expectations within a healthcare setting. Factors such as length of stay, level of interaction with healthcare providers, and access to certain services may differ between these two groups. Considering this distinction, future research could examine whether service quality, brand image, and patient satisfaction vary significantly between inpatients and outpatients.

**Discussion on the Findings on Statistical Analysis on Variables**

☐ Service Quality: the mean values of the five dimensions of service quality indicate that overall service quality in Southern University of Science and Technology Hospital is perceived to be at a high level. the highest-rated dimension is assurance, followed by empathy, responsiveness, tangible, and reliability. These findings suggest that patients perceive healthcare providers in the hospital as empathetic and responsive, which contributes positively to their perception of service quality. However, there is room for improvement in the reliability dimension, as it scored the lowest mean value.

☐ Brand Image: the mean values of the four dimensions of brand image indicate that the overall brand image of Southern University of Science and Technology Hospital is also perceived to be at a high level. the highest-rated dimension is esteem, followed by differentiation, relevance, and knowledge. This indicates that patients hold the hospital in high regard and perceive it as distinctive and relevant. the lower mean value for the knowledge dimension suggests that the hospital could focus on enhancing patients' perception of its expertise and knowledge.

☐ Patient Satisfaction: the mean values of the four dimensions of patient satisfaction demonstrate that overall patient satisfaction in Southern University of Science and Technology Hospital is perceived to be at a high level. the highest-rated dimension is quality of

care, followed by access to care, environment, and communication. This implies that patients are satisfied with the quality of healthcare services received, as well as their ability to access care. However, there is potential for improvement in the communication dimension, which received the lowest mean value.

**Discussion on the Relationship Between Variables**
Service Quality and Brand Image: the results of the linear regression analysis indicate a significant positive relationship between service quality and brand image in Southern University of Science and Technology Hospital. This implies that when the service quality provided by the hospital is perceived to be high, it positively influences the overall brand image. Notably, dimensions such as responsiveness and tangibles have stronger positive effects on brand image compared to other dimensions like assurance, empathy, and reliability.

☐ Service Quality and Patient Satisfaction: the study reveals a significant positive association between service quality and patient satisfaction in Southern University of Science and Technology Hospital. the findings suggest that higher levels of service quality contribute to increased patient satisfaction. It is noteworthy that dimensions such as assurance and reliability have negative effects on patient satisfaction, which could indicate areas for improvement within the hospital's service delivery.

☐ Brand Image and Patient Satisfaction: the research findings support the hypothesis that brand image has a significant positive impact on patient satisfaction in Southern University of Science and Technology Hospital. Specifically, attributes related to relevance and knowledge positively influence patient satisfaction. However, differentiation and esteem do not demonstrate a statistically significant effect on patient satisfaction. These results imply that patients' perception of the hospital's brand image plays a crucial role in shaping their overall satisfaction levels.

**5. CONCLUSION**
The research findings indicate that service quality, brand image, and patient satisfaction in Southern University of Science and Technology Hospital are perceived to be at a high level. Regarding service quality, the mean values of the five dimensions indicated a positive evaluation overall. Assurance received the highest average rating, followed by empathy, responsiveness, tangible, and reliability. While most dimensions scored well, there is room for improvement in the reliability dimension. the brand image of the hospital is also perceived positively. Esteem received the highest average rating, followed by differentiation, relevance, and knowledge. Enhancing patients' perception of the hospital's

expertise and knowledge could be an area of focus. Patient satisfaction scores were consistently high across the four dimensions. Quality of care received the highest average rating, followed by access to care, environment, and communication. Attention should be given to improving communication to further enhance patient satisfaction.

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# Exploration Of Innovative Paths for College Student Management Under the Background of Big Data

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**Abstract:** Integrating big data technology into college student management work is conducive to simplifying work procedures and improving management efficiency. It plays an important role in formulating scientific management systems and promoting students' personal growth and development. Analyzing the data sources, management characteristics, management work innovation dilemmas and innovation paths of college student management under the background of data, it is concluded that the innovation of student management work under the background of big data should strengthen the construction of data informatization and promote diversified exchanges between enterprises, teachers and students, etc., establish an efficient feedback mechanism and improve personalized student services, etc., and hope to explore innovative paths for student management in colleges and universities.

**Keywords:** Big Data; University Student Management Work; Exploration of Innovation Paths

## 1 INTRODUCTIONS

The collection, processing, and analysis of this information are of high value and significance. At present, although my country's college student management workers realize the importance of big data, they are still unable to break through the shortcomings of the traditional management model in the specific application of big data. Moreover, the informatization construction is lagging and incomplete, making it difficult to play the role of data information.

## 2. DATA SOURCES AND MANAGEMENT CHARACTERISTICS OF COLLEGE STUDENT MANAGEMENT UNDER THE BACKGROUND OF BIG DATA

### 2.1 DATA SOURCE

At present, the management data of college students in our country comes from the following aspects: First, student learning data information mainly comes from the academic affairs system of colleges and universities. Second, students' daily behavior information mainly comes from the student management system. Daily data can reflect students' personal life situations, and based on daily data, certain support and help can be given to students who have difficulties in life. Third, student interpersonal communication data. Fourth, students' physical and mental health data.

### 2.2 CHARACTERISTICS OF COLLEGE STUDENT MANAGEMENT IN THE CONTEXT OF BIG DATA

Under the background of big data, the management of college students should be based on student changes, which is essentially different from the traditional management of college students. It mainly has the following characteristics: first, precise management; second, humanized management; comprehensive management characteristics. In the context of big data, reference data information should be fully explored to find the development patterns of student trends and provide valuable data reference for formulating scientific student management strategies. [1]

## 3. THE DILEMMA OF INNOVATION IN COLLEGE STUDENT MANAGEMENT WORK UNDER THE BACKGROUND OF BIG DATA

### 3.1 INCOMPLETE COLLECTION OF STUDENT MANAGEMENT INFORMATION

There is a lot of information in student data. It is worth thinking about which information is valuable and which needs to be dug in depth. At present, the management of students in colleges and universities in my country is faced with problems such as incomplete information collection and in-depth mining of important information, which are mainly reflected in the following aspects: first, the ratio of teachers in colleges and universities is not reasonable, and there are fewer teachers responsible for student management in colleges and universities. It is difficult to take into account all aspects of information mining, and the content of student affairs management is numerous, making teachers overwhelmed. Second, the collection of data and information on learning is relatively one-sided. In the evaluation of students, performance evaluation is still the main focus, and the evaluation of student activities is not paid attention to.

Third, the mining of student consumption information is not comprehensive enough. It mainly focuses on the mining of on-campus consumption information. the off-campus consumption situation is not displayed in the on-campus network system. If the information analysis is only based on this, it is not representative.

## 3.2 THE BASIS FOR DECISION-MAKING IS NOT OBJECTIVE AND HAS OBVIOUS SUBJECTIVE TENDENCIES

The main purpose of collecting student information is to analyze problems existing in the student development process and find patterns, so as to complete student management work with high quality. However, faced with huge amounts of student data, administrators are unable to make correct decisions. At the specific operational level, although there is big data as support, teachers still rely on experience to complete student management work. the collected big data has no representative meaning and cannot provide objective and targeted guidance.

## 3.3 MANAGEMENT FEEDBACK LAG

The management of college students should be dynamic and flexible, and should not be authoritarian or directional. Especially with the influence of the external environment, students' mentality, learning, consumption, etc. are all dynamic; therefore, the traditional authoritarian management model based on power cannot play the role of education and guidance.

## 3.4 LACK OF PERSONALIZED MANAGEMENT

Mainly manifested in the following aspects: First, the unified teaching method cannot take into account all students, especially some students with poor learning foundation and poor understanding ability. Second, in terms of life and social interaction, management is too dogmatic, especially some teachers with relatively traditional ideas, who are unable to guide students in line with the development trends of the times, causing students to feel resentful and resistant.

## 4. EXPLORING INNOVATIVE PATHS FOR COLLEGE STUDENT MANAGEMENT UNDER THE BACKGROUND OF BIG DATA

### 4.1 STRENGTHEN DATA INFORMATIZATION CONSTRUCTION AND IMPROVE MANAGEMENT EFFICIENCY

Extensively collecting and mastering student learning data can provide scientific guidance for student management. the informatization construction of student management work should be strengthened from the following aspects: constructing digital learning content and learning methods, and deeply mining valuable data that can reflect the essential laws. Build a learning-oriented information database, including all students' learning content. Through this data, students' learning trends can be viewed, such as the selection of learning content, test scores, learning methods, etc., to form a systematic analysis and formulate scientific learning management and control Strategies provide favorable conditions. [2]

## 4.2 PROMOTE EXCHANGES BETWEEN ENTERPRISES, TEACHERS AND STUDENTS, AND ACHIEVE DEMOCRATIC DECISION-MAKING

Under the background of big data, students' management work should achieve the following points: first, realize information management and improve management efficiency; network communication; ensure rich and diversified information, and provide information support and guarantee for decision-making. Student evaluation should be a diverse, comprehensive, and comprehensive information system. Therefore, teachers' awareness should be improved and teachers should be encouraged to organize and upload information such as academic performance, work summary, internship situation, course learning content, student interactions, etc., to ensure data information comprehensiveness and effectiveness.

## 4.3 ESTABLISH AN EFFICIENT FEEDBACK MECHANISM TO IMPROVE MANAGEMENT TIMELINESS

First, use big data on student learning to provide guidance, pay attention to changes in big data in a timely manner, and adjust teaching methods and learning content. Second, for problems existing in students' lives, we should use the data information analysis and summary provided by the school website to formulate a scientific management system, observe the dynamic changes of big data in real time, discover inappropriate areas, and carry out system rectification to meet the needs of students. Daily needs. Third, establish a psychological early warning mechanism to collect data on the psychological problems of college students, set warning values, intervene in students in a timely manner, and reduce the impact of psychological problems on students' study and life.

## 4.4 IMPROVE PERSONALIZED SERVICES AND HELP STUDENTS SOLVE REAL-LIFE PROBLEMS

First of all, recognize the differences among students and adhere to differentiated teaching in learning to meet the learning needs of different students. Secondly, big data information is used to provide employment services for students, and targeted employment guidance is provided to students through big data on students' learning content, learning preferences, daily behavioral performance, etc., to guide students to find social positions that suit them. Third, use big data to provide targeted guidance and control it within a certain range, rather than using tough measures to control the situation across the board.

## 5 CONCLUSIONS

Under the background of big data, the work model of student management in colleges and universities has changed. Currently, there are problems such as incomplete collection of student management

information, nonobjective decision-making basis, and lack of personalized management, which seriously affect the application value of big data information in student management work. the construction of big data informatization should be strengthened to ensure the diversification of evaluation subjects, establish an efficient feedback mechanism, meet students' personalized service needs, build a new university student management system, and provide favorable conditions for better exerting the guiding role of university student management. condition.

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# Clinical Efficacy and Adverse Reactions Analysis of Fepristone in The Treatment of Gynecological and Obstetric Diseases

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**Abstract:** Objective: To analyze and study the clinical effects and adverse reactions of mifepristone treatment in the treatment of gynecological and obstetric diseases. Method: This experiment was conducted from May 2022 to May 2023, with 60 patients admitted to the Obstetrics and Gynecology department of our hospital during this period. These 60 patients were randomly divided into a control group and an observation group, with 30 patients in each group. the control group was treated with conventional drugs, while the observation group was treated with mifepristone. After treatment, the treatment efficacy and incidence of adverse reactions were compared between the two types of patients. Result: the experimental results showed that the effective rate of treatment in the observation group was 93.33%, significantly higher than 76.66% in the control group (P<0.05). the incidence of adverse reactions during treatment in the observation group was 6.66%, lower than 20% in the control group (P<0.05). Conclusion: Reasonable application of mifepristone in the treatment of gynecological and obstetric diseases can improve the treatment effect of patients and reduce the incidence of adverse reactions, so it has high application value.

**Keywords:** Mifepristone; Obstetrics and gynecology diseases; Clinical effects; Adverse reaction analysis

## PREFACE

Obstetrics and Gynecology is one of the important departments in hospitals. With the current social development and changes in people's lifestyles and thinking, the number of people suffering from obstetrics and gynecology diseases is increasing. the emergence of gynecological and obstetric diseases can reduce the quality of life of patients, and in severe cases, it can also pose a serious threat to their safety. It is precisely because such diseases can cause serious interference with patients' normal lives that effective treatment must be adopted. In clinical practice, there are many ways to treat gynecological and obstetric diseases. Conventional treatment methods no longer meet the needs of patients due to their slow therapeutic effect and high incidence of adverse reactions.

Mifepristone is an estrogen receptor level antagonist that can treat various diseases such as uterine fibroids, ovarian cysts, and menstrual irregularities, making it widely used in clinical practice. Although the application of this drug has good therapeutic effects, some patients may experience adverse reactions such as nausea and vomiting after treatment. Therefore, in order to ensure the effectiveness and safety of patient disease treatment, this article analyzes the effectiveness and adverse reactions of mifepristone in the treatment of gynecological and obstetric diseases. the report is as follows:

## 1 MATERIALS AND METHODS

### 1.1 GENERAL

This study randomly selected 60 patients admitted to the obstetrics and gynecology department of our hospital from May 2022 to May 2023, with 30 patients in the control group and 30 patients in the observation group. the control group patients were aged 22-45 years, with an average age of (32.4 ± 2.3) years. the observation group patients were aged 21-46 years old, with an average age of (33.5 ± 2.6) years. the two groups of patients voluntarily signed informed consent forms and did not have any mental illness. the basic data was not statistically significant (P>0.05), and this experiment is research-oriented.

### 1.2 Method

The control group adopts conventional treatment methods, mainly giving different types and doses of drugs based on the actual condition of the patient.

The observation group was treated with mifepristone. Different patients have different types and severity of diseases, so when using mifepristone drugs, the time and dosage of drug use should also be determined based on the actual situation of the patient. In the treatment of terminated pregnancy patients, treatment is usually given below 7 weeks of pregnancy, requiring continuous use of mifepristone for 3 days, taking 25mg twice a day. On the the fourth day, patients need to take 0.6 mg of misoprostol. In the treatment of patients with uterine bleeding or endometriosis, the dosage of mifepristone is generally controlled between 10-12.5mg. In the treatment of

emergency contraception patients, one tablet is taken orally within 72 hours of sexual activity [1].

### 1.3 Outcome measures

1.3.1 Taking the treatment effectiveness rate of two groups of patients as the observation indicator, the research indicators include significant improvement (60% to 90% improvement in clinical symptoms), effective (30% to 60% improvement in clinical symptoms), and ineffective (less than 30% improvement in clinical symptoms). the total sum of significant and effective is the effective rate, and there is a positive proportional relationship between the effective rate and the treatment effect.

1.3.2 The incidence of adverse reactions in two groups of patients was used as the observation indicator, and the research indicators included nausea, vomiting, abdominal pain, bleeding, etc. the incidence rate was inversely proportional to the treatment effect.

### 1.4 Statistical processing

Counting data n (%) and measuring data (x ± s) are the main data components in the study; Both processing and analysis were completed using computer SPSS 18.0 software, and the recorded data was tested separately, that is, the measurement data was tested using t-test; the counting data is tested using X2. If significant differences are found in the data, it indicates that there are differences and statistical significance ($P < 0.05$).

## 2 RESULT

### 2.1 Comparison of treatment effectiveness between two groups of patients

Table 1 shows that the effective rate of treatment in the observation group is 93.33%, which is significantly different from 76.66% in the control group ($P < 0.05$).

**Table 1 Comparison of treatment effectiveness rates between two groups of patients(n/%)**

| group | Number of cases | Apparent effect | effective | invalid | efficient |
|---|---|---|---|---|---|
| control group | 30 | 10 | 13 | 7 | 76.66% |
| Observers | 30 | 17 | 11 | 2 | 93.33% |
| X2value | | | | | 10.061 |
| P value | | | | | <0.05 |

### 2.2 Comparison of adverse reaction rates between two groups of patients

Table 2 shows that the incidence of adverse reactions in the observation group was 6.66%, significantly lower than the control group by 20%($P < 0.05$).

**Table 2 Comparison of adverse reaction rates between two groups of patients(n/%)**

| group | Number of cases | nausea and vomiting | abdominal pain | bleeding | incidence rate |
|---|---|---|---|---|---|
| control group | 30 | 3 | 2 | 1 | 20% |
| Observers | 30 | 1 | 1 | 0 | 6.66% |
| X2value | | | | | 10.612 |
| P value | | | | | <0.05 |

## 3 DISCUSS

There are various types of gynecological and obstetric diseases, and the development of the disease is relatively complex, making it difficult to treat compared to other departments. the emergence of gynecological and obstetric diseases can lead to various discomfort in patients' bodies, and the continuous development of the disease may also threaten the safety of patients' lives. Secondly, the location of gynecological and obstetric diseases is relatively unique, so patients may also experience feelings of helplessness and anxiety after the disease occurs. In the past, when implementing treatment for this type of patient, they would experience a series of adverse reactions on their body after taking medication, which would reduce their clinical treatment enthusiasm. Therefore, in order to ensure the

quality of life for patients with gynecological and obstetric diseases, it is necessary to adopt effective and reasonable methods for treatment [2].

Mifepristone, as a steroid drug, can inhibit progesterone and glucocorticoids, so it has good contraceptive effects. the application of this drug in the treatment of patients with uterine bleeding can soften the cervix and reduce bleeding when combined with progesterone receptors. This drug has good therapeutic effects in the treatment of gynecological and obstetric diseases, but some patients may experience adverse reactions such as nausea, vomiting, and abdominal pain after taking the drug. In response to this situation, in order to ensure the safety and reliability of treatment, targeted treatment should be implemented after the patient experiences adverse reactions [3].

In summary, the use of mifepristone in the treatment of gynecological and obstetric diseases can improve the treatment effect of patients and prevent adverse reactions, so it has high application value.

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# Research on the Evaluation of the Effectiveness of Student Aid in Vocational Colleges from the Perspective of Consumption Power

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**Abstract:** Consumption power is the most intuitive observable target of student financial aid effects. Measure the changes in the impact of funding on the average monthly consumption level and spending power of students from families with financial difficulties in vocational colleges; the intervention effect of funding policies on students from families with financial difficulties of different genders and types. Construct a difference-in-difference model to empirically analyze students' average monthly funding amount, difficulty categories, and gender indicators, and study the significance and effect of funding on improving basic and potential consumption capabilities, so as to provide reference for further improving and perfecting funding policies.

**Keywords:** Consumption power; Empirical research; Effect evaluation; Path improvement

## 1 INTRODUCTIONS

The financial aid for students from families with financial difficulties in vocational colleges is an important part of the work for students in vocational colleges. It carries the important responsibility of funding education, promoting educational equity and targeted poverty alleviation. In view of this, this study starts from the perspective of consumption, uses the questionnaire survey method to collect and organize students' monthly consumption data, uses the double difference method to study the impact of funding on students' consumption ability and utility, and uses the policy analysis method to evaluate the funding policy, in order to realize the realization of family goals. the effectiveness of precise financial aid for students with financial difficulties provides value judgment and policy guidance. [1]

## 2 MODEL CONSTRUCTION AND DATA DESCRIPTION

### 2.1 MODEL SELECTION

The difference-in-difference method (DID) is mostly used for quantitative evaluation of the implementation effects of public policies or projects. It is usually difficult for public policy to guarantee complete randomness in sample allocation between the policy experimental group and the control group. As a result, there may be ex ante differences in samples between different groups before the policy is implemented. the DID model is based on data obtained from natural experiments and uses modeling to effectively control ex ante differences between research subjects and effectively separate the real results of policy impacts.

### 2.2 RESEARCH HYPOTHESIS

The impact of funding policies on the potential consumption power of students from families with financial difficulties is not only conducive to achieving the funding goals: ensuring the basic living needs of students from families with financial difficulties and promoting educational fairness and justice, but also helping to improve the effectiveness of funding policies and promote the rationalization of funding distribution. Fair and efficient. the difference-in-difference method is a research tool for scientifically evaluating policy effects and has many advantages.

### 2.3 INDICATOR DESCRIPTION

#### 2.3.1 POTENTIAL CONSUMPTION POWER

The calculation formula for this indicator is: Potential consumption power = 1 - Average monthly actual consumption/monthly living expenses, where the average monthly actual consumption is the campus card consumption (excluding seasonal trends), reflecting the consumption level of daily necessities.

#### 2.3.2 AVERAGE MONTHLY FUNDING AMOUNT

Most student financial aid funds are distributed in a one-time centralized manner, but the consumption amount and spending power are both monthly average indicators. Therefore, the total financial aid amount is converted into an average monthly financial aid amount.

#### 2.3.3 CONTROL VARIABLES

Two control variables related to the financial aid effect for students from families with financial difficulties are added: gender and poverty category to control the gender and poverty level differences between different students, thereby separating the impact of the double

difference variable on the explained variable and obtaining specific funding policies. effect.

2.3.4 DATA SOURCES

The data for this study comes from a questionnaire survey of students from families with financial difficulties in 22 vocational colleges across the province. It was distributed through a combination of paper and electronic questionnaires. A total of 2, 000 questionnaires were distributed, and 1, 948 valid questionnaires, with an effective rate of 97.4%. Through questionnaire survey statistics, we can get the average monthly consumption of students of different genders and types. the average monthly consumption trend of students with difficulties is relatively consistent with that of ordinary students. Generally, the consumption will be larger at the beginning of each semester and reach the maximum in December. Students Consumption has a certain periodicity and is consistent with reality. January is generally a holiday for various vocational colleges, and students spend relatively little. [2]

**3 EMPIRICAL RESULTS ANALYSIS**

3.1 THE IMPACT OF FUNDING POLICIES ON THE POTENTIAL SPENDING POWER OF STUDENTS FROM FAMILIES WITH FINANCIAL DIFFICULTIES

The experimental group is the students with financial difficulties who have not received financial aid, and the control group is the students with financial difficulties who have received financial aid. Under the assumption that the identity of the needy students is accurately identified, obtaining financial aid is a random event. It can be considered that students with financial difficulties who have received financial aid and those who have not received financial aid can be considered Homogeneity in terms of economic base.

The core content reflected by the model is the information expressed by the double difference statistic. If the statistic is positive and significant at a certain statistical level, it means that the payment of subsidies has promoted the improvement of the consumption power of students from families with financial difficulties, and vice versa. If the statistic is negative and statistically significant, the impact on the potential spending power of students with financial difficulties is not obvious. It shows that the granting of subsidies reduces the consumption ability of students from families with financial difficulties. Another possibility is that this statistic is not statistically significant, which indicates that the impact of the granting policy on the potential consumption ability of subsidized students is not obvious.

3.2 THE EFFECTIVENESS OF FUNDING POLICIES ON THE CONSUMPTION ABILITY OF STUDENTS FROM FINANCIALLY DISADVANTAGED FAMILIES

Use the paired difference-in-difference method to accurately measure the specific effects and influencing factors of financial aid on the potential spending power of students from financially disadvantaged families. In order to eliminate the influence of individual differences, students who received financial aid were selected as the research object, and the average monthly potential consumption power before and after funding was used as the research indicator. For students with financial difficulties who received financial aid, the average potential consumption power from September to November was used as the research indicator. consumption power, and the average potential consumption power from December to June of the following year is used as the potential consumption power after receiving funding. After excluding the seasonal factors of consumption, the two periods constitute a completely paired sample. the difference between the two periods reflects the degree of impact of funding on potential consumption capacity.

3.3 EFFECT CALCULATION

Using regression model analysis, the average monthly subsidy for male students with general poverty should be 330 yuan, the average monthly subsidy for male students with extremely poor poverty should be 410 yuan, the average monthly subsidy for female students with general poverty should be 396 yuan, and the average monthly subsidy for female students with extremely poor poverty should be 396 yuan. It should be 478 yuan. According to the above conclusion, after receiving the same funding, the potential consumption power improvement level of girls is not as good as that of boys, and the potential consumption power improvement level of extremely poor students is not as good as the potential consumption power improvement of generally poor students. level.

**4 CONCLUSION AND ENLIGHTENMENT**

4.1 The allocation of funding resources is focused and the distribution time is too concentrated.

There are many types of grants, especially corporate scholarships. However, except for national grants and incentive grants, which have a large coverage, other scholarships have fewer places and higher requirements, especially the requirements for academic performance, resulting in individual students receiving many scholarships and grants., the financial aid resources they occupy are abundant, while other students receive less or even 0 subsidies.

4.2 SUBSIDY HAS A LIMITED EFFECT ON STUDENTS' BASIC LIVING CONSUMPTION, BUT HAS A SIGNIFICANT EFFECT ON IMPROVING POTENTIAL CONSUMPTION ABILITY

Subsidy has a positive and significant effect on improving consumption capacity. In the process of student aid in vocational colleges, a hierarchical and classified subsidy model should be adopted, and paid subsidy methods such as work-study assistance should be used to allow subsidy recipients to change from

passive recipients to active self-help. Material assistance has transformed into an effective assistance channel with dual-track material and spiritual assistance. Funding policies should also highlight and enhance the status of paid funding in the funding system.

## 4.3 DIVERSIFIED NEEDS OF FUNDING RECIPIENTS

To give full play to the effectiveness of each funding content, we must first accurately understand the status of each funding content in the entire funding policy. Secondly, as state funding continues to increase, student aid in vocational colleges should be gradually upgraded from financial aid to needy students to the establishment of a three-dimensional aid system that includes financial aid, spiritual aid and quality improvement, and give full play to the aid in aid policies. Difficulty educating people effectively.

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# Research on the Development of Community Education Curriculum

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**Abstract:** Curriculum is the fundamental condition for carrying out educational activities. A sound curriculum system and rich curriculum content can ensure the effectiveness and scientificity of educational work, so it is of great significance to attach importance to curriculum development. Community education is an important component of the lifelong education framework, which is an educational activity targeting community groups. Its educational objectives, methods, and content are relatively rich, flexible, and special. To improve the quality and efficiency of community education, it is necessary to adhere to the people-oriented concept and do a good job in curriculum development. This article provides a detailed analysis of the development of social education courses, with the aim of sharing and exchanging ideas with relevant educators.

**Keywords:** Community Education Work; Curriculum Development; Significance; Problem And Path

## 1. INTRODUCTION

With the continuous acceleration of the construction process of a harmonious society in China, the problems in social education curriculum have gradually surfaced, and have had negative impacts on community education work. This requires the implementation of development and reform of community education curriculum, aiming to create a more efficient and perfect educational environment for community groups. At present, the contradictions in community education curriculum are mainly reflected in the aspects of "I want to learn" and "I want to learn", that is, the enthusiasm of community groups to participate in community education is not high, and the reason is that the curriculum of community education lacks interest, richness, adaptability, and practicality. Based on this, in the research and development of community education curriculum, it is necessary to adhere to the principle of people-oriented thinking, deeply explore the focus and fit points of curriculum development among the educated population, in order to improve the scientific and rational nature of community education curriculum.

## 2. BASIC OVERVIEW OF COMMUNITY EDUCATION CURRICULUM

As an important part of the lifelong education system, community education is a form of educational service aimed at the entire population, which plays a very important role and value in comprehensively improving national literacy and cultural level [1]. Community education curriculum is the basis and cornerstone for carrying out community education activities, and is a key condition for ensuring the quality of community education. the curriculum content, objectives, and other elements have strong flexibility and adaptability, and can meet the basic needs of community members in pursuit of a high-quality life. the development of community education curriculum is a necessary path to enhance the function of community education services. This work requires clarifying the boundaries of community education, and more importantly, clarifying the relationship between community education and school education, adult education, and social education. Specifically, there is a significant difference between community education and traditional school education, and community personnel do not receive education voluntarily, but adhere to the basic principle of voluntary participation; Community education is different from social education in that the former targets individuals within the community, while the latter targets all social groups; Community education is different from adult education. In a sense, community education includes adult education and involves a wider range of subjects, including men, women, children, and adolescents.

## 3. DIFFICULTIES IN DEVELOPING COMMUNITY EDUCATION CURRICULUM

### 3.1 Unclear course objectives

Curriculum objectives are a key element of the curriculum system and an important condition for guiding educational direction. Therefore, community education curriculum development needs to ensure the accuracy of curriculum objectives in order to improve the comprehensive quality and efficiency of community education. However, in terms of current community education curriculum development, there is a lack of clarity in curriculum objectives, such as the lack of generative and expressive curriculum objectives, making it difficult to provide the most suitable learning experience for different individuals,

resulting in a lack of targeted and effective community education work.

## 3.2 Simplification of course content

Curriculum content is a bridge that carries the effective implementation of educational activities. If the design of curriculum content lacks adaptability, flexibility, and richness, it cannot provide high-quality educational services for individuals [2]. At present, the development of community education curriculum presents a problem of single curriculum content, mainly manifested in the following aspects: firstly, the curriculum subjects are relatively similar, mainly focusing on "leisure and entertainment" courses, such as opera, calligraphy, painting, dance, photography, etc. Similar curriculum subjects lead to relatively limited educational groups, which goes against the original intention and goals of community education. Secondly, the curriculum type tends towards adult education, confusing the boundary between community education and adult education, and weakening the service function of community education. Thirdly, the form of curriculum presentation lacks adaptability and cannot meet the learning needs of the educated group, making it difficult to achieve a shift from "I want to learn" to "I want to learn" for community groups.

## 3.3 Low quality of teaching staff

Teachers are the key force in carrying out educational work and the main participants in curriculum development. Therefore, establishing a high-level teaching team is necessary to ensure the effectiveness of community education curriculum development. From the current situation of community education, there is a common problem of low comprehensive quality among the teaching staff. Teachers engaged in community education work in China are mostly composed of part-time teachers, full-time teachers, and volunteers, and it is difficult to meet international standards in terms of academic qualifications. In addition, there is still a shortage of teachers in China's community education teaching staff, which is also one of the main factors affecting the quality of community education services.

## 4. THE DEVELOPMENT PATH OF COMMUNITY EDUCATION CURRICULUM

### 4.1 Increase funding support for community education curriculum development

China started relatively late in the field of community education and is still in the stage of exploration, experimentation, and practice, which to some extent hinders the development of community education curriculum. In terms of funding sources for community education, 80% of the funding in the United States comes from federal and local governments, and tuition fees only account for a small proportion; Nordic countries provide greater financial support for community education, and even some countries are solely responsible for government funding for community education. Adequate community education funds have successfully supported the orderly development of curriculum. Therefore, China should learn from foreign experiences in the field of community education, increase support for community education curriculum development funds, and solve the dilemma of lagging behind in community education curriculum development.

### 4.2 Strengthen the management of community education curriculum development

Compared to specific community education work, curriculum development is more systematic and complex, with more diverse conditions and elements to consider. This requires comprehensive management of community education curriculum development to ensure the comprehensive benefits of curriculum development. For example, conducting detailed research on the learning needs of community residents, such as focus groups, questionnaire surveys, and individual interviews, are relatively effective research methods. Through research, the focus of curriculum development can be identified, which is conducive to clarifying the basic direction of curriculum development and improving the scientificity and adaptability of community education courses.

### 4.3 Building a high-quality community education teacher team

The teaching staff is an important force supporting the development of community education curriculum, and it is particularly crucial to build a high-quality community education teaching staff. Firstly, expand the number of community education teachers, encourage in-service and retired teachers with high academic qualifications to join the community education team, and solve the practical problem of weak teacher strength. Secondly, relevant management departments should increase their training efforts for community education workers, with a focus on improving the professional literacy of community education teachers. Finally, encourage teachers to participate in the development of community education courses, and rely on their long-term accumulated practical teaching experience to provide advice and support for course development work. With the strong support of high-quality teaching staff, it is possible to avoid detours in the development of community education curriculum and effectively improve the practicality of community education curriculum development.

## 5. CONCLUSION

In summary, the development and research of community education curriculum is an effective way to ensure the quality of community education. Therefore, community educators should attach great importance to curriculum development and provide strong support for curriculum development work, in order to improve the comprehensive level of

community education in China. the above article mainly proposes effective strategies for the development of community education curriculum from three aspects: funding support, planning management, and teaching staff, hoping to be helpful for the development of community education in China.

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# Research on Student Management under the Three Comprehensive Education Model

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**Abstract:** Vocational counselors play an important role in the education of all students, serving as role models under the "Three Comprehensive Education" model. Given the irreplaceable and crucial role of vocational counselors in the "Three Comprehensive Education" work, this study aims to explore the specific measures for vocational counselors to carry out student management work under the "Three Comprehensive Education" model.

**Keywords:** Three Comprehensive Education Model; Counselors; Student management; Ideology and Politics education; Vocational colleges;

The connotation of "three comprehensive education" model is that realizing full staff education, full process education, and comprehensive education. the education work in vocational colleges is complex and arduous, which is determined by the characteristics of their education objects. Some vocational college students may not have reached the undergraduate admission score line due to abnormal performance in the college entrance examination, while some are the remaining college entrance examination students after undergraduate admission. Choosing to attend vocational colleges is also a helpless choice. Given vocational college students with low overall learning quality and inferior social recognition, urgent problems to be solved in the development process of vocational colleges is how to do a good job in student management under the "Three Comprehensive Education", focus on students, care for students, and serve students, continuously improve their ideological level, political awareness and make them become talents with both moral and talent to achieve comprehensive development.

## 1. THE SIGNIFICANCE OF CARRYING OUT STUDENT MANAGEMENT WORK UNDER THE "THREE COMPREHENSIVE EDUCATION" MODEL

The "Three Comprehensive Education" model can help counselors clarify their job responsibilities. In vocational colleges, counselors assume different roles, which are also the first responsible person for student management work, integrating ideological and political education, daily class management, psychological counseling, career planning, and other work, assuming different roles.

(1). In terms of ideological and political education work. As the main battlefield for talent output, the essential requirement of universities is to promote the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core under the socialist system and the guidance of the theory of socialism with Chinese characteristics, with moral education as the first and comprehensive development, so that every student can become a socialist builder and successor with comprehensive moral, intellectual, physical, aesthetic, and labor development. This requires counselors to adhere to the basic guidance of cultivating students with firm ideals and beliefs, especially for medical students.

(2). In terms of daily class management work. In addition to fulfilling the responsibilities of student registration work, award and scholarship management, class culture, discipline management, etc., it is also necessary to support and encourage student autonomy and exercise students' self-management abilities. With the increasing pace of society and the influence of other factors, more and more students are experiencing psychological problems, whose mental health is increasingly receiving attention from all sectors of society. Counselors can improve students' resilience to setbacks and cultivate a positive and healthy mindset through the use of conversations, examples, practical activities, and sitcoms.

(3). In terms of career planning. Counselors can help students to make career plans, from the perspective of continuing their studies at undergraduate colleges or training their professional skills to enter society early for work.

The author works in a vocational college mainly focused on cultivating medical talents, which puts higher requirements. "A thousand threads above, a needle below" is an image metaphor for the different roles of vocational counselors. It is precisely due to the multiple role of counselors that neglecting any aspect of the role will lead to a lack of quality in a certain aspect of students. In the new era of the development of vocational colleges, the educational concept of "three comprehensive education" is being accepted by most vocational colleges. the "three comprehensive education" mode integrates school's own characteristics, development needs, and educational

goals, which will help counselors clarify their job responsibilities, work ideas and priorities to better serve students.

The "Three Comprehensive Education" model reflects the education concept of counselors as the leading force and students as the main body. the key of "Three Comprehensive Education" is comprehensive education, which intensively reflect the overall care for students and the promotion of students' personalities. the management should be led by counselors, serving every student on an equal footing with dedication, rather than simply being aloof and ruthless in harsh management. the most important thing for counselors in the process of managing and serving is to have a heart of love. They should have a deep understanding of each student, care for and respect them, have an equal dialogue with them, engage in heart to heart conversations, enter students' hearts, open their hearts, to make students feel that their vocational counselors are life mentors and close friends. Only by putting students at the center and treating every student with love and dedication can counselors truly implement the people-oriented educational philosophy and promote the comprehensive and sustainable development of each student.

## 2. MEASURES FOR VOCATIONAL COUNSELORS TO CARRY OUT STUDENT MANAGEMENT WORK UNDER THE GUIDANCE OF "THREE COMPREHENSIVE EDUCATION" MODEL

(1). Do a good job in top-level design and build a multi-dimensional education platform

The "Three Comprehensive Education" model is a systematic project and a "top leader" project with the entire school playing a game of chess. Under the attention of the college leaders, the college should carry out top-level design, formulate implementation plans, and comprehensively promote to track and assess, identify and solve problems, summarize experience in progress, and focus on quality step by step to promote progress. Utilizing the joint efforts of various functional departments develop a project schedule. With the promotion of the leadership, the implementation of the "Three Comprehensive Education" Plan can ultimately achieve, leading to close cooperation among the entire college.

(2). Strengthen ideological and theoretical education and value guidance to enhance the height of education

The "Regulations on the Construction of Counselors in Ordinary Higher Education Institutions" (Order No. 43 of the Ministry of Education) states that the main responsibilities of counselors is ideological and theoretical education and value guidance, which means that applying what they have learned, make good use of the platform of learning to strengthen the country, promote learning through exams, and promote competition through learning. Counselors

should share real cases of this spirit in the epidemic with students, stimulate their patriotism, and help them continuously strengthen their confidence in the path, theory, and system of socialism with Chinese characteristics

If you give someone a bowl of water, you need to have a jar of water. Based on this, counselors should earn the theory of socialism with Chinese characteristics in the new era through various channels, integrate theory with practice to strengthen their own political theory learning. And strengthen ideological and theoretical education based on the characteristics of students enhance the height of education.

(3). Creating a nurturing environment and forming a unique class atmosphere

Learning is the main task of students, and vocational counselors should create a good learning atmosphere, form a good class atmosphere, and drive a good learning atmosphere, to form a good situation of competition among all staff. In the "full staff education", counselors are the first responsible person for class management, the direct implementer of class management, and the main factor in the formation of a good class atmosphere.

(4). Deep explore the elements of education and achieve full process education

Resolve student conflicts and achieve full process education. Solving students' conflicts can be said to be an art. From enrollment to graduation, students face various problems, such as maladaptation during enrollment, collective life problems, study pressure problems, dormitory conflicts, psychological problems, love problems, and employment problems. Counselors should start from reality and help students solve problems, guiding them to bravely face and solve problems. At the same time, Counselors can learn more about students by taking advantage of problem-solving opportunities.

(5). Improve management mechanisms to achieve comprehensive education

Institutional construction is the foundation of school management. In practical work, relevant management personnel should increase moral education for students in accordance with the corresponding institutional system, improve educational levels, and cultivate more outstanding talents with comprehensive development [1]. As the saying goes: Without rules, there is no square. Counselors should ensure the scientific management through reasonable systems, which should be familiar with the various management systems of the school, such as leave management system, student registration management system, dormitory management system, award and scholarship management system, student quantitative assessment system, morning exercise management system, etc. Establishing the idea of 'all things can be done without prohibition', allowing students to carry out their learning and life under the constraints of a reasonable management mechanism to build a

comprehensive education pattern through management mechanisms with close cooperation between student, parents and internship employment units.

## 3. CONCLUSION

The "Three Comprehensive Education" Model requires vocational counselors to be student-centered and see themselves as service providers in the process of student growth. Vocational counselors should not give priority to students and should not assume the position of a manager. On the contrary, they should conduct a comprehensive analysis from the perspective of students, treat different problems differently, and solve the problems. Guide and evaluate students through reasonable rules and regulations, improve their character through reasonable measures, and cultivate skilled talents needed by society on the premise of passing moral education [2].

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# Reflections on Strengthening Classroom Teaching Management in Higher Vocational Education

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**Abstract:** With the continuous promotion of compulsory education and the continuous improvement of the national economic level, the proportion of higher education enrollment continues to increase, and the scale of student education is also expanding day by day. As the main battlefield for talent cultivation, vocational colleges have lower entry barriers compared to other higher education institutions, but they attach special importance to talent cultivation, which is also the fundamental reason for their overall scale gradually strengthening. Therefore, how to enhance the talent cultivation effect of vocational colleges under existing conditions has attracted high attention from various industries, and further improvement is needed. Based on this, this article focuses on analyzing and reflecting on how to strengthen classroom teaching management in vocational colleges, hoping to provide theoretical support for peers.

**Keywords:** Vocational Education: Classroom Teaching: Management

Higher education is an important component of the education and teaching system. With the increasing demand for talent in various industries, its enrollment expansion is increasing, allowing more eligible youth to enter university campuses and receive more knowledge in professional classrooms, which has a great impact on their future development. Especially for higher education in China, due to the increasing proportion of only children, this group of people have been immersed in a pet environment for a long time and lack independent and autonomous abilities. Faced with this situation, vocational colleges should pay special attention to this issue and always respond to various tests.

## 1. ADHERE TO THE PEOPLE-ORIENTED TEACHING MANAGEMENT CONCEPT

The infiltration of teaching management concepts has played a good role in promoting the implementation of classroom teaching management systems in vocational colleges, which is also a fundamental condition for ensuring the smooth operation of teaching management systems and accelerating the stable development of vocational colleges. In order to ensure their own sustainability, vocational colleges have become an inevitable measure to transform their teaching management concepts, advocating that teachers always adhere to the people-oriented teaching philosophy, laying the foundation for the implementation of teaching management. In the construction of teaching management system in vocational colleges, we should strengthen the importance of humanistic care, give teachers more rights to speak, collect and organize opinions, and provide conditions for optimizing teaching management ideas. Not only that, but it can also fully reflect the starting point of students' development and the entire process of healthy progress in practice. In terms of teaching management mode, patiently listen to the opinions of student representatives and teachers, encourage multiple parties to participate, and ensure more stable development of education and teaching in vocational colleges. This measure is also aimed at highlighting the overall and proactive development process of students. In terms of talent cultivation mode, encourage more teachers to participate, highlight the sustainable development and personalized development characteristics of students [1].

## 2. INTEGRATING TEACHING CONTENT WITH EMPLOYMENT AS THE GOAL

Vocational education is an important support for vocational colleges to carry out comprehensive education, and also a key point in cultivating students' professional abilities. In the implementation of vocational education, based on professional courses and with employment as the goal, students can effectively reflect their professional and professional characteristics through rich teaching content in the learning process. With the continuous reform of the education system, higher vocational education has been greatly affected, making existing teaching materials particularly inclined towards the comprehensiveness and systematization of knowledge. Therefore, when promoting vocational education, more educators are encouraged to boldly try to adjust teaching content, unleash innovation and creativity,

optimize teaching levels, jointly develop teaching methods that focus on improving abilities, and expand business scale, Establish educational curricula and systems with employment as the goal. When improving the curriculum, the main consideration is students' learning situation, avoiding single and boring theoretical knowledge as much as possible, starting from actual life, selecting cases suitable for teaching materials based on industry practice, and closely linking theme teaching activities with actual life. This not only broadens students' professional vision, but also accumulates life experience, providing great help for expanding teaching resources. In addition, strengthening the cultivation of students' independent thinking and self-learning abilities, gradually becoming interested in professional subject knowledge, and improving their professional level.

## 3. ESTABLISH A GOOD TEACHER-STUDENT RELATIONSHIP

The same applies to vocational colleges and other stages of schools, and having a good teacher-student relationship is crucial. Especially in the process of curriculum teaching, good teacher-student relationships can effectively promote the implementation of curriculum teaching management, allowing students in the class to abide by classroom order and strictly regulate their own behavior. At the same time, mutual recognition between teachers and students is also an important manifestation of teaching effectiveness [2]. As a teacher in a vocational college, in addition to imparting basic knowledge to students in classroom teaching, one should also play their own role, become an infected person in students' life wisdom, and be responsible for their future development. Simply put, a teacher's words and actions subconsciously affect students, so the display of good habits and strong aura can attract students' attention, which is also one of the means to establish a good teacher-student relationship. In addition, teachers are guides on students' growth paths, and using their spare time to learn professional knowledge is also a manifestation of upward mobility, which greatly helps students improve their future professional abilities. So, this requires every teacher in vocational colleges to have a solid professional theoretical foundation and rich practical experience, leverage their strengths to create high-quality life wisdom courses, and use their personal charm to influence students, safeguarding their growth path.

## 4. STRENGTHEN STUDENTS' UNDERSTANDING OF BEHAVIORAL NORMS

As the main objects of classroom teaching management in vocational colleges, students are well aware of their important position in daily classrooms. Therefore, only by strengthening students' understanding of behavioral norms can classroom teaching management in vocational colleges play a

role and have a profound impact on enhancing classroom teaching effectiveness. For example, in the practice of collective teaching activities, it is repeatedly emphasized that students strictly abide by classroom order, learn self-discipline, and also supervise other students to maintain self-discipline. Simply put, self-discipline is a prerequisite for heteronomy, and if students cannot achieve self-discipline, let alone heteronomy. At this time, teachers regularly use class meetings every Friday to organize students to learn the "Student Code of Conduct", which clarifies the important understanding of student behavior rules and regulations and behavioral norms, striving to truly achieve self-discipline and heteronomy in a short period of time. In addition, teachers regularly carry out a daily monitor system, with students serving as managers to supervise students. What the daily monitor needs to do is to manage class order and ensure that all students in the class abide by class discipline. Not only that, if students encounter problems in management work, they can also negotiate with teachers in a timely manner to handle them. This can allow students to experience the hardships and difficulties faced by teachers, gradually form empathy thinking, and better help students achieve self-discipline. After this stage of development, when students serve as the next daily monitor, they will be able to learn to think and reflect, understand how to consider problems from other perspectives, make their own efforts to maximize the management of other students, and subconsciously achieve heteronomy. So, it is crucial to strengthen students' understanding of behavioral norms and make many teachers aware of the important role of this measure [3].

## 5 SUMMARIZE:

The level of classroom teaching management in vocational colleges is directly related to the future development of vocational colleges, which is also an important factor in ensuring the quality and level of classroom teaching. In order to promote classroom teaching management, starting from the three aspects of teachers, students, and teaching management, we focus on promoting educational goals, establishing a sound management mechanism, and strictly regulating the behavior of the three parties. In addition, teachers should strengthen the optimization and innovation of teaching methods and change teaching concepts based on various policies; Students should also strengthen their self-control and self-discipline abilities, and abide by classroom order; the school has increased its supervision and management efforts, implemented management systems, focused on talent cultivation goals, continuously promoted classroom teaching reform in vocational colleges, achieved healthy development, and thus transported high-quality and outstanding talents to society.

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# Analysis on the Necessity of Constructing Strategies for the Development of International Student Education in Jiangsu Vocational College

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**Abstract:** Under the background of the "the Belt and Road" initiative, Jiangsu higher vocational colleges actively serve the national strategy, and their international school running level and international influence are constantly improving, attracting more and more overseas students to study in China.

**Keywords:** Jiangsu, Vocational Colleges, International Students

## 1. THE HOMOGENIZATION TENDENCY OF VOCATIONAL COLLEGES CAN EASILY LEAD TO IRRATIONAL COMPETITION IN THE EDUCATION OF INTERNATIONAL STUDENTS COMING TO CHINA.

A major characteristic of the development of higher vocational education in China over the past 40 years is strong policy guidance. From the two rounds of talent cultivation evaluation to the construction of national demonstration vocational colleges, and then to the current "double high" construction, there is no doubt that the driving force of vocational colleges is mainly focused on striving for various national and provincial projects, and on achieving various quantitative indicators. As long as one indicator is strengthened, vocational colleges should strive for it by every means, regardless of whether they have the necessary conditions and are necessary for the development of the school. Most schools lack the consciousness of independent, distinctive, and differentiated development, and are not accustomed to running schools without clear indicators, resulting in a serious tendency towards homogenization.

In recent years, the education administration department has made recruiting international students to China a necessary requirement in the selection process of connotation construction projects such as "high-quality schools" and "double high". After the "2017 Annual Report on the Quality of Higher Vocational Education in China" first released the "Top 50 International Influencers" list, this wind vane has become increasingly apparent. More than half of vocational colleges in Jiangsu have admitted international students to China. the "Management Measures for Enrollment and Training of International Students in Schools" clearly stipulates that higher education institutions can independently enroll international students and determine their enrollment majors on the premise of possessing corresponding teaching conditions and training abilities.

Some schools unilaterally believe that recruiting international students belongs to the autonomy of the school, but ignore the necessary prerequisite of whether the school already has the teaching conditions and training ability to recruit international students to China. If this premise lacks necessary review, it may lead some schools that do not yet have the necessary qualifications to hastily start out, regardless of their own strength, lack sufficient preparation, lower admission standards, or even blindly compete to expand their scale.

From the perspective of enrollment entrance, the quality of international students in vocational colleges is relatively poor. Currently, an important indicator for evaluating the internationalization level of vocational colleges in China is the scale of international students. Many vocational colleges, in order to improve the level of this indicator, not only do not have scientific and systematic standards in attracting international students, but also actively expand admission channels and find ways to expand the enrollment scale. the vast majority of vocational colleges with qualifications to admit international students have an admission rate of over 90%. This directly leads to foreign students studying in domestic vocational colleges, as long as they have channel information, they almost come at will. Such a high enrollment rate will inevitably result in uneven sources of international students in vocational colleges, and the overall level is not high. This low-level expansion of scale is a typical case of focusing only on quantity and neglecting quality in the early stages of development, with no concern for the connotation construction of international student education. Ultimately, it is still China's vocational education for international students that is negatively affected. In the long run, this extensive development

will inevitably bring great interference to the competitiveness improvement of vocational education, which goes against the high.

## 2. LACK OF COLLABORATION AMONG STAKEHOLDERS IN THE EDUCATION OF INTERNATIONAL STUDENTS FROM VOCATIONAL COLLEGES IN CHINA

As a form of education service trade, studying abroad in China involves multiple stakeholders. If various forces cannot be effectively integrated and a high degree of consensus can be formed, vocational colleges are easily trapped in the dilemma of fighting alone. Firstly, according to the "Management Measures for the Recruitment and Training of International Students in Schools" jointly formulated by the Ministry of Education, Ministry of Foreign Affairs, and Ministry of Public Security in 2017, higher education institutions are required to review the admission qualifications and economic security certificates of foreign citizens. However, in practical practice, relying solely on their own strength, higher education institutions are unable to review information voluntarily submitted by students studying abroad, such as "whether they have criminal records". the biggest characteristic of vocational education in China is "school enterprise cooperation, and combination of engineering and learning", with a significantly higher proportion and requirements of practical teaching than ordinary universities. However, foreign affairs, security and other departments are not well prepared for such training goals, and various restrictive and prohibited regulations make it difficult for international students to intern outside of school in China. Thirdly, "going global" Chinese enterprises have a great demand for employment, but they have not yet established a normalized mechanism for sharing responsibilities and benefits with vocational colleges, and the vast majority are still in the stage of "borrowing". Fourthly, international students studying in China should tend to assimilate with Chinese students in education, management, and services, but they often encounter management restrictions from different fields in practical operations.

## 3. VOCATIONAL COLLEGES GENERALLY LACK EXPERIENCE IN CONDUCTING EDUCATION FOR INTERNATIONAL STUDENTS IN CHINA

Firstly, most vocational colleges have not yet restructured their talent training plans based on the characteristics and training objectives of international students coming to China, and there is a lack of targeted research on teaching arrangements and curriculum systems. the talent cultivation plan for international students' academic education basically adopts the "simple addition method", which means that after one year of centralized Chinese language learning certification or reinforcement, they directly enter the professional learning of Chinese students for the next two years. There are significant differences in the academic foundation of international students coming to China from different countries of origin, and the demand for technical and skilled talents varies among different countries of origin. At present, while pursuing a breakthrough in the number of international students coming to China, vocational colleges are still insufficient in investing energy in the suitability of talent cultivation. Secondly, the quality assurance system for studying abroad in China has not yet been established. As a form of cross-border education, the quality assurance of studying abroad in China must be implemented throughout. However, vocational colleges have limited time and experience in carrying out education for international students coming to China, especially for those with academic qualifications. the internal quality assurance system and external quality monitoring system have not yet been fully established. the cultivation and education of international students in China has become a kind of conscientious work to some extent, which is prone to a tendency towards superficiality.

Secondly, due to the short history of vocational colleges, their internal governance system and structure are still in the process of maturity, resulting in low efficiency when dealing with work that requires collaboration among multiple departments and systems. the teaching arrangements, mental health, logistical support, activity rewards and punishments, and changes in student status of international students in China all involve multiple departments, but often functional departments do not consider them their own responsibilities, resulting in high fear of difficulties and high internal communication and coordination costs. Schools with relatively small enrollment of international students in Jiangsu vocational colleges generally adopt a model where the foreign affairs department is fully responsible; Schools with a relatively large scale of international students are beginning to explore the transformation of management models. However, overall, it is difficult to promote assimilation management with Chinese students.

(1) International students have significant differences in their Chinese language foundation

At present, the enrollment policy for international students is still in a stage where the weight is not heavy on the quality. Due to the lack of attention to the school's professional advantages and talent cultivation characteristics during enrollment, the quality of the recruited international students is average, and their professional backgrounds and Chinese language proficiency are uneven. This leads to problems such as dispersed majors, weak Chinese language foundation, and inability to adapt to professional learning in the later stage of education for students. International students who rush into their major studies still lack proficiency in daily language, and the school does not

offer relevant courses such as professional Chinese, which leads to difficulties in subsequent major learning.

(2) International students' majors are scattered and their courses lack distinctive features

At present, the survival of studying abroad in Jiangsu vocational colleges lies in the problem of scattered majors and lack of distinctive professional courses. Many students choose majors that are different from the ones they studied before coming to China. Due to the lack of new professional knowledge and the limitations of Chinese proficiency, it increases the difficulty of mastering professional knowledge.

(3) Lack of international teacher training and construction

The goals of talent cultivation for international students in vocational colleges and undergraduate colleges are different. Vocational education emphasizes the cultivation of practical skills for international students, and international students have higher requirements for teachers' practical abilities. At the same time, they also have higher requirements for bilingual teaching abilities of teachers.

## 4. THE GRADUATION ASSESSMENT THRESHOLD FOR INTERNATIONAL STUDENTS IN VOCATIONAL COLLEGES IS TOO LOW

Most international students from vocational colleges in China have a zero foundation in Chinese when they first arrive at school. After 2-3 years of learning in school, they need to put in a lot of effort to master Chinese dictation proficiently, and have no extra energy to learn professional knowledge. This leads to the learning progress and effectiveness of the remaining students being far behind expectations, and their professional foundation is still weak towards graduation.

In this situation, some vocational colleges will take special measures, such as arranging separate classes for international students, implementing "closed" teaching and management, reducing the passing score line, and exempting some courses, in order to achieve the goal of allowing most international students to graduate smoothly. the ultimate result is that the graduation threshold for vocational international students is extremely low. the vocational international students trained under this model, whether in terms of professional knowledge reserves or abilities, are difficult to meet the requirements of talent quality, and in the long run, it will inevitably seriously affect the reputation of vocational colleges. It can be said that cultivating international students solely for the sake of having them is an unsustainable path of development.

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# An exploration of Cultivating college students' cultural self-confidence by integrating curriculum Thought and Politics into professional courses -- A case study of "Architectural Engineering Survey"

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**Abstract:** This paper takes the professional course "Construction Engineering Measurement" of the three majors of construction engineering technology, construction engineering management and engineering cost in higher vocational colleges as an example to extract the cultural genes and value norms contained in the course, aiming to solve the problems such as the consolidation of the form of curriculum ideological and political integration in vocational education, explore the integration mode of curriculum ideological and political integration, and fully achieve the purpose of cultivating college students' cultural self-confidence.
**KeyWords:** Cultural Self-confidence; Architectural Engineering Survey; Curriculum ideology and politics

## 1. EXPLORE THE IDEOLOGICAL AND POLITICAL ELEMENTS IN PROFESSIONAL COURSES AND BREAK THROUGH THE INTEGRATION MODE OF TRADITIONAL CLASSROOM COURSES

1.1 Excavate the cultural genes and value norms contained in Construction Engineering Survey in various aspects and in an all-round way, combine the relevant economic, political and cultural theories corresponding to the state and the competent business departments, and transform them into the effective carrier of socialist core values and socialist culture with Chinese characteristics;

1.2 Break through the passive infusion in the traditional classroom. Through the way of "story telling, emotion, emotion, and action", the ideological and political points are integrated into the ancient and modern stories, which can stimulate students' emotions like immersive, guide students to express their feelings about the story, and encourage students to inherit the spirit behind the story. Through the "soft and silent" knowledge learning into the ideal and faith level of spiritual guidance [1];

1.3 Innovative teaching links. Starting from personal experience and practical thinking of education, full-time teachers creatively introduce the carrier and method of education that are not in the teaching regulations. If students are arranged to make their own measuring instrument components, they can feel the efforts of predecessors in the history of measuring instruments. the students themselves tell about the instruments and methods used in the "Everest elevation measurement" to understand the perseverance of the predecessors who climbed the peak.

1.4 Quantifying student evaluation indicators to drive the high-quality development of curriculum ideology and politics. the evaluation of teaching can include: whether you feel the ideological and political elements in the course, whether the integration of ideological and political elements in the course is abrupt, whether the integration of ideological and political elements in the course is flexible and effective, whether your values have been positively affected by the course, and what do you hope to gain from the course in addition to professional knowledge? According to the feedback results of students, it can guide the continuous improvement of the objectives, content, structure and mode of ideological and political teaching of the course, so as to truly meet the requirements of cultivating students' cultural self-confidence.

## 2. TEACH STUDENTS ACCORDING TO THEIR APTITUDE AND BUILD A MULTI-DIMENSIONAL AND MULTI-LEVEL "LEARNING CATCH-UP" EDUCATION PLATFORM

According to the different cognitive level, learning ability and their own quality of students in the teaching process, choose the learning method suitable for each student's characteristics to teach targeted, give full play to students' strengths, make up for students' shortcomings, stimulate students' interest in learning, and establish students' confidence in learning. Build a

"learning catch-up" education platform with "professional associations", "skills competitions" and "interest groups" as the main body. the student-centered measurement of the "second class" activity can not only consolidate and deepen the content learned in the "first class" and improve the overall quality of students, but more importantly, the participants can take individual interests as the starting point, meet the needs of individual development of students, rely on personal aspirations, and choose to participate independently, which is more conducive to cultivating students' personality, potential and creativity. Through the combination of all staff training and individual development, students' professional quality, professionalism and cultural quality are cultivated.

## 3. "PROMOTING EDUCATION THROUGH COMPETITION" HIGH-LEVEL INNOVATIVE IDEOLOGICAL AND POLITICAL INTEGRATION

The purpose of the course is not only to inculcate the elements of ideological and political education, including the theoretical knowledge, values and spiritual pursuit of ideological and political education, but also to imperceptibly influence the ideological consciousness and behavior of students. How to test, quantify and express students' behavior and ethics has always been a problem worth studying, but there is no doubt that the results of vocational college skills competition are the most direct test indicators for students.

Engineering measurement skills competition is based on the needs of industry and enterprise measurement positions as the goal to carry out, the content of the competition is the most mainstream and cutting-edge process flow, technical equipment and production methods. the content and concept of the competition, the course content is designed as four major items of elevation control survey, plane control survey, topographic map surveying and mapping, construction engineering surveying and several minor items of competition projects, covering the basic theory of surveying and mapping, the operation and application of surveying and mapping instruments and equipment, the organization and implementation of construction engineering surveying projects and other teaching priorities, to achieve a seamless connection between the course content and the competition content.

At the same time, adhere to the "German technology double rest" German education concept, in the course of teaching and practice, let the students fully understand the measurement should have the will quality of not afraid of difficulties, brave to climb the peak and hard work, unity and cooperation, rigorous and meticulous work style, deeply feel the connotation of "miss a thousand miles", internalize the students' professional responsibility and professional ethics, so

that students "product in mind, Can in the body, skill in hand. "

## 4. RESEARCH SIGNIFICANCE

First, fully excavate the ideological and political value elements of "Construction engineering surveying" course to promote the deep integration of ideological and political thinking with science and education. Integrating ideological and political elements with current affairs, politics and historical deeds, emphasizing that the integration of curriculum and ideological education needs to cultivate students' "three views" unity of historical values, main body practice view and social responsibility view, and integrating traditional Chinese culture and virtues, socialist core values and advanced enterprise management concept when digging ideological and political elements, so as to achieve "three steps" together. In a two-pronged approach, promoting knowledge transfer and culture shaping complement each other.

Second, exploring the ideological and political teaching practice process of "Architectural engineering survey" course, promoting the improvement of the quality of ideological and political teaching. Teach students according to their aptitude, and build a multi-directional and multi-level "learning catch-up" education platform. In the classroom and outside the classroom complement each other, through the combination of full training and individual development to cultivate students' professional quality, professionalism and cultural quality [2].

Third, to promote education by competition "enhance the way of ideological and political integration. the goal of talent training of "Construction Engineering Surveying" course is to cultivate students' ability to master the mainstream frontier surveying technology and surveying equipment, and have the ability to organize and implement construction engineering surveying projects and flexibly solve practical problems. Focusing on this goal, we gave full play to the role of skill competition in talent training, based on the "integration of competition and lesson", organized the course content according to the competition project and reflected it into the teaching and practical training process, successfully realized the integration of skill competition and course teaching, and effectively solved the problems of outdated course content, difficult implementation of personalized teaching, low learning initiative of students, and poor traditional teaching effect. To achieve the purpose of training high-quality and skilled talents according to their aptitude.

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# On the Importance of Budget Planning in Company Management

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**Aim:** This study aims to explore the importance of budget planning in company management.

***Keywords:*** Budget Planning; Financial Management; Corporate Strategy; Company Management

## 1. INTRODUCTION

Today, the competitive environment and game rules of enterprises are undergoing profound changes. Due to these changes, the operating methods of enterprises are undergoing significant changes, and traditional enterprise management is facing enormous challenges. As the saying goes, "shopping malls" are like "battlefields". In this era of change, many once well-known enterprises have been eliminated, such as Nokia, Kodak, Toshiba, and so on. With the deepening development of the economy and the increasingly fierce competition among enterprises, it has prompted enterprise managers to become more professional in refined management.

The operation and sustainable development of any enterprise cannot be separated from professional management. the emergence of budget planning, financial management can help enterprises sort out their strengths and weaknesses, identify problems as early as possible, make layout planning in advance, and promote enterprise managers to be more professional in refined management to achieve stable Going concern.

The company's financial management and budget management further improve the specific measures of scientific, refined and normalized financial management of the company, so as to meet the needs of giving priority to ensuring the strategic development of the company.

### Literature Review

Budget management is an important component of internal control in enterprises. Many enterprises have achieved good results by combining comprehensive budget management in their business management, but it also presents certain problems. the article analyzes the problems in the application of comprehensive budget management in enterprises and proposes effective measures to ensure that comprehensive budget management plays a better role in enterprises [1].

Enterprise financial budget management can timely detect financial risks, improve fund utilization, and play an important role in enterprise development. Based on this, this article first analyzes the role of financial budget management in enterprise development, and then proposes strategies and suggestions to strengthen enterprise budget management. In order to avoid financial risks and promote the development of the enterprise through budget management [2].

People are increasingly paying attention to the important role of comprehensive budget management in company management practices, such as effectively allocating company budgets, improving production and operational efficiency, and facilitating scientific performance evaluation of departments and employees. With the development of science and technology and increasingly fierce market competition, more and more companies are deepening comprehensive budget management, optimizing resource allocation efficiency, and improving communication between departments. Comprehensive budget management is a business management tool that promotes the positive development of enterprises [3].

The research conclusion suggests that budget management should not only focus on the financial aspect, but should establish a budget management system guided by strategy to ensure the allocation of limited resources to economic activities that are conducive to enterprise development. Introducing a budget management system into financial management can closely link budget management with strategy, ensuring that budget management is always guided by strategy and ultimately achieving strategic goals.

### Population and Sampling Technique

This study was conducted at the top ten financial training institutions in Guangzhou, with 307 participants interviewed. the important information of the respondents is as follows: 1. They are over 36 years old, accounting for 86.5%; 2.96.1% have a college degree or above; 3.84.4% are at the director level;

## 2. RESULTS and DISCUSSION

Through research, it was found that the average financial management status of the company is 3.30, with a highest score of 3.61. the company regularly conducts inventory of funds and assets. This indicates

that respondents place greater emphasis on the integrity of company assets, which is in line with the basic principles of financial management.

The second highest scoring in this group are "The company is recorded in accordance with the Chinese Accounting Standards" and "The company's annual revenue exceeds 10 million or more", with an average score of 3.59, which is strongly agreed upon. the financial management of the respondent companies basically follows the Chinese Accounting Standards, and most companies have annual sales of over 10 million, indicating that under the principles of financial management, the company's sales quota is also relatively large. Under the leadership of excellent

financial managers, the company can effectively promote the company's financial management.

The lowest score for this group is 2.51, which indicates that there are relatively few companies expanding overseas and most of the company's business is still focused on the domestic market. However, the score for this project is still in agreement with this score. If the company has overseas business, then financial management will be relatively diversified, which inevitably requires the company's financial managers to have a broader knowledge in order to cooperate with the company's development.

**Table 1 Business Performance as to Budget Planning**

| Indicators | Weighted Mean | Verbal Interpretation | Rank |
|---|---|---|---|
| 1. At present, the company has a budget. | 3.41 | Agree | 2 |
| 2. I think the operation of a company requires budget planning. | 3.65 | Agree | 1 |
| 3. The current budget planning of the company is reasonable. | 3.02 | Agree | 7 |
| 4. The budget made by the company last year met the standards. | 2.89 | Agree | 9 |
| 5. The budget execution process of our company is supervised and assessed. | 3.24 | Agree | 3.5 |
| 6. The company's budget assessment has corresponding reward and punishment measures. | 3.17 | Agree | 6 |
| 7. The budget assessment results of the company are highly valued by both the President and General Manager. | 3.18 | Agree | 5 |
| 8. The company's annual budget needs to be completed through third-party organizations. | 2.30 | Agree | 10 |
| 9. During the budget execution process, corresponding adjustments will be made during the period. | 3.24 | Agree | 3.5 |
| 10. The budget execution of the company is handled by the finance department. | 2.91 | Agree | 8 |
| **Composite Mean** | **3.10** | **Agree** | |

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00-1.49 = Strongly Disagree*

From Table 1, it can be seen that the overall average score for "budget planning" is 3.1, with the highest score being "I think the operation of a company requires budget planning". As a financial worker for many years, I sincerely hope that everyone in the company can have a budget plan because budget planning is a breakdown of the company's strategic goals, so that each department can better move towards the established goals. If there are problems, they can be adjusted in a timely manner, including goals and plans; For example, in the recent pandemic, if the company is in the tourism industry, its strategic goal should be adjusted from expansion to stable operation, so as not to cause huge losses due to blind expansion.

The lowest score in the table is project "The company's annual budget needs to be completed through third-party organizations. ", indicating that the budget is basically completed by the company itself, so the score is only 2.3. Because budget plans

are generally broken down based on the company's strategic goals for the following year, and then each department quantifies and arranges work, dividing it into 12 months. Then, the actual business data of each department for each month is compared with the original planned budget data, and relevant adjustments can be made based on the differences in comparison to ensure the effective completion of the goals.

It is not very important for third-party institutions to assist. As long as they are in contact with a large number of enterprises and have relatively rich experience, they can play a guiding role at the beginning of establishment, while the company is still responsible for the rest. Some special businesses may have needs, and they can be completed within the company for the rest of the year, and they also have a more thorough understanding of strategic goals. It can also save on the expenses of hiring third-party

organizations and improve one's own company management.

The above questionnaire survey data fully conforms to the actual logic of company management.

## 3.CONCLUSIONS AND RECOMMENDATIONS

The results show that, I think the operation of a company requires budget planning has the highest coefficient value, which is 3.65; The budget made by the company last year met the standards, the coefficient has the lowest value of 2.30; The coefficient value of the budget made by the company last year met the standards is the second to last, at 2.89; The management of the company believes that budget planning is necessary in the company and is a necessary part of company management, with a positive correlation coefficient. However, in the process of making budget plans, whether it is necessary to rely on the assistance of third-party external agencies to complete it, the manager holds reservations. As for the budget compliance of the previous year, the situation of each company may not be consistent, and it may also be due to inaccurate analysis of the overall environment, resulting in significant budget deviations.

A good budget plan is an irreplaceable tool in the process of enterprise strategic execution, which can effectively link strategy and plan, and form practical data and action plans; Table 5 below presents the operational plan, recommendations, and conclusions formed by integrating the company's strategic development, key KPI indicators, detailed action plans, and ultimate achievement of standards. This is based on a series of judgments on a reasonable future combat plan (Zheng Yongqiang, 2023-02). Therefore, when a company develops to a certain scale, a good financial management system should include budget planning in order to more effectively implement the goal management of the company's strategic development.

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# Research on the Evaluation of the Integration of Online and Offline Teaching Effectiveness in Tax Inspection Courses

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**Abstract:** With the rapid development of information technology and the continuous innovation of educational models, the effective integration of online and offline teaching modes has become an important means to improve educational quality. This article takes the tax inspection course as the research object and aims to explore the effectiveness evaluation indicators and methods for integrating online and offline teaching modes, as well as the impact of this integration on teaching effectiveness. The article first reviews the theoretical basis of the integration of online and offline teaching modes, including blended learning theories, the application of educational technology, and adult learning theories, and combines the characteristics of the tax inspection course to propose the necessity and feasibility of integrating online and offline teaching modes. Subsequently, based on literature review and theoretical analysis, a comprehensive evaluation indicator system including the suitability of teaching content, interactivity of learning, richness of learning resources, diversity of assessment methods, and learning outcomes was constructed. In addition, the article discusses the application of this evaluation indicator system in practical teaching and how to improve teaching effectiveness by adjusting teaching strategies and tools. Finally, the article emphasizes the importance of integrating online and offline teaching modes in improving the teaching quality and student learning outcomes of the tax inspection course, and points out future research directions and potential challenges. The purpose of this study is to provide a theoretical and practical reference framework for professional courses such as tax inspection, to promote the effective integration of educational technology and teaching practices, and to further improve educational quality and efficiency.

**Keywords:** Integration of online and offline; Teaching effectiveness evaluation; Tax inspection course; Blended learning; Educational technology

## 1. INTRODUCTION

### 1.1 Research Background and Significance

With the rapid development of information technology, traditional educational models are undergoing unprecedented changes. The boundary between online education and traditional face-to-face education is becoming blurred, and the hybrid learning model combining online and offline teaching has become a hot topic in the education industry.

Guo Qihui, Xu Lili, & Lei Shoucheng. (2021) [1] discussed the application of the hybrid learning model in the "Food Sensory Evaluation Technology" course, based on the necessary integration of online and offline teaching modes. The article introduces the background and significance of the hybrid learning model and analyzes the specific implementation methods and effects of this model in the food sensory evaluation technology course. The research results indicate that this hybrid learning model can improve students' learning enthusiasm and practical abilities, promote school-enterprise cooperation, and play a positive role in the comprehensive quality cultivation of students. In terms of evaluation, the article provides some feedback and suggestions from students and teachers, and proposes optimization suggestions for the model. [2] Xu Xiaodan, Liu Huawen, & Duan Zhengjie. (2018) explored the learning evaluation mechanism in hybrid learning. The article first introduces the concept and characteristics of hybrid learning, and then discusses the methods and criteria for learning evaluation in hybrid learning. The research results indicate that learning evaluation in hybrid learning needs to comprehensively consider students' online learning performance and offline practical performance, adopting multiple evaluation methods such as assignments, exams, and experimental reports. In terms of evaluation, the article proposes criteria and methods for learning evaluation and suggests improvements for the evaluation mechanism. [3] Liu Quan, Zhang Hongmei, Zhao Yongmei, An Li,

& Song Xiaobo. (2020) explored the "hybrid+" smart teaching in the computer program design course. The article introduces the concept and application scenarios of the "hybrid+" smart teaching model, and analyzes the specific implementation methods and effects of this model in the computer program design course. The research results indicate that the "hybrid+" smart teaching model can improve students' learning motivation and learning effectiveness, promote students' autonomous learning and innovative thinking. In terms of evaluation, the article provides feedback from students and teachers, as well as suggestions for improvement and development of the model. [4] Peng Ting, & Liu Hua. (2018) studied the application of blended learning in higher vocational economic courses. The article elaborates on the concept and characteristics of blended learning and discusses the specific implementation methods and effects of this model in higher vocational economic courses. The research results indicate that the blended learning model can improve students' learning effectiveness and comprehensive qualities, enhance students' practical abilities and innovative thinking. In terms of evaluation, the article analyzes the advantages and limitations of the blended learning model and proposes improvements and development suggestions. [5] Wang Wei. (2008) mainly discusses the correction methods for common errors in value-added tax accounting. The article lists common types of errors in value-added tax accounting, such as certification errors and calculation errors, and provides corresponding correction methods. In terms of evaluation, the article analyzes the practicality and effectiveness of the correction methods, and points out the importance of error correction in value-added tax accounting. [6] Zhong Xiuhong, Zhang Dongfang, Fan Hongyan, Luo Xiaofeng, Liu Zhongping, & Wang Weiyao. (2023). Research on the online and offline hybrid teaching model for integrated endocrine system courses based on educational informatization. The article introduces the impact and promotion of educational informatization on teaching models, and analyzes the specific implementation methods and effects of this model in the integrated endocrine system courses. The research results indicate that the online and offline hybrid teaching model can improve students' learning motivation and learning effectiveness, promote students' autonomous learning and innovative thinking. In terms of evaluation, the article provides feedback from students and teachers, as well as suggestions for improvement and development of the model. [7] Zhu Lidong. (2023). Research on the online and offline hybrid teaching reform practice of the

"Mechanical Drawing" course in higher vocational education. The article introduces the background and significance of online and offline hybrid teaching in higher vocational education, and discusses the specific implementation methods and effects of this model in the mechanical drawing course. The research results indicate that the online and offline hybrid teaching model can improve students' learning interest and practical abilities, promote the comprehensive quality cultivation of students. In terms of evaluation, the article analyzes the advantages and limitations of the reform practice and proposes improvements and development suggestions. [8] Yang Xiaoping, Lin Li, & Wang Xianping. (2023) using first-class course of education as an example. The article elaborates on the connotation and characteristics of blended learning, and analyzes the problems and challenges faced by this model in first-class course of education. In response to these problems, the article proposes some countermeasures and solutions. In terms of evaluation, the article looks forward to the application prospect of blended learning and evaluates the strategies for problem-solving. [9] Li Hao, & Liu Ran. (2023) analyzed the specific implementation methods and effects of this model in animation design courses. The research results indicate that the online and offline hybrid teaching model can improve students' learning interest and practical abilities, promote the comprehensive quality cultivation of students. In terms of evaluation, the article provides feedback from students and teachers, as well as suggestions for improvement and development of the model. [10] Ban Zixuan, Xu Weiping, & Wu Di. (2023) using the "Mechanical Manufacturing Technology Fundamentals" course as an example. The article introduces the concept and characteristics of blended learning, and analyzes the specific implementation methods and effects of this model in engineering courses. The research results indicate that the online and offline hybrid teaching model can improve students' learning effectiveness and practical abilities, promote innovative thinking and comprehensive quality cultivation of students. In terms of evaluation, the article looks forward to the application prospect of blended learning and proposes improvements and development suggestions. The research results indicate that the blended learning model can improve students' learning enthusiasm, practical abilities, and innovative thinking, and promote the cultivation of their comprehensive qualities. In terms of evaluation, these literature provide feedback and suggestions from students and teachers, and propose improvements and development suggestions for the model. However, these studies still have some limitations, such as limited research

scope and small sample sizes, which need further in-depth research and exploration. Overall, these literature provide valuable references and inspirations for the application of the blended learning model.

Based on the literature [3][6][8][9], the hybrid learning model combines the flexibility of online education with the interactivity of face-to-face education, which is considered an effective way to improve teaching quality and efficiency. Especially in professional fields such as tax inspection, the implementation of this model is particularly important due to its unique complexity and practicality. However, although this model is widely used in teaching practices, the evaluation indicator system for its integration effectiveness is not yet clear, which is of great significance for optimizing teaching designs and improving teaching effectiveness.

1.2 Research Objectives and Research Questions

The research aims to construct an evaluation indicator system for the effectiveness of integrating online and offline teaching models. Specifically, we will propose a multidimensional evaluation framework that comprehensively evaluates the blended learning model based on the research results from literature [2][4]. This framework not only considers the rationality of teaching design, effective integration of learning resources, interactivity of learning activities but also includes the evaluation of learning outcomes. Through this evaluation framework, we can provide educators with a quantitative analysis tool to help them optimize teaching strategies and improve teaching quality.

## 2. LITERATURE REVIEW

2.1 Theoretical Basis of Integrating Online and Offline Teaching Modes

Blended learning theory suggests that the effective integration of online and offline teaching modes can yield better learning outcomes than a single teaching mode. Literature [1][4][6] provides detailed explanations and empirical research on this theory. In the context of tax inspection courses, the blended learning model can not only provide a wealth of case study materials online but also facilitate face-to-face discussions in the classroom, promoting students' deep understanding and critical thinking. This model emphasizes the integration of theory and practice, enhancing students' abilities to solve practical tax problems.

2.2 Current Research Status of Integrating Online and Offline Teaching Modes

Currently, research on integrating online and offline teaching modes mainly focuses on how to effectively combine the two modes to enhance teaching effectiveness. Studies in literature

[1][3][5][7][9] indicate that although blended learning has gained recognition in teaching practices, there are still some unresolved issues, such as the alignment of course content and technology, interaction between teachers and students, and diversity of assessment methods. The existence of these issues directly affects the effectiveness of integrating online and offline teaching modes. Therefore, it is crucial to establish a scientific evaluation indicator system to identify and address these issues.

## 3. PRINCIPLES OF CONSTRUCTING AN EVALUATION INDICATOR SYSTEM FOR INTEGRATING ONLINE AND OFFLINE TEACHING MODES

Constructing a comprehensive evaluation indicator system for the effectiveness of integrating online and offline blended learning modes is of great significance for improving educational quality. The following sections will elaborate on five dimensions: suitability of teaching content, interactivity of learning, richness of learning resources, diversity of assessment methods, and learning outcomes.

3.1 Suitability of Teaching Content

The suitability of teaching content is crucial for the success of blended learning. Based on research in literature [1][8], teaching content should not only be closely aligned with course objectives but also consider students' receptivity and interests. Suitable teaching content should stimulate students' learning enthusiasm and promote their active learning. In the context of tax inspection courses, this means that teaching content should cover comprehensive knowledge from basic theory to practical operations. Furthermore, content distribution should be flexibly adjusted based on the characteristics of online and offline teaching environments to achieve optimal learning outcomes.

3.2 Interactivity of Learning

The interactivity of learning is an important factor in enhancing the effectiveness of blended learning. Literature [2][6] indicates that diversified interaction methods, such as group discussions, case studies, and online forums, can significantly improve students' learning interest and efficiency. Interactivity includes not only interactions between teachers and students but also interactions among students. Such interactions help establish cooperative relationships among students and promote in-depth understanding and application of knowledge. Therefore, when evaluating the effectiveness of blended learning modes, it is important to consider the diversity of interaction methods and their implementation effects.

3.3 Richness of Learning Resources

The richness of learning resources directly affects learning quality and outcomes. Literature [4][9] emphasizes that high-quality learning resources should include, but are not limited to, textbooks, online courses, video lectures, and case studies. These resources can not only provide multiple perspectives on knowledge but also cater to students with different learning styles. Furthermore, effectively integrating these resources to complement each other is crucial for enhancing learning efficiency. Therefore, when constructing an evaluation indicator system, the richness of learning resources and their integration methods are important considerations.

### 3.4 Diversity of Assessment Methods

Traditional assessment methods mainly focus on written exams and closed-book tests, while modern educational evaluations increasingly adopt open-book exams, online quizzes, and project reports. Literature [2][10] indicates that diversified assessment methods can more comprehensively reflect students' learning achievements and motivate them to grasp knowledge through multiple approaches. In the context of blended learning modes, the diversity of assessment methods is particularly important as it not only promotes students' overall development but also provides feedback to teachers regarding teaching effectiveness, enabling further optimization of teaching designs.

### 3.5 Learning Outcomes

Learning outcomes are the ultimate goal in evaluating the effectiveness of integrating online and offline teaching modes. Literature [3][7] suggests that the evaluation of learning outcomes should not be limited to the mastery of knowledge but also include students' thinking abilities, problem-solving skills, and collaboration skills. This requires evaluation methods that comprehensively reflect students' learning processes and outcomes. Therefore, when constructing an evaluation indicator system, multiple dimensions of learning outcomes should be considered, and a comprehensive assessment of teaching effectiveness in blended learning modes should be conducted using qualitative and quantitative methods.

## 4. STRATEGIES AND APPLICATIONS OF INTEGRATING ONLINE AND OFFLINE TEACHING MODES

In the field of education today, integrating online and offline teaching modes has become an important trend in teaching reform. This integration requires teachers to make corresponding adjustments and optimizations in teaching strategies and the use of teaching tools.

### 4.1 Adjustment of Teaching Strategies

Based on the research in literature [1][5][6], optimizing teaching strategies is crucial for achieving the integration of online and offline modes. Adjusting teaching strategies should consider the following aspects: firstly, teachers should design appropriate teaching activities based on students' learning needs and characteristics. For example, increasing interactive discussion sessions online and focusing on practical operations or experiments offline. Secondly, the allocation of time between online and offline activities should be reasonable to ensure that students can enjoy the flexibility of online learning and experience the intuitiveness of offline practice. Finally, teachers need to continuously evaluate the effectiveness of teaching strategies to make timely adjustments and optimizations to the teaching plan.

### 4.2 Application of Teaching Tools

Literature [3][9][10] demonstrates the significant role of modern educational technology tools in teaching. The selection and application of teaching tools form the foundation for achieving effective integration of teaching modes. Effective use of modern teaching tools, such as online course management systems, virtual reality technology, and interactive discussion boards, can greatly enhance teaching interaction and learning efficiency. When selecting teaching tools, in addition to considering their functionality, factors such as students' acceptance and ease of operation should also be considered. For example, utilizing an online course management system can achieve unified distribution and management of course resources, enhancing the continuity of learning; meanwhile, virtual reality technology can provide more vivid learning experiences and stimulate students' learning interests.

## 5. CONCLUSION

Based on the literature review and practical exploration, this study has clarified the evaluation indicator system for integrating online and offline teaching modes and proposed corresponding strategies and application recommendations. Taking into account the research in literature [2][4][8], this study constructs an evaluation indicator system that includes multiple dimensions, such as suitability of teaching content, interactivity of learning, richness of learning resources, diversity of assessment methods, and learning outcomes. This system can be used not only to evaluate the integration effectiveness of online and offline teaching modes but also to provide specific directions for improving and optimizing teaching practices. This study makes contributions in both theoretical and practical aspects, enriching the evaluation theory of blended learning modes and providing a reference framework for future related

research. In terms of practice, the proposed evaluation indicator system and strategy recommendations can assist educators in effectively integrating online and offline teaching resources, thereby enhancing teaching quality and learning outcomes. Future research should further explore more refined and comprehensive evaluation indicator systems, while continuously updating the application of teaching strategies and tools to adapt to the rapid development of educational technology and changing student needs.

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